MAURA L. SCOTT

Professor and the Edward M. Carson Chair in Services Marketing
W. P. Carey School of Business, Arizona State University, Tempe, AZ, USA
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EDUCATION

Ph.D. Business Administration, (Marketing), 2008
W. P. Carey School of Business, Arizona State University

M.S. Management (Marketing Major), Krannert School of Management, Purdue University, West Lafayette, IN

B.S. Economics (Concentrations: Computer Science and Psychology), Purdue University, West Lafayette, IN

PUBLICATIONS[1]

Martin Mende, Kelly D. Martin, Maura L. Scott, Eds. (2027), *Handbook of Marketing and Public Policy*, Elgar.

Corinne M.K. Hassler, Maura L. Scott, Martin Mende, Jiayun Shen, (2027) "Implementation Strategies for Prosocial Ambassador Programs and Their Impact on Prosocial Behavior and Firm Outcomes," Accepted, *Journal of the Academy of Marketing Science*. (FT50)

Jan-Benedict E.M. Steenkamp, Marc Fischer, Kelly L. Haws, Maura L. Scott, Rebecca J. Slotegraaf (2026), "Cementing JM's Impact on the Marketing Eco-System: Advancing Big Ideas," *Journal of Marketing*, 90 (1) 1-8, Editorial. (UTD, FT50)

Jan-Benedict E.M. Steenkamp, Marc Fischer, Kelly L. Haws, Maura L. Scott, Rebecca J. Slotegraaf (2026), "Cementing JM's Impact on the Marketing Eco-System: Empirical Execution," *Journal of Marketing*, 90 (3), 1-12, Editorial. (UTD, FT50)

Martin Mende and Maura L. Scott, (2026) "The Prosperity Paradox: Economic Growth, Inclusion, Marketing Systems, and Institutional Trust," *Journal of Public Policy & Marketing*, 45 (3), 261-264.

Martin Mende, Amy Ostrom, Juneha Baek, Donghyuk Shin, Sanghak Lee, Maura L. Scott, (2026) "The 2026 Service Research Priorities: AI-driven Discovery, Interdisciplinary Influence Dynamics, and the 'Interactive Service Scholarship Incubator' for Personalized Priorities," *Journal of Service Research.*

Nicole J. Heß, Martin Mende, Maura L. Scott, Anne Roggeveen, Dhruv Grewal, (2026) "Served by a Cyborg: Understanding Consumer Responses to Human Enhancement Technologies," *Journal of Retailing*, 102(1), 114-131.

Lane Peterson Fronczek, Maura L. Scott, Martin Mende, Brennan Davis, Myla Bui, (2025) "Unitized Food Choice: The Role of Social Context and Marketing Factors in Mitigating Overconsumption," *Journal of Marketing Research*, 62 (3) 472-488. (UTD, FT50)

- 2020 ACR Transformative Consumer Research Grant

[1] UTD = University of Texas at Dallas Premier Journal List; FT50 = Financial Times 50 Premier Journal List.

Corinne M.K. Hassler, Martin Mende, Maura L. Scott, Lisa E. Bolton (2025) "The Prosocial Ambassador Effect: Adopting an Ambassador Role Increases Sustainable Behavior," *Journal of Marketing*, 89 (1), 19-38. (UTD, FT50)

- 2026 AMA-EBSCO-RRBM Award, Finalist
- 2018 Marketing Science Institute Grant
- 2017 ACR Transformative Consumer Research Grant

Ilana Shanks, Martin Mende, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, (2025) "Cobotics and Its Power Dynamics: Establishing and Mitigating Unintended Consequences of Human-Robot Collaboration in Healthcare Services," *Journal of the Academy of Marketing Science,* 53 (3), 463-489. (FT50)

- 2026 Finalist, AMA SERVSIG – Best Service Article
- 2016 Marketing Science Institute, Customer Experience Research Grant

Kirk Plangger, Matteo Montecchi, Ko de Ruyter, Debbie I. Keeling, Maura L. Scott, Darren W. Dahl, (2025), "We Could be Heroes: Reflections on Reimagining Marketing Strategies for a Better World," *Journal of the Academy of Marketing Science,* 53 (3), 301-309, Editorial. (FT50)

Maura L. Scott, Martin Mende, Lorena Garcia Ramon (2025) "Inclusivity in the Marketplace through the Lens of Social-Movements and Counter-Movements Theories," *Journal of Business Research,* 189, Special 50th Anniversary Issue.

Lama Lteif, Helen van der Sluis, Lauren Block, Luca Cian, Vanessa Patrick, Maura L. Scott, (2025) "Creating Equity by Design: A Conceptual Framework for Marketplace Inclusion," *Journal of Public Policy & Marketing*, 44 (2) 214-231.

- The *JPP&M* issue is a research dialogue, including four commentaries about our article.
- 2026 AMA-EBSCO-RRBM Award, Finalist

Ilana Shanks, Martin Mende, Jenny van Doorn, Nicole J. Heß, Maura L. Scott, Dhruv Grewal, (2025) "Viva Robonomics!? Cost-Benefit Analysis of Robots and Future Directions in Service and Robonomics Research," *Journal of Service Management*, 36 (4) 549–577.

- 2025 Robert Johnston *JOSM* Best Paper Award, Winner

Maura L. Scott, Sterling A. Bone, Glenn L. Christensen, Annelise Lederer, Martin Mende, Brandon G. Christensen, Marina Cozac, (2024) "Revealing and Mitigating the Effects of Racial Bias and Discrimination in Financial Services," *Journal of Marketing Research,* 61 (4), 598-618. (Lead article) (UTD, FT50)

- 2025, AMA-EBSCO-RRBM Award, Distinguished Winner
- 2025, Financial Times, Responsible Business Education Award, Highly Commended Article
- 2024 Bradford-Osborne Research Award, First Place Winner

Martin Mende, Abhishek Borah, Maura L. Scott, Lisa E. Bolton, Leonard Lee, (2024) "People, Peace, Prosperity, and the Planet: A Journey toward Sustainable Development in Consumer Research," *Journal of Consumer Research,* 51 (1), 91-103. (UTD, FT50)

Martin Mende, Tonya W. Bradford, Anne L. Roggeveen, Maura L. Scott, Mariella Zavala, (2024) "Consumer Vulnerability Dynamics and Marketing: Conceptual Foundations and Future Research Opportunities," *Journal of the Academy of Marketing Science,* 52 (5), 1301-1322. (FT50)

- 2024 Sheth Foundation *JAMS* Best Paper Award, Finalist

Lane Peterson Fronczek, Martin Mende, Maura L. Scott, Gergana Y. Nenkov, and Anders Gustafsson (2024), "Friend or Foe? Can Anthropomorphizing Self-Tracking Devices Backfire on Marketers and Consumers?" *Journal of the Academy of Marketing Science,* 51 (5) 1075–1097. (FT50)

- 2017 ACR Grant for Transformative Consumer Research

Martin Mende, Maura L. Scott, Valentina O. Ubal, Corinne M. K. Hassler, Colleen M. Harmeling, Robert W. Palmatier, (2024) "Personalized Communication as a Platform for Service Inclusion? Initial Insights into Interpersonal and AI-Based Personalization for Stigmatized Consumers," *Journal of Service Research*, 27 (1) 28–48.

Marina Cozac, Martin Mende, and Maura L. Scott, (2024) "Away from Maladaptive Food Consumption and Toward Food Well-Being: A Sustainable Future of Food," in *Maladaptive Consumer Behavior: Theory, Research, and Intervention*. pp. 165-210. Ed. Ingrid M. Martin and David W. Stewart, Springer Nature.

Janina Garbas, Sebastian A. Schubach, Martin Mende, Maura L. Scott, Jan H. Schumann, (2023) "You Want to Sell This to Me Twice? How Perceptions of Betrayal May Undermine Internal Product Upgrades," *Journal of the Academy of Marketing Science*, 51 (2), 286–309. (FT50)

- 2023 Winner, AMA SERVSIG – Best Service Article

Martin Mende, Dhruv Grewal, Abhijit Guha, Kusum Ailawadi, Anne Roggeveen, Maura L. Scott, Aric Rindfleisch, Koen Pauwels, Barbara Kahn, (2023) "Exploring Consumer Responses to COVID-19: Meaning Making, Cohort Effects, and Consumer Rebound," *Journal of the Association for Consumer Research*, 8 (2), 220-234.

Riley Dugan, Valentina Ortiz Ubal, Maura L. Scott, (2023) "Sales Well-Being: A Salesperson-focused Framework for Individual, Organizational, and Societal Well-Being," *Journal of Personal Selling & Sales Management*, 43 (1), 65-83.

- 2023 Winner, James M. Comer Best Paper Award for Best Contribution to Theory

Marina Cozac, Martin Mende, Maura L. Scott, (2023) "Fueling Against Stress: How Fuel Snacks Affect Consumers at the Intersection of Stress and Gender," *Journal of Business Research*, 159 (April).

Maura L. Scott and Kelly D. Martin (2023), "And Still We Rise: Inclusive Impact through Rigorous Research to Improve the Well-Being of Individuals, Society, and the Environment," *Journal of Public Policy & Marketing,* 42(4) 297-302, Editorial.

Zeynep Arsel, David Crockett, and Maura L. Scott, (2022) "Diversity, Equity, and Inclusion (DEI) in the Journal of Consumer Research: A Curation and Research Agenda," *Journal of Consumer Research*, 48 (5) 920-933. (UTD, FT50)

Sonya Grier, Guillaume Johnson, Maura L. Scott, (2022) "From Anxious Spaces to Harmonious Relations? Interracial Marketplace Interactions through the Lens of Consumer Psychology," *Journal of Consumer Psychology*, 32 (1) 97-126. (FT50)

- *JCP* Top 10 Most Cited Papers (Jan 2022 – Dec 2023)

Ko de Ruyter, Debbie I. Keeling, Kirk Plangger, Matteo Montecchi, Maura L. Scott, and Darren W. Dahl, (2022) "Reimagining Marketing Strategy: Driving the Debate on Grand Challenges," *Journal of the Academy of Marketing Science*, 50 (1), 13-21. (FT50)

Maura L. Scott and Martin Mende, (2022) "Impact for Good: A Journey toward Impact through Marketing Scholarship," *European Journal of Marketing*, 56 (9), 2573-2585.

