



Michael Breazeale, Ph.D.

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EDUCATION

Ph.D., Marketing <i>Mississippi State University</i>	May 2010 Starkville, MS
B.B.A., Accounting <i>Millsaps College</i>	December 1986 Jackson, MS

EXPERIENCE

Mississippi State University <i>Associate Professor of Marketing</i> <i>Nancy Allen Inclusion and Diversity Fellow</i> <i>Director, Market Innovation Lab and Observatory (MILO)</i> <i>College of Business Inclusion and Diversity Officer</i>	August 2018—present Mississippi State, MS
Mississippi State University <i>Assistant Professor of Marketing</i>	August 2014—2018 Mississippi State, MS
University of Nebraska at Omaha <i>Assistant Professor of Marketing</i> <i>Marketing Liaison to UNO Center for Innovation, Entrepreneurship, and Franchising</i>	July 2012—August 2014 Omaha, NE
Indiana University Southeast <i>Assistant Professor of Marketing</i>	August 2010—July, 2012 New Albany, IN
Mississippi State University <i>Lecturer</i>	July 2007—July 2010 Mississippi State, MS

PROFILE

- Active researcher of consumer-brand relationships, branding of extremist organizations, retail atmospherics, consumption community dynamics and processes, online consumer socialization, social media marketing
- Founding Director of the Market Innovation Lab & Observatory (MILO), an advanced biometric business research facility in the College of Business at MSU
- Founding Sponsor of the MSU COB Inclusion and Diversity Fellows Program (Diversity Dawgs), preparing the next generation of business leaders to create inclusive business environments that celebrate diversity
- Recipient of numerous research and teaching awards
- Teaching interests in strategic brand management, consumer behavior, marketing strategy, sales, entrepreneurship, and social marketing

RESEARCH

Journal Publications

- Hancock, Tyler, Frank Adams, Michael Breazeale, and Jason Lueg, "Exploring Jealousy and Envy in Communal Relationship Revenge-Seeking," accepted at *Journal of Consumer Marketing*.
- Esmark, Carol, Jennifer Stevens, Stephanie Noble, and Michael Breazeale, "Panic Attack: How Illegitimate Invasions of Privacy are Causing Anxious and Dissatisfied Consumers," accepted at *Journal of Public Policy and Marketing*.
- Loureiro, Sandra M., Michael Breazeale, and Antonia Radic (2019), "Happiness with Rural Experience: Exploring the Role of Tourist Mindfulness as a Moderator," *Journal of Vacation Marketing* 25(3), 279-300.
- Stevens, Jennifer L., Brian Spaid, Michael Breazeale, and Carol L. Esmark (2018), "Timeliness, Transparency, and Trust: A Framework for Managing Online Customer Complaints," *Business Horizons*, 61(3), 375-384.
- Esmark, Carol, Jennifer Stevens, Michael Breazeale, and Brian Spaid, (2018) "Tell It Like It Is: The Effects of Differing Responses to Negative Online Reviews," *Psychology and Marketing*, 35(12), 891-901.
- Loureiro, Sandra M., Dong Mo-Koo, and Michael Breazeale (2018), "The Role of Need for Self-Expression and Arousal to Commit University Students for Environmental Responsibility Behaviours," *World Review of Entrepreneurship, Management, and Sustainable Development* 14(1/2), 62-79.
- Kervyn, Nicolas, Michael Breazeale, Iskra Herak (2018), "Cara Pils, A Brand Despite Itself," *The CASE Journal*, 14(1) 69-87.
- Esmark, Carol, Stephanie Noble, and Michael Breazeale (2017), "I'll Be Watching You: Shoppers' Responses to Perceptions of Being Watched by Employees," *Journal of Retailing*, 93(3), 336-349.
- Farmer, Adam, Michael Breazeale, Stacie F. Waites and Jennifer Stevens (2017), "Sustainable Sustainance: Sustainability's Effect on Lessening Consumption through Prosocial Focus," *Journal of Public Policy and Marketing* 36(2), 299-312.
- Collier, Joel E., Michael Breazeale, and Allyn White. (2017) "Giving Back the "Self" in Self-Service: Customer Preferences in Self-Service Failure Recovery," *Journal of Services Marketing*, 31 (6): 604-617.

