



## Todd J. Bacile, Ph.D.

Loyola University New Orleans  
College of Business / Associate Professor of Marketing and  
*The Clifton A. Morvant Distinguished Professor in Business*  
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### CURRICULUM VITAE SUMMARY

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- ◆ *Research summary:* Published research on digital marketing topics and service marketing topics, often at the intersection point of these two areas. Research published in the *Journal of Interactive Marketing* (multiple papers), *Journal of Research in Interactive Marketing*, *Journal of Consumer Marketing*, and others, as well as several conference proceedings and abstracts.
- ◆ *Teaching summary:* Winner of two university-wide teaching awards at two universities and departmental teaching awards, due largely to my digital marketing courses. Student evaluations exceed College mean values. Number of classes taught / preps uncommonly high. Experience teaching both offline and online classes, as well as a six-week term and full semester duration.
- ◆ *Service summary:* Member of up to 10 different formal committees (at times, many concurrently), several informal committees, advisor to 20 students per semester, and Chairperson for four different departmental job searches while Assistant Professor at Loyola.

### EDUCATION

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- ◆ Florida State University (2013), Doctor of Philosophy, Marketing (Tallahassee, FL)
- ◆ Mississippi State University (2008), Master of Business Administration (Starkville, MS)
- ◆ Wayne State University (1998), B.S., Business Administration, Management (Detroit, MI)

### HONORS, AWARDS, & CERTIFICATIONS

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- ◆ Graduate Teaching Award, 2019 (Loyola University New Orleans, College of Business)
- ◆ Graduate Teaching Award, 2018 (Loyola University New Orleans, College of Business)
- ◆ Faculty Research Award, 2018 (Loyola University New Orleans, College of Business)
- ◆ Faculty Senate Outstanding Teaching Award, 2017 (Loyola University-wide award)
- ◆ Earned a certification from Google for web analytics / Google Analytics, 2016-2019
- ◆ Earned a certification from Google for search engine marketing / AdWords, 2015
- ◆ Faculty Research Award, 2015 (Loyola University New Orleans, College of Business)
- ◆ Won "Best Research Paper Award", 2014 (Direct/Interactive Marketing Research Summit)
- ◆ Won Ralph Stair Prize in Innovative Education, 2013 (Florida State University-wide award)

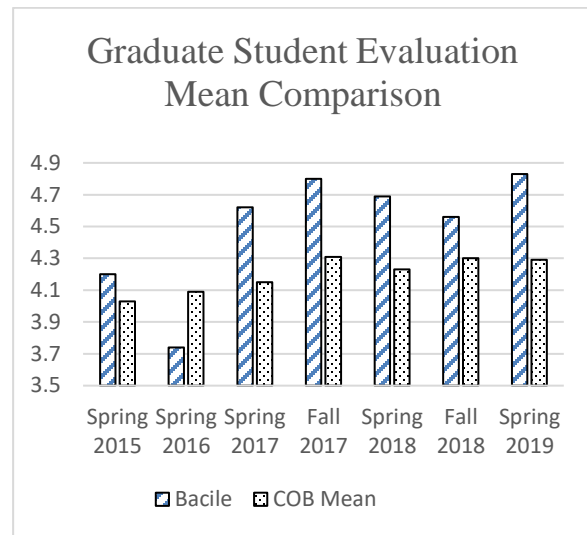
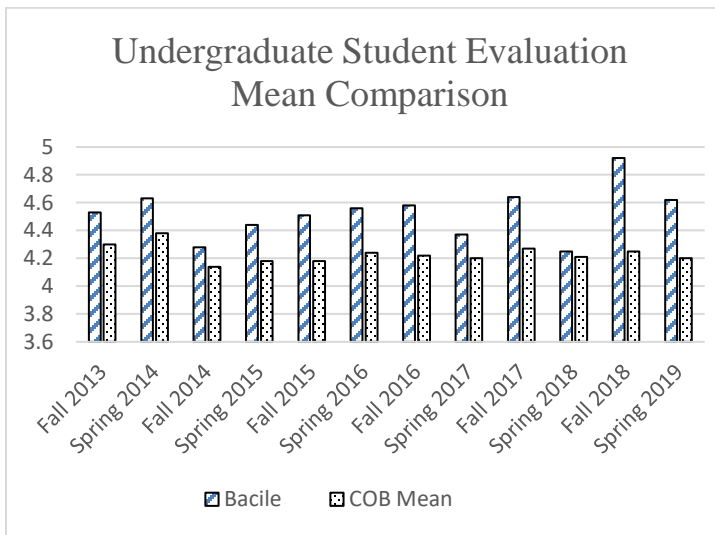
### RESEARCH INTERESTS