Lane Peterson Fronczek, Martin Mende, and Maura L. Scott, (2022) "From Self-Quantification to Self-Objectification? Framework and Research Agenda on Consequences for Well-Being," *Journal of Consumer Affairs.* 56 (3) 1356-1374.

Smriti Kumar, Elizabeth G. Miller, Martin Mende, Maura L. Scott, (2022) "Language Matters! Humanizing Service Robots Through the Use of Language During the COVID-19 Pandemic," *Marketing Letters*, 33, 607–623.

Kelly D. Martin and Maura L. Scott, (2022), "We Get by with a Little Help from Our Friends: Progress Toward the Future and an Invitation to Approach Policy Questions through Novel Perspectives," *Journal of Public Policy & Marketing*, 41 (3), 197-202, Editorial.

Maura L. Scott, Corinne M. K. Hassler, Kelly D. Martin (2022), "Here Comes the Sun: Present and Future Impact in Marketing and Public Policy Research," *Journal of Public Policy & Marketing*, 41 (1), 1-9, Editorial.

Colleen Harmeling, Martin Mende, Maura L. Scott, and Robert Palmatier, (2021) "Marketing, Through the Eyes of the Stigmatized," *Journal of Marketing Research*, 58 (2) 223-45. (Lead article) (UTD, FT50)

- 2023 Finalist, AMA-EBSCO-RRBM Responsible Research in Marketing Award
- 2022 Finalist, *Journal of Marketing Research* Paul E. Green Award

Martin Mende and Maura L. Scott (2021), "May the Force Be with You: Expanding the Scope for Marketing Research as a Force for Good in a Sustainable World," *Journal of Public Policy & Marketing*, 40 (2), 116-125.

- 2024, Top Cited *JPP&M* Article from 2021-2022

Kelly D. Martin, Abhishek Borah, Maura L. Scott (2021), "Journal of Public Policy & Marketing at 40: Celebrating History and Impact," *Journal of Public Policy & Marketing*, 40 (3), 301-321, Editorial.

Kelly D. Martin and Maura L. Scott (2021), "Journal of Public Policy & Marketing: A Strategic Vision for Rigor, Relevance, and Inclusivity," *Journal of Public Policy & Marketing*, 40 (1), 1-6, Editorial.

Maura L. Scott and Kelly D. Martin (2021), "COVID-19 Update Editorial: Introduction to the Commentary Series. Inequalities and Divides as We Continue to Grapple with a Global Pandemic," *Journal of Public Policy & Marketing*, 40 (1), 83-88, Editorial.

Martin Mende, Linda C. Salisbury, Gergana Y. Nenkov, Maura L. Scott, (2020) "Improving Financial Inclusion through Communal Financial Orientation: How Financial Service Providers Can Better Engage Consumers in Banking Deserts," *Journal of Consumer Psychology*, 30 (2), 379-91. (FT50)

- 2023 Winner, *Journal of Consumer Psychology,* Best Paper Award
- 2022 Winner, AMA-EBSCO-RRBM Responsible Research in Marketing Award

Dhruv Grewal, Mirja Kroshke, Martin Mende, Anne L. Roggeveen, Maura L. Scott (2020) "Frontline Cyborgs at Your Service: How Human Enhancement Technologies Affect Customer Service Experiences in Retail, Sales, and Service Settings," *Journal of Interactive Marketing*, 51, 9-25.

Nicole Heß, Corinne M. Kelley, Maura L. Scott, Martin Mende, Jan H. Schumann, (2020) "Getting Personal in Public!? How Consumers Respond to Public Personalized Advertising in Retail Stores," *Journal of Retailing*, 96 (3), 344-61.

Maura L. Scott, Kelly D. Martin, Josh Wiener, Pam S. Ellen, Scot Burton (2020), "The COVID-19 Pandemic at the Intersection of Marketing and Public Policy," *Journal of Public Policy & Marketing*, 39 (3), 257-65, Editorial.

Martin Mende, Maura L. Scott, Aaron M. Garvey, Lisa E. Bolton, (2019) "The Marketing of Love: How Attachment Styles Affect Romantic Consumption," *Journal of the Academy of Marketing Science,* 47 (2) 255-73. (FT50)

Martin Mende, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, Ilana Shanks, (2019) "Service Robots Rising: How Humanoid Robots Influence Service Experiences and Elicit Compensatory Consumer Responses," *Journal of Marketing Research*, 56 (4), 535-56. (Lead article) (UTD, FT50)

- 2024 Winner, *Journal of Marketing Research*, Weitz-Winer-O'Dell Award (for *JMR* articles that have made the most significant long-term contribution to marketing theory, methodology, and/or practice.)
- 2020 Finalist, AMA ServSIG Best Paper Award
- 2016 Marketing Science Institute, Customer Experience Research Grant

Melissa Bublitz, Tracy Rank-Christman, Luca Cian, Xavier Ignacio Cortada, Adriana Madzharov, Vanessa Patrick, Laura Peracchio, Maura L. Scott, Aparna Sundar, Ngoc Minh To, Claudia Townsend, (2019) "Collaborative Art: A Transformational Force within Communities," *Journal of the Association for Consumer Research*, 4 (4), 313-31.

James A. Mead, David M. Hardesty, Maura L. Scott, (2019) "Low Detail Future Variety: Providing Affective Relief during Repetitive Music Consumption," *Psychology & Marketing*, 36 (11) 975-88.

Maura L. Scott and Beth Vallen (2019), "Expanding the Lens of Food Well-Being: An Examination of Contemporary Marketing, Policy, and Practice with an Eye on the Future," *Journal of Public Policy & Marketing*, 38 (2) 127-35.

Martin Mende, Maura L. Scott, Lisa E. Bolton, (2018) "All That Glitters is Not Gold: When and Why Service Providers' Conspicuous Consumption Triggers Reward or Penalty Effects," *Journal of Service Research*, 21 (4), 405-20.

Björn Hüttel, Jan H. Schumann, Martin Mende, Maura L. Scott, Christian Wagner, (2018) "How Consumers Assess Free E-Services: The Role of Benefit-Inflation and Cost-Deflation Effects," *Journal of Service Research,* 21 (3), 267–83. (Lead article)

- 2019 JSR Best Paper Award, Finalist

Paul M. Connell, Stacey R. Finkelstein, Maura L. Scott, Beth Vallen, (2018) "Negative Associations of Frozen Compared with Fresh Vegetables: Convergence of Evidence between Implicit and Explicit Measures," *Appetite*, 127, 296-302.

Martin Mende, Maura L. Scott, Mary Jo Bitner, Amy L. Ostrom, (2017) "Activating Customers for Better Coproduction Outcomes: The Interplay of Firm-Assigned Workload, Service Literacy, Eustress, and Organizational Support," *Journal of Public Policy & Marketing*, 36 (1), 137-55.

- 2013 ACR-Sheth Foundation Transformative Consumer Research Grant

Paul M. Connell, Stacey Finkelstein, Maura L. Scott, Beth Vallen, (2017) "Preventing Food Waste and Promoting Healthier Eating Among Lower Income Families in Industrialized Nations," *Handbook of Famine, Starvation, and Nutrient Deprivation: From Biology to Policy*. Ed. Victor R. Preedy and Vinood B. Patel. Springer.

Naomi Mandel, Maura L. Scott, Sunghoon Kim, Rajiv K. Sinha, (2017) "Strategies for Improving Self-Control among Naïve, Sophisticated, and Time-Consistent Consumers," *Journal of Economic Psychology*, 60, 109-25.

Paul M. Connell, Stacey R. Finkelstein, Maura L. Scott, Beth Vallen, (2016) "Helping Lower Income Parents Reduce the Risk of Food Waste from Children's Aversion to Healthier Food Options: Comment on Daniel 2016," *Social Science & Medicine,* 150, 286-289.

Maura L. Scott and Gergana Y. Nenkov, (2016) "Using Consumer Responsibility Reminders to Reduce Cuteness-Induced Indulgent Consumption," *Marketing Letters,* 27(2), 323-36.

Martin Mende, Maura L. Scott, Katherine N. Lemon, Scott Thompson, (2015) "Consumer Judgments of Firm Integrity in Light of Firm-Initiated Relationship Ending," in *Strong Brands, Strong Relationships*. Ed. Susan Fournier, Michael Breazeale, Jill Avery. Routledge, 233-249.

Gergana Y. Nenkov and Maura L. Scott, (2014) "So Cute I Could Eat It Up: Priming Effects of Cute Products on Indulgent Consumption," *Journal of Consumer Research*, 41 (2), 326-341. (UTD, FT50)

JoAndrea Hoegg, Maura L. Scott, Andrea C. Morales, Darren W. Dahl, (2014) "The Flip Side of Vanity Sizing: How Consumers Respond to and Compensate for Larger than Expected Clothing Sizes," *Journal of Consumer Psychology*, 24 (1), 70-78. (FT50)

- 2010 MSI-ACR Shopper Marketing Grant

Maura L. Scott, Martin Mende, Lisa E. Bolton, (2013) "Are Consumers Judging the Book by Its Cover? How Consumers Decode Conspicuous Consumption Cues in Buyer-Seller Relationships," *Journal of Marketing Research,* 50 (3), 334-347. (UTD, FT50)

Maura L. Scott and Stephen M. Nowlis, (2013) "The Effect of Goal Specificity on Consumer Goal Reengagement," *Journal of Consumer Research,* 40 (3), 444-459. (UTD, FT50)

Detra Y. Montoya and Maura L. Scott, (2013) "The Effect of Lifestyle-Based Depletion on Teen Consumer Behavior," *Journal of Public Policy & Marketing,* 32 (1), 82-96.