- Loureiro, Sandra M. and Michael Breazeale (2016), "Pressing the Buy Button: Online Shopping Orientation and Its Role in Online Clothing Purchase," *Clothing and Textiles Research Journal* 34(3), 163-178.
- Ragsdale, Kathleen, Sydney K. Harper, Sheeji Kathuria, Jamie H. Bardwell, Carol B. Penick, and Michael Breazeale (2015), "Social Media to Enhance Sexual Health Education for Youth: FactNotFiction's (Re)Design and Launch," *Case Studies in Strategic Communication*, 4, 68-81.
- 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

- Piven, Inna and Michael Breazeale (2015), "Desperately Seeking Customer Engagement: The Five-Sources Model of Brand Consumption in Social Media Community," in *Analyzing the Strategic Role of Social Networking in Firm Growth and Productivity*, Hershey, PA: IGI Global.
- Breazeale, Michael, Susan Fournier, and Jill Avery (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 (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 (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 (2015), “Brand Relationships and Violent Extremist Organizations,” in *The Dark Side of CRM*, Nguyen, Simkin, and Canhoto, eds., London: Routledge, 174-195.
- 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. (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

Stevens, Jennifer L. and Michael Breazeale (2018), “Pure Imagination: Exploring the Benefits of Pre-Experience Online Community Participation.” *2018 Society for Marketing Advances Conference Proceedings*.

Esmark, Carol, Michael Breazeale, and Jennifer Stevens (2016), “Countering Negative Online Reviews: The Impact of Response and Responder.” *2016 Academy of Marketing Science 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*. (pp. 438-439) (*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* (pp. 83-84).

White Papers

Ragsdale, Kathleen and Michael Breazeale (2015), “eBaby4u: Improving Infant Feed among African American Teen Moms through Social Media–Special Report on Designing and Implementing eBaby4u,” Mississippi State University Extension Service Intelligent Community Institute. (Accessible at <http://ici.msucare.com/publications>)

Refereed Presentations

Kazandjian, Brett, Christian Barney, and Michael Breazeale, “The Impact of Influencer Compensation on Purchase Intention and eWOM,” *Society for Marketing Advances Annual Conference, 2019, New Orleans, LA*.

Nambisan, Kavitha, and Michael Breazeale, “Does the Size of the Carrot Matter More than the Length of the Stick? An Investigation into Psychological Distance in Decision Making Concerning Risks and Rewards,” *Society for Marketing Advances Annual Conference, 2019, New Orleans, LA*.

- Oswald, Sharon, and Michael Breazeale, "Pivoting toward Inclusion: Celebrating Our Differences," *Southern Business Administration Association 2019 Summer Dean's Conference*, 2019, Myrtle Beach, SC.
- Shanahan, Kevin J., Michael Breazeale, Jennifer Stevens, and Stacie F. Waites, "Branding the Study Abroad Experience for Business Students," *Academy of Marketing Science World Marketing Congress*, 2019, Edinburgh, Scotland.
- Shanahan, Kevin J., Michael Breazeale, Astrid Keel, Daniel D. Butler, Julie Moulard, Blair McElroy, and Dan Padgett, "Crafting, Managing, and Delivering Great Study Abroad Courses," *Academy of Marketing Science Annual Conference*, 2019, Vancouver, Canada.
- Stevens, Jennifer and Michael Breazeale, "Pure Imagination: Exploring the Benefits of Pre-Experience Online Community Participation," *Society for Marketing Advances Annual Conference*, 2018, West Palm Beach, FL.
- Breazeale, Michael, Kevin J. Shanahan, Astrid Keel, Daniel D. Butler, Julie Moulard, Blair McElroy, and Dan Padgett, "Crafting, Managing, and Delivering Great Study Abroad Courses," *Society for Marketing Advances Annual Conference*, 2018, West Palm Beach, FL.
- Jennifer Stevens Carol Esmark, and Michael Breazeale, "Let It Be: Exploring the Effects of Negative Online Review Censorship," *Society for Marketing Advances Annual Conference*, 2017, Louisville, KY.
- Breazeale, Michael and Eva Kipnis, "Branding Destruction: Applying a Marketing Framework to the Notoriety of Violent Extremist Organizations," *19th Academy of Marketing Science World Marketing Congress*, 2016, Paris France.
- Breazeale, Michael and Eva Kipnis, "Gazing into the Shadows: Contemplating the Research Agenda for the Dark Side of Brands and Branding," *19th Academy of Marketing Science World Marketing Congress*, 2016, Paris France.
- Loehwing, Melanie, Kathleen Ragsdale, and Michael Breazeale, "Mind the (Funding) Gap: YR2 of Successfully Mobilizing Service-Learning to Sustain E-health Outreach to African American Teen Moms," *National Conference on Health Communication, Marketing, and Media 2016*, Atlanta, GA.
- Stevens, Jennifer, Carol Esmark, and Michael Breazeale, "Countering Negative Online Reviews: The Impact of Response and Responder," *Academy of Marketing Science 44th Annual Conference 2016*, Orlando, FL.
- 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