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- ◆ Digital Marketing: My research focuses on strategic managerial implications of digital marketing initiatives. Specifically, I examine the differences of application and strategy when moving from traditional marketing channels and experiences to digital tools and resources.
- ◆ Services Marketing: Co-production and co-creation; Customization; Service recovery; Consumer complaining behavior; Other-consumers influencing a service encounter; Digital service encounters; Online incivility in digital service encounters.

## TEACHING PERFORMANCE: STUDENT EVALUATION SCORES

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## TEACHING ASSIGNMENTS / COURSES TAUGHT

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The following are courses previously prepped and taught at the undergraduate and graduate levels:

### Undergraduate Courses:

- Principles of Marketing
- Advanced Marketing Strategy
- E-Marketing: Google Analytics \*\*\*
- E-Marketing: Search Marketing
- E-Marketing: Social Media Marketing
- Consumer Information Privacy

### Graduate Courses:

- Strategic Marketing Management (taught both offline and online formats)
- Digital Marketing and Analytics \*\*\*

\*\*\* *Received a teaching award for course*

## TEACHING INNOVATIONS & EXPERIENTIAL LEARNING

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As a professor who teaches digital marketing topics, I have a duty to my students to teach them new and innovative technology tools in use by marketers in real-life business application. Below is a brief summary of experiential learning projects I have created or adopted into my courses:

- **Google Analytics (2016-19):** A local marketing agency informed me that it would hire any student who earned a Google certification. The idea of making my marketing students more employable was too tempting to pass up, so I created this class. It enables students to use Google's web metrics software called Google Analytics. This experiential learning course exposes students to actual website visitor data that is then interpreted by students using Google Analytics. Students learn different features of the platform, while preparing to pass a certification test offered by Google. This

official certification transcends the classroom by making students attractive job applicants in a growing field. Students enjoy this class immensely, leading to extremely high evaluations. The following quote from a student exemplifies their feedback to this valuable experiential learning class:

*“The Google certification process set this class apart from any other I have taken previously. I feel prepared to enter the workforce with the new skills and knowledge this class has instilled. I liked that the class consisted of different segments, each of which required different thinking styles and helped keep the class engaging.”*

- **Google AdWords (2015-16):** This class is similar to the Google Analytics course described above. The class gradually exposes students to Google Ads (a search marketing platform formerly called AdWords). Lessons are designed to prepare students to pass the Google Ads certification test.
- **Stukent Search Marketing Simulation (2014-17):** This simulation was created by a company called Stukent to enable students to compete with their peers in an online search marketing ad competition. I was one of the first professors in the country to adopt this experiential learning tool for use in my class. Students work in teams, with each team acting as a fictitious online retailer. Teams use search marketing techniques to “sell” more products. The simulator takes each team’s decisions and calculates product sales each week. This is a competitive, yet fun learning atmosphere where students see how sales numbers relate to metrics and wise (or unwise) decision making.
- **The Klout Challenge (2011-14):** I created this innovative teaching project, which uses a metric designed to measure an individual’s social media influence. The metric was created by Klout.com to enable brands to locate influential and popular consumers on social media. Surprisingly, I noticed that job recruiters for entry-level marketing jobs would use students’ Klout scores as a proxy for knowledge of using social media. This inspired me to create my project, “The Klout Challenge,” which was designed as an experiential learning project. After lecturing about specific social media tools, students were then tasked with getting people to engage with their own content on social media. As more people engaged with a student’s content, his or her Klout score would increase. The final grade for this project was each student’s actual Klout score, which would also help students become more attractive to certain employers. The project garnered an immense amount of attention and was featured in the Chronicle of Higher Education, Inside Higher Ed, and other media outlets.