- 2007 University of Washington, Business and Economic Development Grant

Melissa G. Bublitz, Laura A. Peracchio, Alan R. Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G. Miller, Carol M. Motley, Paula C. Peter, Priyali Rajagopal, Maura L. Scott, Beth Vallen, (2013), "Food for Thought: Transforming Research into Actionable Information for Consumers," *Journal of Business Research*, 66 (8), 1211-1218.

Andrea C. Morales, Maura L. Scott, Eric A. Yorkston, (2012) "The Role of Accent Standardness in Message Preference and Recall," *Journal of Advertising*, 40 (1), 33-46.

Lauren Block, Sonya Grier, Terry Childers, Brennan Davis, Jane Ebert, Shiriki Kumanyika, Russ Laczniak, Jane Machin, Carol Motley, Laura Peracchio, Simone Pettigrew, Maura L. Scott, Mirjam van Ginkel Bieshaar (2011), "From Nutrients to Nurturance: A Conceptual Introduction to Food Well-Being," *Journal of Public Policy & Marketing,* 30 (1), 5-13.

- 2014 *JPP&M* Thomas C. Kinnear Best Paper Award, Winner

Melissa G. Bublitz, Laura A. Peracchio, Alan R. Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G. Miller, Carol M. Motley, Paula C. Peter, Priya Rajagopal, Maura L. Scott, Beth Vallen, (2011) "The Quest for Eating Right: Advancing Food Well-Being," Journal of *Research for Consumers*, 19 (1), 1-12.

Maura L. Scott, Stephen M. Nowlis, Naomi Mandel, Andrea C. Morales (2008), "The Effect of Reduced Food Sizes and Packages on the Consumption Behavior of Restrained Eaters and Unrestrained Eaters," *Journal of Consumer Research*, 35 (3), 391-405. (UTD, FT50)

- 2009 *JCR* Robert Ferber Award, Honorable Mention
- 2006 ACR Grant for Transformative Consumer Research

ADDITIONAL PUBLISHED WORK

Marina Cozac, Martin Mende, Maura L. Scott, Christopher Berry, Beth Vallen (2025), "Stop the Spread: A Bi-Partisan Approach to Aligning Warning Content with Consumer Segments to Mitigate the Spread of Misinformation," *MSI Working Paper Series*, Report 25-131.

Karen Page Winterich and Maura L. Scott (2024), "Framing the Job Market and Job Market Process," Marketing News. *AMA Transitions Guide: Navigating the Progression from Doctoral Student to Marketing Professor*. Ed. Michelle Kritselis and Marilyn Stone.

Nicole J. Heß, Martin Mende, Maura L. Scott, Anne Roggeveen, Dhruv Grewal, (2024) "Served by a Cyborg: Understanding Consumer Responses to Human Enhancement Technologies," *MSI Working Paper Series*, Report 24-149.

Corinne M.K. Hassler, Martin Mende, Maura L. Scott, Lisa E. Bolton (2023), "The Ambassador Effect: How Inducing an Ambassador Role and Environmental Consciousness Impact Prosocial Marketplace Behavior," *MSI Working Paper Series*.

Maura L. Scott (2023) "A Decades Long Journey of Marketing and Public Policy Research to Support the Greater Good," in Usha C. V. Haley and Andrew Jack, "Measuring Societal Impact in Business & Management Research: From Challenges to Change (White Paper)," London: SAGE. https://doi.org/10.4135/wp230103

Martin Mende, Maura L. Scott, Dhruv Grewal (2021), "Leveraging Technology to Improve Customer Relationships," Impact at *JMR*, (May 17, 2022),

Ilana Shanks, Mende, Martin, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, (2021) "Who's the Boss? Consumer Response to Human-Robot Cobotic Teams in Healthcare Service," *MSI Working Paper Series*, Report 21-128.

Dhruv Grewal, Martin Mende, Abhijit Guha, Kusum Ailawadi, Barbara Kahn, Anne Roggeveen, Maura L. Scott, Aric Rindfleisch, Koen Pauwels, (2021) "Marketing in a Crises-Laden World," *MSI Working Paper Series,* Report 21-116.

Maura L. Scott (2018) "What Factors Influence Over-Consumption and How Can Marketers Use This Information to Improve Customers' Wellbeing?" *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, Ed. Ronald Paul Hill, Catherine M. Lamberton, Jennifer Swartz. Taylor & Francis / Routledge.

Martin Mende, Maura L. Scott, Jenny van Doorn, Ilana Shanks, Dhruv Grewal, (2017) "Service Robots Rising: How Humanoid Robots Influence Service Experiences and Food Consumption," *MSI Working Paper Series*, Report 17-125.

Martin Mende, Colleen Harmeling, Maura L. Scott, Robert Palmatier, (2017) "Effective Customer Engagement Strategies in Health Care: The Role of Stigma," *MSI Working Paper Series,* Report 17-105.

SELECTED RESEARCH UNDER REVIEW AND WORK IN PROGRESS

Karen Donohue, Kevin Dooley, Martin Mende, Maura L. Scott, Joseph Ryoo, "Advancing Clean Water and Sanitation: An Operations Management Grand Challenges Agenda," Revise and resubmit, *Manufacturing and Service Operations Management*. (UTD, FT50)

Corinne M.K. Hassler, Nicole J. Heß, Poja Shams, Anders Gustafsson, Maura L. Scott, Martin Mende, "Gender-Based Servicescape Cues and Their Effect on Spending on Status-Signaling Products in Retail and Service Settings," Under fourth review (R&R), *Journal of the Academy of Marketing Science.* (FT50)

Linda Alkire, Silke Boenigk, Laura Hesse, Sertan Kabadayi, Martin Mende, Amir Raki, Maura L. Scott, "Improving the Refugee Integration Experience: Journeys and Turning Points in Service Ecosystems," target: *Journal of Consumer Research.* (UTD, FT50)

Marina Cozac, Martin Mende, Maura L. Scott, Christopher Berry, Beth Vallen, "Stop the Spread: A Bi-Partisan Approach to Warnings to Mitigate the Spread of Misinformation," Revising for resubmission (reject and resubmit) *Journal of the Academy of Marketing Science*. (FT50)

Martin Mende, Sanghak Lee, Marina Cozac, Maura L. Scott, Leonard Lee, "Beyond Green Consumption: Revealing the Intellectual Architecture and Future of Sustainable Consumer Psychology," Revising for second review, *Consumer Psychology Review.*

Valentina O. Ubal, Martin Mende, Maura L. Scott, "Mitigating Financial Vulnerability and Increasing Household Wealth," target: *Journal of Marketing Research*. (UTD, FT50)

Martin Mende, Maura L. Scott, Joseph Ryoo, Michelle Daniels, "Increasing Engagement and Donation Behavior toward Organizations Serving Vulnerable Populations," target: *Journal of Consumer Research*. (UTD, FT50)

Martin Mende, Joseph Ryoo, Maura L. Scott, Amy Quon, "Marketing and Sustainable Development as a Path to Impact," target: *Journal of Marketing Research.* (UTD, FT50)

Maura L. Scott, Marina Cozac, Rajesh Chandy, Nita Umashankar, Kristin Walker, "The Role of AI in Society," target: *International Journal of Research in Marketing.*

Maura L. Scott, Martin Mende, Kay Peters, Sara Weiss, "Vulnerability, Dignity, & Coping in Constrained Retail Environments," target: *Journal of Retailing.*

Maura L. Scott, Martin Mende, Corinne Hassler, "SHIFTing Gears to Improve Social Sustainability," *Handbook of SHIFTing Sustainable Consumption.* Eds. K. White, D. Hardisty, & K. Appelt.

RESEARCH HONORS AND AWARDS

- AMA-EBSCO-RRBM Responsible Research in Marketing Award, Finalist (2026)
- *Journal of Marketing Research*, Weitz-Winer-O'Dell Award, Finalist (2026)
- AMA SERVSIG – Best Service Article, Finalist (2026)
- AMA-EBSCO-RRBM Responsible Research in Marketing Award, Distinguished Winner (2025)
- Financial Times, Responsible Business Education Award, Highly Commended Article (2025)
- Julian Bond Institute, Center for Responsible Lending, Inaugural Fellow (2025)
- *Journal of Service Management*, Robert Johnston Best Paper Award, Winner (2025)
- Society for Consumer Psychology, Distinguished Scientific Contribution Award, Winner (2024)
- *Journal of Marketing Research*, Weitz-Winer-O'Dell Award, Winner (2024)
- Bradford-Osborne Research Award, First Place Winner (2024)
- Sheth Foundation *JAMS,* Best Paper Award, Finalist (2024)
- *Journal of Consumer Psychology*, Best Paper Award, Winner (2023)
- Marketing Science Institute, MSI Scholar (2023)
- AMA SERVSIG, Best Service Article, Winner (2023)
- AMA-EBSCO-RRBM Responsible Research in Marketing Award, Finalist (2023)
- James M. Comer Award (*JPSSM*) for Best Paper Contributing to Theory, Winner (2023)
- AMA-EBSCO-RRBM Responsible Research in Marketing Award, Winner (2022)
- *Journal of Marketing Research*, Paul E. Green Award, Finalist (2022)
- FSU College of Business, Core Values Award, Winner (2022)
- Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence (2021)
- *Journal of Service Research,* Best Paper Award, Finalist (2019)
- *Journal of the Academy of Marketing Science*, Outstanding Area Editor Award (2018)
- FSU College of Business, Outstanding Senior Faculty Research Award (2017)
- Marketing Science Institute, MSI Young Scholar (2015)
- *Journal of Public Policy & Marketing* Outstanding Reviewer Award (2015)
- FSU College of Business, Dean's Emerging Scholar Award (2014 - 2017)
- AMA Marketing and Society Special Interest Group (MASSIG) Emerging Scholar Award (2014)
- *Journal of Public Policy & Marketing*, Thomas C. Kinnear Best Paper Award, Winner (2014)
- FSU University Wide Exemplary Research & Scholarship Recognition Dinner Invitee (2014)
- AMA Sheth Foundation Doctoral Consortium Faculty Presenter (2010)
- *Journal of Consumer Research*, Robert Ferber Award, Honorable Mention (2009)
- ACR-MSI Transformative Consumer Research Conference, Best Abstract Award (2007)
- American Marketing Association Foundation, Valuing Diversity Award (2006)