Breazeale, Michael, Carol Esmark-Jones, Jennifer Stevens, and Christian Barney, "Memorializing or Mummifying: Making Meaning Following the Death of a Close Other," requested revision at *Journal of Consumer Research*.

Stevens, Jennifer L., Michael Breazeale, Carol Esmark Jones, and Brian Spaid, "Title Redacted: The Impact of Negative Online Review Censorship," requested revision at *Journal of Product and Brand Management*.

Hancock, Tyler, Frank Adams, and Michael Breazeale, "Fauxstorms Among the Herd: The Roles of Availability Cascades and Bystander Effects in the Diffusion of Misleading Information Online," submitted to *Journal of the Academy of Marketing Science*.

Hancock, Tyler, Frank Adams, Michael Breazeale, Jason Lueg, and Kevin Shanahan, "Beware the Predatory Shopper: The Role of the Dark Triad, Proactivity, and Vigilantism Personalities," submitted to *Journal of Consumer Marketing*.

Hancock, Tyler, Frank Adams, Michael Breazeale, Jason Lueg, and Kevin Shanahan, "Autoinoculation of Poster Zero: The Role of the Dark Triad and Vigilantism in the Creation, of Misleading Information," submitted to _____.

Stevens, Jennifer L., Michael Breazeale, and Joel Collier, "Cinderella Experience: Exploring the Psychological Consequences of Temporary Aspirational Brand Access," submitted to _____.

Shanahan, Kevin, Michael Breazeale, Christian Barney, and Adam Farmer, "Look at Me! The Impact of Subject's Focus on Gender Response to Advertising," final writing in progress, targeting submission to *Journal of Advertising*.

Shanahan, Kevin, Michael Breazeale, and Jennifer Stevens, "Social Imperative Paradigm: The Rosetta Stone for Marketing Theory?" writing in progress, targeting submission to *Journal of Marketing*.

Moore, Robert S., Melissa Moore, Kevin Shanahan, and Michael Breazeale, "Creepy Marketing: Working Title," data collection in progress, targeting *Journal of the Academy of Marketing Science*.

Lach, Patrick, Michael Breazeale, Haley Hardman, and Jennifer Stevens, “Who Do You Think They Are? The Impact of Designations on Financial Analysts’ Brands,” data collection in progress, targeting submission to *Journal of Public Policy and Marketing*.

Breazeale, Michael and Nicole Ponder, “The Theory of Customer Chemistry: An Emotions-Based Process of Building Retailer-Customer Relationships,” revising and conducting new study for submission 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*.

Breazeale, Michael and Erin Pleggenkuhle-Miles, “@Terror: Violent Extremists’ Use of Social Media to Manage Brand Relationships,” 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, 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*.

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

Invited Presentations

“College of Business Bragging Points” presented to Spring Preview Days, Mississippi State University March 21 and 28, 2016.

“Social Media and Censorship,” presented to the Zacharias Leadership Conference presented by Freshman Forum, Mississippi State University February 21, 2016.

“A Day in the Life of a College of Business Student,” presented to 2016 Academic Insights recruiting event sponsored by the COB, Mississippi State University February 20, 2016.