## RESEARCH: REFEREED JOURNAL ARTICLES

Bacile, Todd J., Jeremy S. Wolter, Alexis M. Allen, and Pei Xu (2018), “The Effects of Online Incivility and Consumer-to-Consumer Interactional Justice on Complainants, Observers, and Service Providers During Social Media Service Recovery,” *Journal of Interactive Marketing*, 44, 60-81.

Fox, Alexa, Todd J. Bacile, Chinintorn Nakhata, and Aleshia Weible (2018), “Selfie-Marketing: Exploring Narcissism and Self-Concept in Visual User-Generated Content on Social Media,” *Journal of Consumer Marketing*, 35 (1), 11-21.

Note: as of July 1, 2019, this article has the highest citation count for all 2018 JCM articles.

Bacile, Todd J., Christine Ye, and Esther Swilley (2014), “From Firm-Controlled to Consumer-Contributed: Consumer Co-Production of Personal Media Marketing Communication,” *Journal of Interactive Marketing*, 28 (2), 117-133.

Note: As of July 1, 2019, this article has the 4<sup>th</sup> highest citation count for all 2014 JIM articles.

Bacile, Todd J. (2013), “The Klout Challenge: Preparing Your Students for Social Media Marketing,” *Marketing Education Review*, 23 (1), 87-92.

Note: as of July 1, 2019, this article has the 2<sup>nd</sup> highest citation count of the 13 articles within this MER special issue on innovative teaching.

Bacile, Todd J. and Ronald E. Goldsmith (2011), “A Services Perspective for Text Message Coupon Customization,” *Journal of Research in Interactive Marketing*, 5 (4), 244-257.

## RESEARCH: MANUSCRIPTS UNDER REVIEW

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Wolter, Jeremy S., Todd J. Bacile, and Jeffrey Smith, “How Customer-Company Identification Leads to Customer Entitlement during Service Recovery,” under third-round review at the *Journal of Business Research*.

Bacile, Todd J., “Interactional Value Co-Destruction in Online Customer Service: The Impact of Other-Customer Online Incivility,” under second-round review at the *Journal of Service Management*.

Bacile, Todd J., Alexandra Krallman, Jeremy S. Wolter, and Nicole Beachum, “Service Recovery 2.0: The Influence of Other-Customers,” under first-round review at the *Journal of Services Marketing*.

## RESEARCH: MANUSCRIPTS IN-PROCESS

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Wolter, Jeremy S. Todd J. Bacile, and Pei Xu, “The Untamed Frontier of Brands’ Social Media Pages: How Uncivil Consumer Replies Hurt Customer-Company Relationships through Consumer Injustice and Perceived Ostracism,” targeted at the *Journal of Marketing*, status: three of four studies with analysis completed; currently conducting a final qualitative study.

Ronald E. Goldsmith, Charles F. Hofacker, and Todd J. Bacile, “Marketing Goods, Services, and Data-Based Products,” targeted at *Business Horizons*, status: conceptual paper is 95% complete and is currently being edited to reduce length.

Sugathan, Praveen, Subin Sudhir, Alexa Fox, and Todd J. Bacile, “Incongruence in Electronic Word-of-Mouth Recommendations: When Qualitative and Quantitative Recommendations Undermine Intention to Use in Decision Making,” targeted at the *Journal of the Academy of Marketing Science*, status: data collected for two experimental studies with analysis currently underway; several sections of the paper are under development.