EDITORIAL ROLES AND EDITORIAL REVIEW BOARD MEMBERSHIPS

Co-Editor, *Journal of Marketing*

- Editorial Term: July 2025 – June 2028

Joint Editor-in-Chief, *Journal of Public Policy & Marketing*

- Editorial Term: July 2020 - June 2023

Associate Editor / Area Editor

- *Journal of Marketing,* 2019 – 2020, 2023 - 2024
- *Journal of Marketing Research,* 2022 - 2024
- *Journal of Consumer Research,* 2021 - 2023
- *Journal of the Academy of Marketing Science,* 2017 – present
    - 2018 Outstanding Area Editor Award
- *Journal of Consumer Psychology,* 2024
- *Journal of Public Policy & Marketing,* 2017 - 2020
    - 2015 Outstanding Reviewer Award
- *Journal of Business Research,* 2023 - 2025

Special Issue Editor

- *Journal of Marketing,* 2025 – 2027.
    - Analyzing Tradeoffs and Advancing Solutions to Society's Challenges Using an Integrated Multiple Stakeholders Perspective
    - Co-editing with: Jan-Benedict Steenkamp, Rebecca J. Slotegraaf, Pradeep K. Chintagunta, John G. Lynch, Jr., Martin Mende.
- *Journal of the Academy of Marketing Science*, 2022 – 2025.
    - Reimagining Marketing Strategy: Driving the Debate on Grand Challenges.
    - Co-edited with: Kirk Plangger, Matteo Montecchi, Ko de Ruyter, Debbie Isobel Keeling, and Darren W. Dahl*,* Volume 53, Issue 3, 2025.
- *Journal of Public Policy & Marketing*, 2019 – 2021.
    - May the Force Be with You: Expanding the Scope for Marketing Research as a Force for Good in a Sustainable World.
    - Co-edited with Martin Mende, Volume 40, Issue 2, 2021.
- *Journal of Public Policy & Marketing,* 2017 – 2019.
    - Food Well-Being.
    - Co-edited with Beth Vallen, Volume 38, Issue 2, 2019.

Editorial Review Boards

- *Journal of Marketing,* 2018 - 2024
- *Journal of Marketing Research*, 2017 – 2022
- *Journal of Consumer Research*, 2014 - 2021
- *Journal of Consumer Psychology*, 2018 - 2023
- *Journal of Public Policy & Marketing*, 2013 - present
- *Journal of Business Research*, 2016 - 2023
- *Journal of Retailing,* 2018 - 2025
- *Journal of Consumer Affairs,* 2018 – 2022
- *Psychology & Marketing* (Editorial Advisory Board), 2021 – present
- *Journal of Service Management* (Distinguished Advisory Board), 2025 - present

RESEARCH RELATED SERVICE TO THE DISCIPLINE

American Marketing Association

- AMA Board of Directors (2024 – 2027)
- AMA Academic Council (2017 – 2024)
  - President, 2022-2023
  - Executive Committee, 2020 – 2024
  - Member, 2017 - 2020
- AMA Selection and Policy Committees
  - Fellows Selection Committee, Chair, 2023
  - AMA Board of Directors Selection Committee, 2021 - 2023
  - AMA Ethics Committee, 2021 – 2022
  - *Journal of Marketing*, Shelby D. Hunt/Harold H. Maynard Award Selection Committee, Member 2024, Chair 2026
- Marketing and Public Policy Conference / MASSIG
  - 2017 Marketing & Public Policy Conference, Co-Chair (with Sterling Bone and Jerome Williams). Theme: Promoting Solutions for Quality of Life and Consumer Well-Being
  - 2018, 2016 Marketing & Public Policy Conference, Planning Committee
  - 2022, 2018, 2016 MPPC, Doctoral Workshop Faculty Mentor
  - 2015 – 2024, Marketing and Society SIG Emerging Scholar Selection Committee
- AMA-Sheth Foundation Early Career Consortium, Mentor and Panelist, 2026
- AMA Sheth Doctoral Consortium
  - Faculty Fellow: 2026 (Fordham Univ.) 2024 (Univ. of Manchester), 2023 (BI Norwegian Business School), 2019 (New York Univ.), 2010 (Texas Christian Univ.)
  - 2007 Social Program Committee Co-Chair, Arizona State University (with Martin Mende)
- AMA Foundation Reviewer:
  - Williams, Qualls, Spratlen (WQS) Award, Valuing Diversity Scholarship
  - V. Kumar Award for Service to Marketing Scholarship, Committee Member

Association for Consumer Research

- 2025 – Co-chair, ACR-Sheth Doctoral Symposium (with Brent McFerran). Organized the symposium for 185 student participants, with 70 faculty mentors.
- 2024 – Simonson Mentorship Award Committee
- 2023 – *Journal of Consumer Research* Ferber Award Judge
- 2020 - 2022, ACR Board of Directors, Industry Perspectives Director
- 2017 ACR, Working Paper and Data Blitz Sessions Co-Chair (with Andrew Gershoff)
- 2021 - present, ACR – PhD Project Mentoring Program, Mentor
- 2016 ACR, Berlin, Associate Editor (44 full-length papers, 10 sessions)
- 2014 - 2017, ACR Doctoral Consortium, Invited Faculty
- 2010 - 2014, Reviewer, ACR Transformative Consumer Research Grants
- 2009 - 2014, ACR Transformative Consumer Research Advisory Board
- 2009, TCR Database Development Committee, Grant Resources Database Committee
- ACR Asia Pacific, Program Committee Member (2015, 2019)
- ACR Sheth Foundation Dissertation Grant Competition Reviewer

Society for Consumer Psychology

- 2024, SCP Distinguished Scientific Contribution Award, Winner
- 2024, *JCP* Best Paper Award (2022), Selection Committee Member
- 2024, *JCP* Best Paper by an Early Career Contributor (2022), Selection Committee Member
- 2022 SCP Mentoring Program (Mentor to Elicia John, American University)
- 2022 Moderator for SCP Webinar "AI, Race, Gender, and Intersectionality: Risks and Opportunities" featuring Meredith Broussard
- 2021 - 2022, Committee Member: JCP Best Paper Award and JCP Junior Contributor Award
- 2014 - 2017 SCP Main Conference, Program Committee Member
- 2015 SCP International Conference, Vienna, Program Committee Member
- 2011 Co-Chair, SCP Doctoral Consortium (with Naomi Mandel and David Silvera)
- 2009 - 2012, Chair, Ethnic Minority Affairs Committee

Transformative Consumer Research

- 2019 Conference Co-Chair, Transformative Consumer Research Conference, Florida State University (with Martin Mende)
- TCR Conference, Track Chair or Participant (competitive application process). 2025 American University; 2023 Royal Holloway University; 2021 University of Virginia; 2017 Cornell University (track co-chair with Martin Mende); 2015 Villanova University; 2011 Baylor University; 2009 Villanova University; 2007 Dartmouth College.

PhD Project, Tenure Project, and Marketing Experts & Faculty Alliance (MEFA)

- 2024, Tenure Project Impact Award (Winner)
- 2022 - 2024, Inaugural PhD Project Advisory Committee (PAC-15)

- 2022 – 2024, Tenure Project, Inaugural Senior Faculty Planning Committee Member
- 2022, 2023, PhD Project Conference, Plenary Session Presenter
- 2021 - present, Co-Founder and Co-Chair, Dr. Ilana Shanks Emerging Scholar Award
- 2021 Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence (Winner)
- 2020, MEFA Annual Conference, Invited Speaker, Research Productivity and Well Being
- 2020 - present, Faculty-to-Student Mentor Program
- 2019, 2022, Panelist, Marketing PhD Programs, Annual PhD Project Conference
- 2015 - 2018, Faculty Advisor, PhD Project, Marketing Doctoral Student Association
- 2014, 2009 PhD Project – PhD Project Mock Interviewer, AMA Job Market
- 2006 PhD Project – PhD Project Presentation, Preparing for Comprehensive Exams

Responsible Research in Business and Management (RRBM)

- 2022 RRBM Academic Summit, Panelist
- Allen, Bob, Africa Arino, Maura L. Scott (11/2022), guest speaker, "RRBM Seminar: Philosophical Foundations of Responsible Research," hosted by Anne Sui.
- 2021 RRBM Academic Summit. Roundtable Discussion Facilitator, Journal Editors
- AMA-EBSCO-RRBM Awards
  - 2019 - 2020, Co-Chair, Inaugural Awards Committee
  - 2020 - 2022, Awards Committee Member

Marketing Science Institute

- 2023 – 2026, MSI Academic Fellow
- 2023, MSI Scholar
- 2013, MSI Young Scholar
- 2016 MSI Trustees Meeting, Priorities Discussion Leader, Healthcare
- 2015 - present, Reviewer, MSI Clayton Doctoral Dissertation Award
- 2011, MSI 50th Anniversary Celebration, ACR, Co-Presenter (with Punam A. Keller)

Frontiers in Service

- 2024, Co-Chair, Frontiers in Service Conference, with Michael Brady, Martin Mende, and Harrison Pugh, Amelia Island, FL
- 2022, Doctoral Consortium, Faculty Presenter, Babson College, Boston, MA
- 2019, Doctoral Consortium, Faculty Mentor, National University of Singapore, Singapore

Better Marketing for a Better World (BMBW)

- Presenter, *BMBW Pre-Conference, Winter AMA, Madrid, Spain*. (2026)
- Panelist, BMBW at the AMA Sheth Doctoral Consortium in Manchester, UK (6/2024)
- Participant, Ditchley Retreat for Marketing Research to Reduce Poverty, Improve Health, and Increase Sustainability. (5/2024)