- “Creating a Personal Brand as an Artist,” presented to senior Fine Arts majors, Mississippi State University October 23, 2015.
- “Creating a Personal Brand as a Leader,” presented to the Staff Leadership Development Program, Mississippi State University September 24, 2015.
- “Creating a Personal Brand as a Manager,” presented to incoming MBA students in the Mississippi State University College of Business Springboard Week, August 6, 2015.
- “Who Do THEY Think You Are? Creating a Strong Personal Brand,” presented to Mississippi 4-H Business Leadership Conference (Mississippi State University), July 21, 2015.
- “Creating a Personal Brand as an Entrepreneur,” presented to incoming freshman Engineering students in the Mississippi State University Bagley College of Engineering, July 17, 2015.
- “Creating a Personal Brand in Fashion,” presented to High School Fashion Camp in the College of Family Science (Mississippi State University), June 17, 2015.
- “Creating a Personal Brand as a Brand Specialist,” presented to attendees of BBR Accelerator 2015 (Boston, MA) May 21, 2015.
- “Branding Yourself as an Entrepreneur,” presented to the MSU Entrepreneurship Club (Mississippi State University), March 3, 2015.
- “Creating a Personal Brand in Fashion,” presented to Fashion Design and Merchandising students in HS 4701 (Mississippi State University), 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 (Omaha, NE), April 25, 2014.
- “Use of Technology to Prepare Students for the Digital Age,” presented to the Midlands Superintendents Academy (Omaha, NE), March 21, 2014.
- “Marketing and Communications for the School Superintendent,” presented to the Midlands Superintendents Academy (Omaha, NE), 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

CBSN (February 13, 2019), “Amazon Ranked #1 Company for Brand Intimacy”

CBSN (December 23, 2019), “Last-Minute Christmas Gift Ideas to Save the Day”

CBSN (November 29, 2019), “The Psychological Differences in Those Who Love and Those Who Loathe Black Friday Shopping”

Omaha World Herald (July 6, 2015), “The Silent Treatment: Video Ads Take the ‘Quiet’ Approach to Get Viewers’ Attention,” Discussed the trend for marketers to utilize silent ads in social media; Reporter, Janice Posada.

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

Mississippi State University Courses Taught

- Social Media Marketing
- Consumer Behavior
- Strategic Brand Management (Course developed by Instructor)
- Personal Selling

- Qualitative Research Methods (Doctoral level)
- Independent Study in Brand Strategy (MBA and undergraduate level)
- Independent Study in Athletic Brand Strategy (Masters level)

University of Nebraska Omaha Courses Taught

- Marketing Management (MKT 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 Peltó / *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 (Spring 2012 / 6 credit hours)*

Mississippi State University Courses Taught (as Doctoral Student)

- 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)

SERVICE

Professional Organizations

Institute for Brands and Brand Relationships, Secretary, 2013—present
 Marketing Management Association, 2010—present
 Society for Consumer Psychology, member, 2009-present
 American Anthropological Association, member, 2008—present
 Society for Cultural Anthropology, member, 2008—present
 Design and Emotion Society, member, 2008—present
 Academy of Marketing Science, member, 2007—present
 Association for Consumer Research, member, 2007—present
 Society for Marketing Advances, member, 2007—present
 American Marketing Association, member, 2006—present

University Service

SEC ADLP Speakers Bureau – Inclusion and Diversity, 2019—present
 MSU Safe Zone Advisory Board, 2015—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 Service

MSU COB Inclusion and Diversity Officer, 2018—present
MSU COB AACSB Curriculum Assessment Committee member, 2018—present
MSU Market Innovation Lab and Observatory (MILO) Director, 2017 —present
MSU MBA Case Team Coach, 2015—present
MSU COB Student Subject Pool, Coordinator, 2015—present
MSU Market Innovation Lab and Observatory (MILO), developed, prepared promotional materials and actively recruited donors, 2014—present
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—2014
UNO E-Team, 2012—2014
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

Brett Kazandjian, 2020 – present, Mississippi State University College of Business, co-chair, *Two Essays on Location-Based Brand Equity: Conceptualization and Measurement of the Missing Component of Brand Equity*
Christian Barney, 2018 – present, Mississippi State University College of Business, co-chair, *Once Upon a Product: Online Product Descriptions, Product-level Narratives, and the Perceived Customization Effect*
Tyler Hancock, 2018—2020, Mississippi State University College of Business, co-chair, *Turning the Tide: The Role of Availability Cascades in the Diffusion of Malicious Information in Online Environments*
Jennifer Stevens, 2016—2018, Mississippi State University College of Business, co-chair, *The Cinderella Experience: Exploring the Psychological Consequences of Temporary Aspirational Brand Access*
Stacie Fulcher Waites, 2016—2018, Mississippi State University College of Business, committee member, *All or Nothing: An Investigation of the Interconnection Between Social and Environmental Sustainability*
S. Anjani Devi, 2016, Gitam Institute of Management at Gitam University, outside adjudicator, *A Study on Antecedents of Consumer Behaviour and their Satisfaction in Organised Retail*