Bacile, Todd J., Jeremy S. Wolter, Alexa Fox, and Felipe Massa “Not All Online Complaints are Created Equal: A Motivational Analysis of Online Complainants,” targeted at the *Journal of Service Research*, status: qualitative data is currently undergoing analysis with several sections of the paper currently under development.

Bacile, Todd J., “Other-Customers Creating Emotionally Charged Service Encounters During Social Media Service Recovery,” targeted at the *Journal of Interactive Marketing*, status: literature review and hypotheses development are currently underway.

Bacile, Todd J., Jeremy S. Wolter, and Charles F. Hofacker, “The Consumer Online Incivility Scale: A New Measure for Interpersonal Treatment in Digital Marketing Environments,” targeted at the *Journal of the Academy of Marketing Science*, status: this project is in the early planning stages as a scale development project.

Bacile, Todd J., Alexis Allen, Felipe Massa, and Charles F. Hofacker, “Enter the Badvocate: A New Role Acting Out within Complaints on Firms’ Social Media Platforms,” targeted at the *Journal of Service Research*, status: this project is in the early planning stages as a related, yet unique topic similar to my 2018 *Journal of Interactive Marketing* publication.

## BOOK CHAPTERS AND PUBLICATIONS

Goldsmith, Ronald E. and Todd Bacile (2015), "Chapter 8: Social Influence and Sustainable Behavior," in *Social Influence and Sustainable Consumption*, Elizabeth B. Goldsmith, ed. Switzerland: Springer, 127-154.

Hofacker, Charles F. and Todd J. Bacile (2011), *Electronic Marketing: Communicating, Selling and Connecting People with Networks and Software*. Raleigh, NC: Lulu.

## CONFERENCE PANELS & SPECIAL SESSIONS

\* Denotes Panel / Special Session Chair and Organizer

\* Bacile, Todd J., Caroline Munoz, and Natalie T. Wood (2019), “Get Your Students Certified: Using Third-Party Digital Marketing Certifications in Your Marketing Courses,” panel discussion held at the *Marketing Education Association Conference*, Phoenix, AZ.

\* Bacile, Todd J., Debra A. Laverie, Richard C. Hanna, Rebeca Perren, and Kristin Stewart (2018), “Digital Marketing Certifications for Your Students: A Panel Discussing Recommendations and Challenges for Faculty,” panel discussion held at the *American Marketing Association’s Summer Educator’s Conference*, Boston, MA.

\* Bacile, Todd J., William F. Humphrey Jr., Debra A. Laverie, and Janna M. Parker (2018), “How to Implement a Digital Marketing Course to Help Students Earn Industry Certifications,” panel discussion held at the *Society for Marketing Advances*, West Palm Beach, FL.

\* Bacile, Todd J., Scott Cowley, William F. Humphrey Jr., and Debra A. Laverie (2018),

“Incorporating Digital Marketing Certifications into the Classroom: Best Practice Recommendations and Challenges to Overcome for Faculty,” panel discussion held at the *Marketing Management Association’s* Spring conference, Chicago, IL.

## RESEARCH: REFEREED CONFERENCE PROCEEDINGS & ABSTRACTS

Bacile, Todd J., Jeremy S. Wolter, Alexis M. Allen, Pei Xu, and Tara Luck Mariano (2018), “Customer-to-Customer Interactional Justice: A New Challenge for Service Recovery via Social Media,” presented at *Academy of Marketing Science*, New Orleans, LA.

Min, Dong-Jun and Todd J. Bacile (2017), “A Polyadic Customization-Engagement Paradox of Hypertargeting in Social Media: Can Exclusive Personalization be Detrimental to Consumer-to-Consumer Engagement?,” presented at *Marketing EDGE Summit*, New Orleans, LA.

Wolter, Jeremy S., Todd J. Bacile, and Pei Xu (2017), “The Untamed Frontier of Brands' Social Media Pages: How Uncivil Consumer Replies lead to Perceived Injustice, Perceived Ostracism, and Consumer Disengagement,” presented at *26th Annual Frontiers in Service Conference*, New York, NY.