DISSERTATION COMMITTEES & MENTORING

Dissertation Committee Chair or Co-Chair

- Valentina Ortiz Ubal (Arizona State University, planned 2027; Placement: Universidad de Montevideo, Uruguay)
- Marina Cozac (Florida State University, 2024; Placement: Villanova University)
- Lane R. Fronczek (née Peterson), (Florida State University, 2021; Placement: Georgia State University)
- Corinne M.K. Hassler (née Kelley), (Florida State University, 2019; Placement: University of Kentucky)
- Ilana Shanks (Florida State University, 2019; Placement: Stony Brook University)
- Carrie Absher (Florida State University, 2018)
- James Mead (University of Kentucky, 2015; Placement: University of Houston, Clearlake)

Dissertation Committee Member

- Sienna Vasquez (Arizona State University, planned 2030)
- Sydni Fomas Do (University of Arizona, planned 2027; Placement: Colorado College)
- Carlos Eduardo Caldas de Souza (BI Norwegian Business School, 2026; Placement: University of Gothenburg, Sweden)
- Ludovica Scalco (BI Norwegian Business School, 2025; Placement: University of Manchester)
- Tessa Garcia Collart (Florida International University, 2020; Placement: University of Missouri, St. Louis)
- Annika Abell (University of South Florida, 2019; Placement: University of Tennessee)
- Diane Lawong (Florida State University, 2019; Placement: University of Alabama)
- Liwen Zhang (Florida State University, 2019; Placement: University of New South Wales, Australia)
- William Montford (Florida State University, 2016; Placement: Jacksonville University)

Co-Advisor, Visiting International Doctoral Students

- Marie-Julie De Bruyne, Ghent University, Belgium
- Nicole J. Heß, University of Passau, Germany
- Björn Hüttel, University of Passau, Germany

Junior Faculty Mentoring (Formal Mentoring Programs)

- Lorena Garcia Ramon, Tenure Project
- Maria Langlois, Tenure Project
- Adrienne Muldrow, Tenure Project
- Lydia Njoroge, Tenure Project
- Srikant Manchiraju, Junior Faculty Mentoring, FSU

St. Vincent de Paul, First Generation Scholars Program Mentor

- Natalia Garcia, ASU undergraduate business student, 2025 - present

Honors Projects and Directed Independent Study (DIS)

- Sami Joslin, Online Advertising, Undergraduate DIS (2022)
- Giada Johnson, Consumer Cosmetics Usage, Undergraduate DIS (2022)
- Allison Bowden, Personalized Advertisements, Undergraduate DIS (2018)
- Dominique Guttierez, Gender and Cuteness, Undergraduate DIS (2017)
- Danielle Silvera-Dias, Consumer Spending Behaviors, Undergraduate DIS (2017)
- Colleen Koubek, Consumer Environmental Responsibility, Honors DIS (2016)
- Jaime Eads, Olfaction and Consumer Behavior, Undergraduate DIS (2016)
- Lane Peterson, Eating Disorders and Food Innovation, Master's DIS (2015)

TEACHING AND MENTORSHIP AWARDS

- 2024 Tenure Project Impact Award (Winner)
- 2023 Mathew Joseph – AMA DocSIG Mentorship Award (Winner)
- 2021 Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence (Winner)
- 2018 Florida State University College of Business Graduate Teaching Award (Nominee)
- 2011 Alpha Kappa Psi Professor of the Month (Univ. of Kentucky, March, Winner)
- 2010 Alpha Kappa Psi Professor of the Month (Univ. of Kentucky, October, Winner)
- 2007 Arizona State University, W. P. Carey School of Business, Kenneth A. Coney Award
- 2006 Arizona State University, Marketing Dept. Doctoral Student Teaching Excellence Award
- 2005 Arizona State University, Sun Devil Alumni Award

COURSES TAUGHT

Arizona State University

Courses	Dates	Rating Range*
Consumer Behavior (undergraduate)	2024 – 2026	6.4 – 6.8
Marketing Principles (MBA)	2026	--
Developing Research for Impact (PhD) (new seminar with Martin Mende)	2025	--

**"Overall Mean" 7-pt. scale, 7 = highest rating*

BI Norwegian Business School, Oslo, Norway

Course	Dates	Rating
Consumer Behavior Trends (PhD Seminar)	2024, 2026	--

Aalto University, Helsinki, Finland

Course	Dates	Rating
Increasing Impact in Scholarly Research, Kataja Course (PhD Seminar)	2026	--

Florida State University

Courses	Dates	Rating Range*
Consumer Behavior Methodology (PhD)	2017 – 2023	--
Consumer Behavior Theory (PhD)	2014 – 2016	--
Consumer Behavior (online, undergraduate)	2019 – 2024	4.33 – 4.77
Consumer Behavior (live, undergraduate)	2013 – 2019	4.32 – 4.84

** "Overall Instructor Rating" 1 = Poor, 5 = Excellent*

University of Kentucky

Courses (Undergraduate)	Dates	Average Rating*
Marketing Strategy	2012	3.70
Consumer Behavior	2008 – 2013	3.70

** "Overall Quality of Teaching" 1 = Poor, 4 = Excellent*

Arizona State University

Courses (Undergraduate)	Dates	Average Rating*
Consumer Behavior	2005 - 2007 (4 sections)	1.27
Marketing Management	2004 - 2007 (4 sections)	1.64
Marketing Principles	2004 (2 sections)	1.07

** "Which rating best describes this instructor?" 1 = Very Good, 5 = Very Poor*

UNIVERSITY SERVICE

Arizona State University

College-Level Service

- Video Content for WPC 150: "The Impact of Scholarly Marketing Research on Society and Business," (with Martin Mende), 2026.
- College-Wide Research Ideation Breakfast Keynote "Pathways to Research Impact for Business Scholars" (with Martin Mende), 2025.
- College-Wide Doctoral Workshop: "Engaging with Your Professional Community," 2025.

Marketing Department Service

- Promotion and Tenure Committee, Marketing Department, 2025 – present.
- Marketing Department Sabbatical Review Committee, 2024 – present.
- Faculty Hiring Committee, 2024, 2026.
- Research Presentation to the W.P. Carey Marketing Department Advisory Board, 2026.
- Marketing Doctoral Workshop: "Preparing for the Job Market: An 18-Month Plan," 2025.
- Mock Interviews, PhD Student Job Market Candidates, 2025.
- W. P. Carey "Prof-ile" Podcast, Inaugural Faculty Interviewee. 2025.

Florida State University

- Doctoral Program Leadership
  - Co-Director, Marketing Doctoral Program, 2018 – 2024.
  - Doctoral Policy Committee, 2014 – 2024,
  - Doctoral Student Behavioral Research Training (2013 – 2023)
  - Mock Interviewer, Academic Placement (2015 – 2024)
  - Doctoral Student Brown Bag: "Preparing for the Job Market" (2015, 2019)
  - FSU College of Business, PhD Program Open House, Presenter (2021, 2022, 2023)
  - FSU Diversity in Leadership Week, PhD Program in Marketing (2022)
  - College-Wide PhD Professional Development Seminar, "Presenting Your Scholarly Research," Guest presenter with Martin Mende (2018, 2019)
  - PhD Project Conference: Plenary Session Presenter, Panelist, Recruiter, 2022, 2023
- Marketing Department Student Subject Pool, Coordinator (2014 – 2023)
- FSU Office of Faculty Development and Advancement
  - Discussion Leader "Path to Full Professor: The Power of Self-Reflection" (2/2020)
  - FSU Connections Faculty Mentor Network, Mentor (2017 – 2019)
  - Committee on Faculty Research Support (COFRS) Awards, Reviewer (2015)
- FSU Presidential Scholars (Honors College)
  - Discussion Leader: Social Media for Nonprofit Organizations (3/2019)

- Faculty Roundtable, Scholar Recruitment and Selection Meeting (3/2016)
- Discussion Leader: Race, Identity, and Consumption (2/2016)

- Marketing Department, Faculty Evaluation Committee (2020 -2024)
- College-Wide Faculty Research Awards Committee (2018; 2019, co-chair)
- College-Wide Cross-Discipline Mentor Program, Mentor (2017 – 2018)
- College-Wide Women in Business Conference, Welcome Speaker (Feb 2014)
- Marketing Department Hiring Committee (2014, 2017)
- American Marketing Association, FSU Chapter, Guest Speaker (Mar 2014)
- Distinguished Scholar Series Co-Organizer (with Martin Mende) (2013 – 2018)

University of Kentucky

- University-Wide Wellness Conference, "Food, Self-Control, and Well-Being." (2011)
- Southern Association of Colleges and Schools (SACS) University-Wide QEP Re-Accreditation Committee (2010)
- University-Wide New Faculty Orientation, Presenter (2010, 2011)
- University-Wide Anna J. Cooper Address: "Consumption, Self-Control and Well-Being." (2009)
- Fall Gatton Welcome Event: Welcoming Incoming Business Freshmen (2011, 2012)
- TEDx at Gatton College, "Can Diet Foods Make You Fat?" (2011)
- Gatton College of Business Hall of Fame, research presentation, (2011)
- Doctoral Student Behavioral Research Training (2008 – 2013)
- Doctoral Comprehensive Exam Committee, Department of Marketing (2011-2012)
- Doctoral Summer Paper Committee, Department of Marketing (2010 – 2011)
- Marketing Area Research Presentation, "Conspicuous Consumption." (2010)
- Marketing Doctoral Student Brown Bag Session. Preparing for the Job Market. (2009)

SELECTED KEYNOTES, WORKSHOPS, AND RESEARCH PRESENTATIONS

Martin Mende, Maura L. Scott (10/2026), "The Emerging Service Techonomy & The 2026 Service Research Priorities," *EMAC, ServSIG, IRSSM Webinar*, (76 attendees).

Maura L. Scott, (10/2026) Panelist "Buy (or Rent or Get Medical Care) Now, Pay (and Pay and Pay) Later," *Annual Convening of Attorneys General and State Regulators. Consumer Financial Protection: Holding the Line between Innovation and Predation, Chapel Hill, NC.*

Maura L. Scott, (10/2026) "Examining Consumers Responses to Debt Reduction Program Offers," *Center for Responsible Lending & Julian Bond Institute Convening, Chapel Hill, NC*.