Outlets in Visakhapatnam

- Anaïs Gretry, 2013—2017, HEC Management School of the University of Liège, committee member, *The Brand Human Voice – Eliciting Brand Anthropomorphization through the Use of Human Verbal Cues in Online Brand Communities*
- Kalyaney Nou, 2013, UNITEC Institute of Technology, committee member, *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, committee member, *Exploring Consumers' Service Brand Consumption in a Social Media Community*
- Kelly Wilder, 2011—2015, Mississippi State University, committee member, *Brand Advocacy: Conceptualization and Measurement*

Program of Study Committees

- Haley Hardman, 2018—present, Major Professor
- Jutong Wen, 2018—present
- Brett Kazanjian, 2018—2020
- Christian Barney, 2017—2018
- Stacie Waites, 2015—2016
- Jennifer Stevens, 2015—2016, Major Professor

Master's Program Minor Professor

- Shaquinta Robinson, Kinesiology, 2019—2020
- Brian Harris, Foreign Languages, 2019—2020

Student Organizations

- Faculty Sponsor, MSU College of Business Diversity Dawgs, 2019—present
- Faculty Sponsor, MSU *Reflector* advertising sales force, 2014—2015
- 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 Global Scholars of Marketing Science*, Editorial Review Board
- Journal of Business Disciplines*, Editorial Review Board
- Journal of Consumer Research*, Reviewer
- Journal of Retailing*, Reviewer
- Journal of Public Policy and Marketing*, Reviewer
- Journal of Marketing Theory and Practice*, Reviewer
- California Management Review*, Reviewer

Journal of Service Research, Reviewer
Journal of Brand Management, Reviewer
Journal of Retailing and Consumer Services, Reviewer
Journal of Business Ethics, Reviewer
Journal of Service Management, Reviewer
Journal of Customer Behaviour, Reviewer
Journal of Personal Selling and Sales Management, Reviewer
International Journal of Research in Marketing, |Reviewer
The CASE Journal, Reviewer
Marketing Education Review, Reviewer
AMS 2021, Program Chair, Academy of Marketing Science 2021, New York, NY.
AMS 2021, Track Chair – Branding and Brand Management, AMS 2021, New York, NY.
Conference Co-chair, Brands and Brand Relationships 2016, Toronto, Canada.
19th AMS World Marketing Conference, Special Session Co-chair, 2016
American Marketing Association Winter Educators Conference, Reviewer for two Submissions
to Brand Management Track, 2015
Conference Co-chair, Brands and Brand Relationships 2015 Accelerator, Boston, MA.
BBR 2015, Session Chair, Strategic Brand Behaviors, 2015.
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 three submissions to Ethics,
Social Responsibility, and Public Policy Track, 2015
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, 2014.
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

MSU Oattie Schillig Special Teaching Projects Grant, \$2740 to fund recording equipment for student presentation enhancement training, 2016.

MSUES Intelligent Community Institute, \$1000 to research the impact of the digital age in rural communities (eBaby4U), 2015.

Marketing Science Institute, \$2500 for conference sponsorship, BBR Accelerator 2015.

Association for Consumer Research, \$5000 for conference sponsorship, BBR Accelerator 2015.

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.

CERTIFICATIONS

American Marketing Association Certified Digital Marketer, 2020

Hootsuite Professional Certification, 2020

iMotions Certified Biometric Researcher, 2017

HONORS and AWARDS

MSU College of Business Nancy Allen Inclusion and Diversity Fellow, 2019—2022

MSU Alumni Association Early Career Award for Excellence in Undergraduate Teaching, 2018

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—2010

BOARD MEMBERSHIPS

Starkville Pride, Inc., President, Starkville, MS, 2019—present
Institute for Brands and Brand Relationships, Secretary and Clerk, Boston, MA, 2013—present
Aksarben Marketing Solutions, Chief Marketing Officer, Omaha, NE, 2013—2015
Institute for Career Advancement Needs (ICAN), Board member, 2013—2014

SERVICE TO THE COMMUNITY

Starkville Pride, Inc., 2017—present
President, Board of Directors

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

City of Starkville, MS, 2017

Performed a branding consultation for city leaders to redevelop and market the portion of Starkville known as the 182 Corridor

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

Associate Professor of Marketing (2018—present)

Mississippi State University, Starkville, Mississippi

Assistant Professor of Marketing (2014—2018)

Mississippi State University, Starkville, 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

Michael Breazeale

Revised 13 November 2020

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 \$450,000)

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