Bacile, Todd J., Jeremy S. Wolter, Alexa K. Fox, and Felipe Massa (2016), “All Online Complaints Are Not Created Equal: Corporate Social Media Pages as Customer Service Channels,” presented at *Academy of Marketing Science*, Orlando, FL.

Wolter, Jeremy S., Jeffrey Smith, and Todd J. Bacile (2016), “How Customer-Company Identification and Self-Constraint Predict Service Recovery Expectations and Complaints,” presented at *Academy of Marketing Science*, Orlando, FL.

Bacile, Todd J., Alexa K. Fox, Jeremy S. Wolter, Felipe Massa, and Emily Treen (2016), “Not Just ‘One and Done’: Toward an Understanding of the Online Complaining Phenomenon,” presented at *Direct / Interactive Marketing Research Summit*, Los Angeles, CA.

Bacile, Todd J., Alexa K. Fox, Jeremy S. Wolter, and Felipe Massa (2016), “Service Recovery via Corporate Social Media Channels: An Online Complaining Alternative to Third-Party Review Sites,” presented at *Consumer Satisfaction/Dissatisfaction & Complaining Behavior Conference*, New Orleans, LA.

Bacile, Todd J. and Alexa K. Fox (2015), “Customer Service versus Word-of-Mouth: An Exploratory Motivational Analysis of Online Complainers,” presented at *Direct / Interactive Marketing Research Summit*, Boston, MA.

### **\*\*\*Winner of Best Research Paper Award in Conference:**

Bacile, Todd J., Alexis Allen, and Charles F. Hofacker (2014), “Enter the Badvocate: A Unique Consumer Role Emerging within Social Media Complaint and Recovery Episodes,” presented at *Direct / Interactive Marketing Research Summit*, San Diego, CA.

Bacile, Todd J., Charles Hofacker, and Allyn White (2014), "Emerging Challenges in Social Media: Service as Marketing Communication Signals," published in the *International Journal of Integrated Marketing Communications*, 6 (1), 34-51 (in partnership with the *Direct / Interactive Marketing Research Summit*).

Bacile, Todd J., Charles F. Hofacker, and Allyn White (2014), "Service Encounters via Social Media: The Presence of Positive and Negative Signals," presented at *Society for Marketing Advances*, New Orleans, LA.

Bacile, Todd J., Charles F. Hofacker, and Alexis Allen (2013), "Emerging Challenges in Social Media: Social Complaints, Service Recovery, and Dysfunctional Consumers," presented at *Direct / Interactive Marketing Research Summit*, Chicago, IL.

Bacile, Todd J. and Charles F. Hofacker (2012), "Adapting Principles of Service Quality to Personal Media Marketing Communication," presented at *American Marketing Association Summer Educators' Conference*, Chicago, IL.

Bacile, Todd J. (2012), "The Klout Challenge: Preparing Your Students for Social Media Marketing," presented at *Society for Marketing Advances*, Orlando, FL.

Bacile, Todd J. (2012), "Social Media Assessment for Marketing Students: The Klout Challenge," presented at *Academy of Marketing Science - World Marketing Congress*, Atlanta, GA.

Bacile, Todd J. and Charles F. Hofacker (2011), "The Co-Production of Marketing Communications Distributed through Personal Technology: A Service Customization Perspective," presented at *American Marketing Association Summer Educators' Conference*, San Francisco, CA.

Bacile, Todd J. and Melissa Nieves (2011) "An Investigation into Corporate Ethical Behavior in Social Media," presented at *Society for Marketing Advances Conference*, Memphis, TN.

Bacile, Todd J., Christine Ye, Esther Swilley, and Charles F. Hofacker (2011), "An Investigation of Consumer Co-Production on Mobile Coupon Redemption," presented at *American Marketing Association Winter Educators' Conference*, Austin, TX.