Martin Mende, Maura L. Scott, (9/2026) Keynote Address: "Striving for Greater Impact in Scholarly Marketing Research," *Italian Marketing Conference, Rimini, Italy*.

Maura L. Scott (9/2026), "Improving the Experiences of Marginalized Consumers: Journeys and Turning Points in Service Ecosystems," *Cornell University, Ithaca, NY.*

Maura L. Scott, (8/2026) "Striving for Greater Impact: Inclusive Services," *The Frankfurt School, Germany*.

Maura L. Scott (7/2026), "Critical AI Literacy: Understanding the Potential of Artificial Intelligence to Harm and Help Consumers, Marketers, Marketplaces, and Society," *IJRM Preconference, Summer AMA, Denver, CO*.

Martin Mende, Maura L. Scott (7/2026), "From Stipend to Salary: How to Handle Money in the Transition from PhD Student to Assistant Professor," *AMA DocSIG Webinar Series*.

Eileen Fischer, Martin Mende, Maura L. Scott, Daniel Hjorth (7/2026) Keynote Panel, "The Future of CCT Research," *Consumer Culture Theory Conference, Kyoto, Japan*.

Maura L. Scott, (5/2026) "Striving for Greater Impact: Inclusive Services," *University of Chicago, Booth School of Business*.

Maura L. Scott (5/2026), "Improving the Experiences of Marginalized Consumers: Journeys and Turning Points in Service Ecosystems," *University of Minnesota.*

Maura L. Scott (4/2026), "Improving the Experiences of Marginalized Consumers: Journeys and Turning Points in Service Ecosystems," *University of Liverpool, United Kingdom.*

Maura L. Scott (4/2026), Panelist: "Conducting Impactful Research," *Rocky Mountain Marketing Research Conference, Colorado State University, Ft. Collins, CO.*

Maura L. Scott (2/2026), "Improving the Refugee Integration Experience: Journeys and Turning Points in Service Ecosystems," *EM-Lyon Business School, Lyon, France.*

Maura L. Scott, (2/2026) "Striving for Greater Impact: Inclusive Financial Services," *Better Marketing for a Better World Pre-Conference, Winter AMA, Madrid, Spain*.

Maura L. Scott (2/2026), "Assembling Impact: Learning from Marketing's Institutional Entrepreneurs," *Winter AMA Educator's Conference, Madrid, Spain.*

Maura L. Scott (2/2026), "Navigating the Review Process & Crafting Impactful *Research," DocSIG Session, Winter AMA Educator's Conference, Madrid, Spain.*

Rebecca Hamilton, Jan-Benedict Steenkamp, Maura L. Scott, Karen Winterich, Kapil Tuli, Marc Fischer (2/2026), "Workshop: Reviewing for JM and JMR," *Winter AMA Educator's Conference, Madrid, Spain.*

Maura L. Scott (1/2026), "Improving the Refugee Integration Experience: Journeys and Turning Points in Service Ecosystems," *Stanford Graduate School of Business, Palo Alto, CA.*

Jan-Benedict Steenkamp, Maura L. Scott, Rebecca Slotegraaf, Martin Mende, John Lynch, (12/2025) "*Journal of Marketing* Webinar: Multiple Stakeholders Special Issue."

Maura L. Scott, (11/2025) "Striving for Greater Impact: Inclusive Financial Services," *WU Vienna University of Economics.*

Martin Mende, Maura L. Scott (11/2025) Doctoral Workshop: "Defining Your Research Contribution," *WU Vienna University of Economics*.

Maura L. Scott, (11/2025) "Striving for Greater Impact in Rigorous Scholarly Research," *University of San Diego.*

Maura L. Scott (9/2025), "The Heart of a PhD: Leading with Purpose and Perspective," *AMA DocSIG Webinar Series*. (50+ attendees)

Maura L. Scott (8/2025), "Revealing and Mitigating the Effects of Racial Bias and Discrimination in Financial Services," AMA-EBSCO-RRBM Responsible Research Award Special Session, *AMA Conference, Chicago, IL.*

Maura L. Scott (session co-chair and moderator), panelists: Janneke Ratcliffe – Urban Institute, Sara Weiss – Center for Responsible Lending, Sterling Bone (6/2025) "Reducing Household Financial Instability and Increasing Household Wealth," *Marketing & Public Policy Conference, Washington, D.C.*

Maura L. Scott (5/2025), "Improving the Refugee Integration Experience: Journeys and Turning Points in Service Ecosystems," *Tuck School of Business, Dartmouth, Hanover, NH.*

Maura L. Scott, (5/2025) "Striving for Greater Impact with Field Research," *Aalto University, Helsinki, Finland.*

Maura L. Scott, (5/2025) "Striving for Greater Impact with Field Research," *University of Ghent, Belgium.*

Maura L. Scott (4/2025), "How Marketing Can Help to Address Society's Grand Challenges," *Arizona State University, University of Arizona Research Workshop, Tempe, AZ.*

Maura L. Scott (3/2025), "Using Rigorous Marketing Research to Help Address Society's Grand Challenges," *University of Illinois at Chicago, Chicago, IL.*

Maura L. Scott (2/2025), "How Consumer Psychology Can Help to Address Society's Grand Challenges," *SCP Distinguished Scientific Contribution Award Address, Society for Consumer Psychology Conference, Las Vegas, NV.*

Martin Mende, Maura L. Scott, Kelly Martin (2/2025), "Handbook of Marketing and Public Policy Half Day Workshop," *Winter AMA, Phoenix, AZ*.

Maura L. Scott, Divya Sridhar, David Stewart, moderated by Matt Weingarden (1/2025), "The Ethical Marketer: Navigating Responsibility in a Connected World" *AMA Members-Only Webinar* (85 attendees).

Martin Mende, Maura L. Scott (1/2025), "Race and Inclusivity: A Multi-Faceted Perspective," *Special Session Co-Chairs*, *Race in the Marketplace Conference, Cape Town, South Africa.*

Maura L. Scott (11/2024), "From Fear to Flourishing: Understanding the Experiences of Underrepresented Minority Consumers in Financial Services," *Household Financial Stability Convening, U.S. Consumer Financial Protection Bureau, Washington, DC.*

Maura L. Scott (10/2024), Keynote Address, "Ready for a Sustainable Future? How Consumers Adapt to New Technologies," *Unreasonable Conference: A Modern Look at Consumer Motivations, Indianapolis, IN.*

Maura L. Scott (9/2024), Keynote Address "Leveraging Scholarly Service Research to Positively Impact Individual and Societal Well-Being.," *International Corporate Social Responsibility Communication Conference, University of Bath, Bath, UK*.

Maura L. Scott (8/2024), "Multi Method Research in Marketing," *The PhD Project, Marketing Doctoral Students Association, Boston, MA*.

Maura L. Scott (6/2024), "Balancing Act: Facing the Freedom to Make Your Own Choices," *Frontiers in Service Doctoral Symposium, Amelia Island, Florida*.

Neeraj Bharadwaj, Maura L. Scott (6/2024), "Approaching Research through the Lens of Sustainable Development and Individual, Societal, and Environmental Well-Being," *Session Co-Chairs, AMA-Sheth Doctoral Consortium, University of Manchester, UK.*

Maura L. Scott (6/2024), "The Intersection of Technology and Consumer Well-Being," *Johan Arndt Keynote Address, BI Norwegian Business School.*

Sterling Bone, Maura L. Scott, "Revealing and Mitigating the Effects of Racial Bias and Discrimination in Financial Services," (4/2024), *Bradford-Osborne Research Award Presentation, University of Washington, Seattle, WA.*

Martin Mende, Maura L. Scott (4/2024), "From Fear to Flourishing: Understanding the Experiences of Underrepresented Minority Consumers in Financial Services," *Fordham University, NYC.*

Martin Mende, Maura L. Scott (4/2024), "The Intersection of Technology and Consumer Well-Being," *Baruch College, NYC*.

Martin Mende, Maura L. Scott (4/2024), "Transformative Consumer Research," Consumer Behavior Doctoral Seminar Session (Professor Lauren Block), *Baruch College, NYC*.

Maura L. Scott (3/2024), "From Fear to Flourishing: Understanding the Experiences of Underrepresented Minority Consumers in Financial Services," *Peter P. Dhillon Centre for Business Ethics, JEDDI (Justice, Equity, Diversity, Decolonization, & Inclusion) Seminar, University of British Columbia, Canada.*

Martin Mende, Abhishek Borah, Maura L. Scott, Lisa E. Bolton, Leonard Lee, (2/2024) "People, Peace, Prosperity, and the Planet: A Journey toward Sustainable Development in Consumer Research," *Sustainability SIG + TCR Special Session, Winter AMA, St. Pete's Beach, FL.*

Martin Mende, Maura L. Scott (12/2023), "Master Class: Transformative Consumer Research and Societal Well-Being," AIM-AMA Sheth Foundation Doctoral Consortium, *Jagdish Sheth School of Management (JAGSoM)*.

Maura L. Scott (10/2023), "Doing Good Well: Consumer Protection and Policy," Plenary Session Organizer and Moderator. Panelists: Shuili Du, Ron Hill, Kelly Martin, Sankar Sen, Madhu Viswanathan, *Association for Consumer Research, Seattle, WA*.

Maura L. Scott (10/2023), "Doing Good Well: Financial and Healthcare Services," Plenary Session Organizer and Moderator. Panelists: Tonya W. Bradford, Kelly Haws, John Lynch, Martin Mende, *Association for Consumer Research, Seattle, WA*.

Leonard Lee, Stacy Wood, Maura L. Scott (10/2023) "Consuming and (Communicating) Risk-Related Information for a Better World: The 7 I's Framework and a Research-Based App," *2023 Journal of Marketing Symposium: Marketing Impact with Research-Driven Apps*.