Bacile, Todd J. (2010), "Mobile Coupons: Is a Picture Worth a Thousand Words?," presented at *Society for Marketing Advances Conference*, Atlanta, GA.

## INVITED PRESENTATIONS

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Bacile, Todd J., Jeremy S. Wolter, Alexis M. Allen, and Pei Xu (2017), "How Rude! The Impact of Online Incivility on Perceptions of Justice in Social Media Customer Service Encounters," presented at the University of New Orleans, New Orleans, LA.

Bacile, Todd J., Christine Ye, Esther Swilley, and Charles F. Hofacker (2011), "An Investigation of Customization on Mobile Coupon Redemption," presented at *Southeastern Marketing Symposium*, University of Mississippi, Oxford, MS.

## PROFESSIONAL SERVICE

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### Academic Journal Editorial Review Boards

- ◆ Journal of Services Marketing (2019)
- ◆ Marketing Education Review (2014 – 2019)

### Reviewer: Journals

- ◆ 2019 – Journal of Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2019 – Journal of Services Marketing: Editorial Review Board (2 Manuscripts)
- ◆ 2019 – Journal of Research in Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2019 – Marketing Education Review: Editorial Review Board (2 Manuscripts)
- ◆ 2018 – Journal of Interactive Marketing: Ad Hoc Reviewer (2 Manuscripts)
- ◆ 2018 – Journal of Services Marketing: Ad Hoc Reviewer (8 Manuscripts)
- ◆ 2018 – Journal of Service Research: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2018 – Journal of Marketing Education: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2018 – Journal of Research in Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2018 – Business and Society: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2018 – Marketing Education Review: Editorial Review Board (3 Manuscripts)
- ◆ 2017 - Journal of Interactive Marketing: Ad Hoc Reviewer (3 Manuscripts)
- ◆ 2017 – Journal of Services Marketing: Ad Hoc Reviewer (2 Manuscripts)
- ◆ 2017 - Marketing Education Review: Editorial Review Board (2 Manuscripts)
- ◆ 2017 - Journal of Consumer Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2017 – Journal of Research in Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2016 - Marketing Education Review: Editorial Review Board (3 Manuscripts)
- ◆ 2016 - Journal of Interactive Marketing: Ad Hoc Reviewer (3 Manuscripts)
- ◆ 2016 - Journal of Research in Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2015 - Marketing Education Review: Editorial Review Board (3 Manuscripts)
- ◆ 2015 - Journal of Services Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2014 - Journal of Service Management: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2014 - Internet Research: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2014 - Marketing Education Review: Editorial Review Board (1 Manuscript)
- ◆ 2013 - Journal of Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2011 - Journal of Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2010 - The Service Industries Journal: Ad Hoc Reviewer (1 Manuscript)

### Reviewer: Academic Conferences

- ◆ Academy of Marketing Science (2011-2019)
- ◆ Marketing EDGE Direct / Interactive Marketing Research Summit (2013-2017)
- ◆ Society for Marketing Advances (2011-2014)
- ◆ American Marketing Association (2011-2013)



### University Service:

- ◆ Faculty Area Coordinator for the marketing, management, and ethics faculty (2019)
- ◆ Undergraduate Curriculum Committee (member): Loyola University New Orleans (2014-19)
- ◆ Graduate Curriculum Committee (member): Loyola University New Orleans (2015-2019)
- ◆ College of Business Strategic Planning Committee: Loyola University New Orleans (2018-19)
- ◆ Honorary Degrees Committee (member): Loyola University New Orleans (2014-19)
- ◆ Faculty Search Committee (Member): Operations tenure-track position (2019)
- ◆ Faculty Search Committee (Chair): Marketing tenure-track position (2018)
- ◆ Faculty Search Committee (Chair): Marketing non-tenure-track position (2018)
- ◆ University Honors Advisory Board (member): Loyola University New Orleans (2017-18)
- ◆ Ignatian Scholarship Committee (member): Loyola University New Orleans (2017-18)
- ◆ College of Business Rank and Tenure Committee: Loyola University New Orleans (2017-18)
- ◆ AACSB Committee (member): Loyola University New Orleans (2014-17)
- ◆ Faculty Search Committee (Chair): Marketing tenure-track position (2015)
- ◆ Faculty Search Committee (Chair): Marketing non-tenure-track position (2015)
- ◆ Guest Speaker and Mentor: Florida State University MBA Student Association (2012)
- ◆ Guest Speaker: Florida State University Minority Students in Business (2012)
- ◆ Guest Speaker: Florida State University Veteran Center's Veterans Association (2012)