Maura L. Scott (10/2023), "Positively Impacting Individual and Societal Well-Being Through Scholarly Research," *Virginia Commonwealth University.*

Maura L. Scott (10/2023), "Unitized Food Choice: The Role of Social Context and Marketing Factors in Mitigating Overconsumption," *University of Warwick, UK.*

Martin Mende, Maura L. Scott, "Revealing and Mitigating the Effects of Racial Bias and Discrimination in Financial Services," (9/2023) MBA Course, hosted by Nailya Ordabayeva (course professor)*, Tuck School of Business, Dartmouth College.*

Martin Mende, Maura L. Scott (9/2023), Keynote: "Leveraging Scholarly Service Research to Positively Impact Individual and Societal Well-Being," *EMAC SERVSIG, AMA SERVSIG, and International Research Symposium in Service Management*, 70 attendees.

Maura L. Scott (8/2023), "Positively Impacting Individual and Societal Well-Being Through Scholarly Research," *Choice Symposium, INSEAD, Fountainbleu, France.*

Maura L. Scott, Sterling Bone, Glenn Christensen, Anneliese Lederer, Martin Mende, "Revealing and Mitigating the Effects of Racial Bias and Discrimination in Financial Services," (6/2023) *U.S. Department of Justice (DOJ)* and the *United States Consumer Financial Protection Bureau (CFPB)*, 78 people in attendance*.*

Maura L. Scott, Lauren Block, Martin Mende, Christine Moorman, Linda Price, Karen Winterich (6/2023), "Positively Impacting Individual and Societal Well-Being Through Scholarly Research," *AMA-Sheth Doctoral Consortium, BI Norwegian Business School, Oslo, Norway.*

Maura L. Scott, Jose A. Rosa (3/2023), "Characteristics of a Successful Doctoral Program Applicant," *The PhD Project, Chicago, IL.*

Luca Cian, Vanessa Patrick, Maura L. Scott, (3/2023) "Inclusive Design," Roundtable Co-Chair, *Society for Consumer Psychology, San Juan, Puerto Rico*.

Maura L. Scott (2/2023), "AMA Academic Council, Presidential Strategic Plan: Inclusive Growth at the American Marketing Association," *Awards Luncheon, Winter AMA, Nashville, TN.*

Maura L. Scott (2/2023), "Marketing to Promote Individual and Societal Well-Being," *Journal of Marketing Session, Winter AMA, Nashville, TN.*

Maura L. Scott (2/2023), "Diversity, Equity, and Inclusion in the Marketplace," Executive Panel Discussion Moderator, *Winter AMA, Nashville, TN*.

Maura L. Scott (2/2023), "Preparing for the Job Market," *BI Norwegian Business School.*

Maura L. Scott, (1/2023) "Marketing Research as a Positive Force to Advance Individual, Societal, and Environmental Well-Being," *University of Portsmouth, U.K.*

Maura L. Scott, (1/2023) "Marketing Research as a Positive Force to Advance Individual, Societal, and Environmental Well-Being," *MSI Scholars Conference, Charleston SC.*

Bob Allen, Africa Arino, Maura L. Scott (11/2022), guest speaker, "RRBM Seminar: Philosophical Foundations of Responsible Research," hosted by Anne Sui.

Maura L. Scott, Jay Thibodeau (11/2022), "Characteristics of a Successful Doctoral Program Applicant," *The PhD Project, Chicago, IL.*

Maura L. Scott, (10/2022) Keynote: "Marketing Research as a Positive Force to Advance Individual, Societal, and Environmental Well-Being," *United Arab Emirates University.*

Maura L. Scott, (9/2022) Keynote: "Marketing Research as a Positive Force to Advance Individual, Societal, and Environmental Well-Being," *Brazilian Academy of Management.*

Kelly D. Martin, Maura L. Scott, Courtney Azzari, Christopher Berry, Jessica Vredenberg (8/2022), "Impact beyond the Journal Pages," (*Summer AMA Conference, Chicago, IL)*.

Maura L. Scott (8/2022), "TCR Impact at JPP&M," (*TCR Impact Festival, Summer AMA Preconference, Chicago, IL)*.

Jose A. Rosa, Maura L. Scott, (8/2022) "Publishing Your Research and Navigating the Review Process" (*PhD Project MDSA Conference, Chicago, IL)*.

Anneliese Lederer, Sterling Bone, Sara Oros, Bruce Mitchell, Maura L. Scott, Martin Mende, "Small Business Lending Testing," (7/2022) *U.S. Department of Justice (DOJ)* and the *United States Consumer Financial Protection Bureau (CFPB).*

Maura L. Scott, (6/2022) Keynote Address: "Marketing Research as a Positive Force to Advance Individual, Societal, and Environmental Well-Being," *JAMS Thought Leaders Conference, King's College, London, UK*.

Maura L. Scott, "Impactful Research Questions," (6/2022) *Frontiers in Service Conference Doctoral Symposium, Babson College, Boston, MA*.

Maura L. Scott, Meet the Editors and Mentorship Sessions with Doctoral Students, (6/2022) *10th Academy of Indian Marketing-AMA Sheth Foundation Doctoral Consortium.*

Kelly D. Martin, Maura L. Scott, Courtney Azzari, Christopher Berry, Jessica Vredenberg (6/2022), Impact at JPP&M, *Marketing & Public Policy Conference, Austin, TX*.

Maura L. Scott (6/2022), Panel Member: Publishing Impactful Work, *MPPC Doctoral Symposium, Baylor University, Waco, TX*

Maura L. Scott (6/2022), Panel Member: The Role of Journal Editors in Advancing RRBM, *RRBM Summit, Wharton School, Philadelphia, PA*

Maura L. Scott, "Leveraging Marketing Research to Promote Health and Financial Well Being," (4/2022)*, Indian Institute of Management, Bangalore, India.*

Meredith Broussard (presenter), Maura L. Scott (moderator), "AI, Race, Gender, and Intersectionality: Risks and Opportunities," (3/2022)*, Society for Consumer Psychology, DEI Committee Webinar Series.*

Maura L. Scott, "Leveraging Marketing Research to Promote Consumer and Societal Well Being: A DEI Lens," (3/2022)*, HEC Montreal, Canada.*

Maura L. Scott, "Leveraging Marketing Research to Promote Consumer and Societal Well Being Can Be Good for Business," (3/2022)*, Hong Kong University of Science and Technology.*

Maura L. Scott, Meet the Editors and Mentorship Sessions with Doctoral Students (3/2022)*, Society for Consumer Psychology, Doctoral Symposium.*

Kelly D. Martin, Maura L. Scott, "Distinguished Scholar Workshop: Contributions to Marketing and Public Policy from Notable Scholars," (2/2022) *Winter AMA, Las Vegas, NV*

Kelly D. Martin, Maura L. Scott, "Leveraging Marketing and Society Research to Promote Consumer, Societal, and Environmental Well Being," (2/2022)*, University of North Florida.*

Martin Mende, Maura L. Scott (12/2021), Podcast: "Visions for the Future of Patient Experiences in the Technoverse," *ARF-MSI Podcast Series*.

Maura L. Scott, "Leveraging Marketing and Society Research to Promote Consumer, Societal, and Environmental Well Being," (11/2021)*, King's College, London, UK.*

Martin Mende, Maura L. Scott, Kalinda Ukanwa (10/2021), Keynote Address, "Societal Well-Being Implications of Technology," *Interactive Marketing Research Conference, Fordham University*.

Lane R. Peterson, Maura L. Scott, Martin Mende, Brennan Davis, Myla Bui (9/2021) "When the Number of Food Units Is More Important Than Their Size: Mitigating Overconsumption and the Social Units Effect in Food Choice" *JMR Mitigation in Marketing Conference.*

Ilana Shanks, Martin Mende, Maura L. Scott, Jenny van Doorn, Dhruv Grewal (9/2021), "Cobotics and Its Power Dynamics" *JMR Mitigation in Marketing Conference.*

Maura L. Scott, Sterling Bone, Glenn Christensen, Anneliese Lederer (9/2021), "Mitigating the Effects of Racial Bias in Financial Services," *JMR Mitigation in Marketing Conference*.

Maura L. Scott, Usha Haley, Andrew Jack, Renate Meyer, Mike Taylor (panelists) (9/2021) "Measuring Societal Impact in Business Research: From Challenges to Change," SAGE.

Maura L. Scott, Phillip Kotler, Christine Moorman, J. Walker Smith (panelists) (9/2021), "CMO Survey Webinar: Marketers and National Unity," *American Marketing Association.*

Martin Mende and Maura L. Scott, "Marketing and Public Policy Research to Promote Consumer, Societal, and Environmental Well Being," (9/2021)*, University of Ghent, Belgium.*

Maura L. Scott (8/2021) Keynote Address "Marketing Research to Help Promote Consumer and Societal Well-Being" *China Marketing International Conference.*

Maura L. Scott (8/2021) "WQS Award for Multicultural Mentorship: The Value of Diverse Perspectives in Heightening the Rigor and Relevance of Marketing Scholarship," *PhD Project MDSA Conference*.

Martin Mende and Maura L. Scott (6/2021) "TCR and the United Nations 2030 Agenda for Sustainable Development," *AMA Marketing & Public Policy Conference.*

Carlos Bauer, David Crockett, Vanessa Perry, Maura L. Scott, Rhonda Sharpe (panelists), (6/2021) "Panel: Where Do We Go from Here? Action!" *ISMS Webinar on DEI.*

Maura L. Scott, Kelly D. Martin, "Connecting with the Journal of Public Policy & Marketing," (5/2021) Consumer Behavior Doctoral Seminar: Consumer Behavior Outside the (2x2) Box, hosted by Lauren Block*, Hong Kong Polytechnic University.*

Martin Mende, Maura L. Scott, "TCR and United Nations Sustainable Development Goals," (5/2021) Consumer Behavior Doctoral Seminar: Consumer Behavior Outside the (2x2) Box, hosted by Lauren Block*, Hong Kong Polytechnic University.*

Maura L. Scott, "Transformative Consumer Research and Public Policy," (3/2021), Special Topic Forum: Transformative Supply Chain Research, *Journal of Business Logistics*.