### Community Service:

- ◆ Managed numerous Google Analytics consulting projects performed by undergraduate student teams for local community businesses within the vicinity of New Orleans, LA (2018-2019)
- ◆ Volunteer digital marketing advisor, Northshore Food Bank, Covington, LA (2018)
- ◆ Volunteer little league baseball coach, Pelican Park, Mandeville, LA (2017-2019)
- ◆ Managed numerous consulting projects performed by graduate student teams for local community businesses within the vicinity of New Orleans, LA (2015)
- ◆ Managed numerous consulting projects performed by undergraduate student teams for local community businesses within the vicinity of New Orleans, LA (2014)
- ◆ Managed numerous social media consulting projects performed by undergraduate student teams for local community businesses in Tallahassee, FL (2012)

## PROFESSIONAL AFFILIATIONS

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- ◆ Academy of Marketing Science, 2011 – Present
- ◆ American Marketing Association, 2009 - 2012; 2015-2019
- ◆ Society for Marketing Advances, 2009 – 2014; 2018-2019
- ◆ Marketing EDGE's Direct / Interactive Research Summit, 2013 – 2017

## MISCELLANEOUS MEDIA COVERAGE

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- ◆ New Orleans City Business Journal: <https://neworleanscitybusiness.com/blog/2019/01/18/qa-loyolas-todd-bacile-creating-in-demand-students-for-workforce-needs/> (2019)
- ◆ BSchools.org - 20 Digital & Social Media Marketing Professors to Know: <https://www.bschools.org/blog/digital-and-social-marketing-profs-to-know> (2018)
- ◆ Fox 8 New Orleans Morning News in-studio television interview (there was a video error at the station, but the audio is clear): <https://www.fox8live.com/video/2018/12/20/google-ad-words-holiday-shopping/> (2018)
- ◆ Loyola Executive Magazine: [https://issuu.com/loyola-university-new-orleans/docs/loyola\\_executive\\_magazine/10](https://issuu.com/loyola-university-new-orleans/docs/loyola_executive_magazine/10) (2017)
- ◆ Loyola Executive Magazine: [https://issuu.com/loyola-university-new-orleans/docs/exec\\_fall\\_15/18](https://issuu.com/loyola-university-new-orleans/docs/exec_fall_15/18) (2015)
- ◆ Stukent: <https://www.stukent.com/professor-of-the-month-todd-bacile/> (2014)
- ◆ Inside Higher Ed: <https://www.insidehighered.com/news/2012/08/30/florida-state-instructor-sparks-controversy-klout-score-grades> (2012)
- ◆ The Chronicle of Higher Education: <https://www.chronicle.com/blogs/wiredcampus/florida-state-u-instructor-grades-students-based-on-klout-scores/39482> (2012)
- ◆ Education Online: <http://www.educationonline.com/2012/professor-grades-marketing-students-based-on-their-klout-scores/> (2012)

## INDUSTRY EXPERIENCE

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- ◆ Michigan Public Health Institute, Okemos, MI (2009), *Technical Analyst*
- ◆ Mississippi State University, College of Business, Starkville, MS (2008), *Web Project Manager* (as part of a graduate assistantship)
- ◆ GreenStone Farm Credit Services, East Lansing, MI (2001 – 2007), *e-Business Specialist and Senior Business Analyst*
- ◆ Compuware Corporation, Farmington Hills, MI (1998 – 2001), *Business Analyst*

## REFERENCES

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