Maura L. Scott, "Inclusivity in Marketing: Managerial, Societal, and Policy Implications," (2/2021), *Oregon State University.*

Maura L. Scott, "Consumer and Societal Well-Being," (2/2021) New Business + Retail Insights Webcast Series, *Center for Retailing Studies, Texas A&M University, Mays Business School.*

Maura L. Scott, "Inclusivity in Marketing: Managerial, Societal, and Policy Implications," (12/2020) Inaugural EDII Research & Thought Leadership Speaker Series, *Queen's University, Smith College of Business,* Canada*.*

Maura L. Scott, Kelly D. Martin, "Connecting with the Journal of Public Policy & Marketing," (12/2020) *JPP&M Workshop for the Association of African Business Schools.*

Corinne Kelley, Martin Mende, Maura L. Scott, Lisa E. Bolton "The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Behavior," (11/2020) *West Virginia University, John Chambers College of Business and Economics*.

Corinne Kelley, Martin Mende, Maura L. Scott, Lisa E. Bolton "The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Behavior," (10/2020) *University of Illinois, Gies College of Business*.

Maura L. Scott, "Stigma and Vulnerability in Healthcare: Solutions through Technology?!" (8/2020)*, Journal of Marketing, Special Session on Healthcare Marketing, Summer AMA.*

Maura L. Scott, "Research and Well-Being during Covid-19," (8/2020) *MEFA Annual Conference.*

Maura L. Scott, Kelly D. Martin, Vanessa Perry, Cinthia Satornino, "Connecting with the Journal of Public Policy & Marketing," (8/2020) *JPP&M Workshop for PhD Project and MEFA.*

Corinne Kelley, Martin Mende, Maura L. Scott, Lisa E. Bolton "The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Behavior," (2/2020) *American University,* Washington, D.C.

Corinne Kelley, Martin Mende, Maura L. Scott, Lisa E. Bolton "The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Behavior," (2/2020) *Colorado State University,* Ft. Collins, CO.

Martin Mende, Maura L. Scott, "Keynote Address: Interdisciplinary Research: Bridging Consumer Psychology, Consumer Based Strategy and Public Policy to Create New Service Knowledge," (12/2019) *Let's Talk About Service Conference, Fordham University, NYC*.

Corinne Kelley, Martin Mende, Maura L. Scott, Lisa E. Bolton "The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Behavior," (11/2019) *University of California, Irvine*.

Nicole J. Heß, Corinne Kelley, Maura L. Scott, Martin Mende, Jan H. Schumann, "Consumers' Perceptions of Personalized Advertising in Public Environments," (9/2019) *BI, The Norwegian Business School,* Oslo, Norway.

Nicole J. Heß, Corinne Kelley, Maura L. Scott, Martin Mende, Jan H. Schumann, "Consumers' Perceptions of Personalized Advertising in Public Environments," (6/2019) *Journal of Retailing Thought Leaders Conference on Consumer Privacy,* Florence, Italy.

Maura L. Scott, "Field Experiments in Transformative Consumer Research," (2/2019) *Florida International University*, Miami FL.

Maura L. Scott, "Advanced Research Methods: Using Field Experiments in Your Research," (8/2018) *PhD Project*, Boston MA.

Maura L. Scott, "Experimental Methods in Marketing and Public Policy Research," (6/2018) *MPPC Doctoral Symposium*, *Ohio State University*, Columbus, OH

Maura L. Scott, "Experimental Methods in Consumer Behavior," (5/2018) *University of Augsburg*, Germany.

Carrie Absher, Maura L. Scott, Martin Mende, Stephen M. Nowlis, Michael Brady (5/2018) "Cash or Credit? How Consumers Pay Can Influence How Others Judge Them," *University of California, Riverside*.

Carrie Absher, Maura L. Scott, Martin Mende, Stephen M. Nowlis, Michael Brady (12/2017) "Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment," *University of Neuchâtel,* Switzerland.

Carrie Absher, Maura L. Scott, Martin Mende, Stephen M. Nowlis, Michael Brady (10/2017) "Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment," *University of Wisconsin, Milwaukee, Lubar School of Business*.

Maura L. Scott, "Advanced Research Methods: Experimental Methods," (8/2017) *PhD Project*, San Francisco, CA.

Martin Mende, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, Ilana Shanks, "Robots Rising: How Humanoid Robots Influence Customers' Service Experiences and Food Consumption," (7/2017) *HEC Montreal,* Montreal, Canada.

Martin Mende, Maura L. Scott, Aaron M. Garvey, Lisa E. Bolton, (5/2017) "Attachment Styles and Romantic Consumption," *MSI-JAMS Thought Leaders Conference,* Amsterdam.

Carrie Skinner, Maura L. Scott, Martin Mende, Stephen M. Nowlis, Michael Brady (3/2017) "Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment," *University of South Florida, Muma College of Business,* Tampa, FL.

Carrie Skinner, Maura L. Scott, Martin Mende, Stephen Nowlis, Michael Brady (12/2016) "Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment," *Arizona State University, W. P. Carey School of Business,* Tempe, AZ.

Myla (My) Bui, Brennan Davis, Collin Payne, Maura L. Scott (10/2016), "The Fixed Unit Effect," *Baruch College, Zicklin School of Business,* New York City.

Myla (My) Bui, Brennan Davis, Collin Payne, Maura L. Scott (7/2016), "The Fixed Unit Effect," *University of Bayreuth,* Germany.

Maura L. Scott (6/2016), "Experimental Research and Public Policy," *2016 Marketing & Public Policy Preconference Workshop, Invited Faculty Presenter,* San Luis Obispo, CA.

Myla (My) Bui, Brennan Davis, Collin Payne, Maura L. Scott (12/2015), "The Fixed Unit Effect," *Nanyang Technological University,* Singapore.

Myla (My) Bui, Brennan Davis, Collin Payne, Maura L. Scott (10/2015), "The Fixed Unit Effect," *University of Arkansas, Walton College of Business*, Fayetteville, AR.

Stacey M. Baker, Punam A. Keller, David G. Mick, Maura L. Scott (9/2015), "Transformative Consumer Research," *ACR Doctoral Symposium,* New Orleans, LA.

Martin Mende, Maura L. Scott, Lisa Bolton (5/2015), "When and Why Service Providers' Conspicuous Consumption Triggers Rewards or Penalties," *University of Passau,* Germany.

Maura L. Scott, Martin Mende (5/2015), Doctoral Workshop: Experimental Design in Marketing and Management. *University of Passau,* Germany.

Maura L. Scott (1/2015), Marketing Science Institute Young Scholars, Invited Presenter.

Maura L. Scott (10/2014), "Transitioning into Your Assistant Professor Position," *ACR Doctoral Consortium, Faculty Presenter*.

Maura L. Scott, Gergana Y. Nenkov (9/2014), "Using Responsibility Reminders to Reduce Cuteness-Induced Indulgent Consumption," *Iowa State University, Ivy College of Business.*

Maura L. Scott, Martin Mende (5/2014), Doctoral Workshop: Defining the Research Contribution in Marketing and Management. *University of Passau,* Germany.

Maura L. Scott, Stephen M. Nowlis, (11/2012), "The Effect of Consumer Goal Specificity on Goal Reengagement," *Florida State University.*

Punam A. Keller, Maura L. Scott, (10/2011), "The Role of the First MSI-Transformative Consumer Research Conference and Social Marketing," *MSI 50th Anniversary Celebratory Session at ACR 2011.*

JoAndrea Hoegg, Maura L. Scott, Darren W. Dahl, Andrea C. Morales, (5/2011) "The Effect of Vanity Sizing on Product Evaluations," *Boston College, Carroll School of Management.*

JoAndrea Hoegg, Maura L. Scott, Darren W. Dahl, Andrea C. Morales, (3/2011) "The Effect of Vanity Sizing on Product Evaluations," *Penn State University, Smeal College of Business.*

JoAndrea Hoegg, Maura L. Scott, Darren W. Dahl, Andrea C. Morales, (3/2011) "The Effect of Vanity Sizing on Product Evaluations," *Stony Brook University.*

Maura L. Scott (8/2009) "Insights into the Marketing Academic Job Market" AMA DocSIG

Martin Mende, Maura L. Scott, Katherine N. Lemon, (2009) "Transitional Customer-Firm Relationships: An Attribution Perspective," *Boston College, Carroll School of Management.*

Maura L. Scott, Stephen M. Nowlis, Naomi Mandel, Andrea C. Morales (2007) "Do Diet Foods Make Consumers Heavier? The Effect of Reduced Calorie Packages on Consumption Behavior of Dieters and Non-Dieters," *Mittelstaedt Doctoral Symposium, U. of Nebraska.*

Maura L. Scott, Stephen M. Nowlis, Naomi Mandel, (2006) "Consumer Preference between Price and Feature Changes," *Southwest Doctoral Consortium, University of Houston.*

Maura L. Scott, Stephen M. Nowlis, Naomi Mandel, (2006) "Consumer Preference between Price and Feature Changes," *University of Notre Dame, Mendoza College of Business.*

GRANTS AND FELLOWSHIPS

- ACR Transformative Consumer Research Grant (2006, 2013, 2015, 2017, 2019, 2020)
- FSU College of Business, We Choose Excellence Award (2020)
- FSU Leadership Development Program (2019 - 2020)
- FSU College of Business, Summer Research Grant (2015 - 2021)
- FSU Provost's Faculty Travel Grant (2015, 2016, 2017, 2019, 2022)
- Marketing Science Institute, MSI Customer Experience Research Grant (2016)
- Marketing Science Institute, MSI-ACR Shopper Marketing Grant (2010)
- Von Allmen Center for Green Marketing, Research Grant (2009)
- Boston College, Food and Consumption Research Camp, Ph.D. Student Travel Grant (2007)
- National Black MBA Association, F. Naylor Fitzhugh Doctoral Fellowship (2005 - 2006)
- ASU Center for Services Leadership, Doctoral Research Fellowship (2005)
- National Black MBA Association, Doctoral Research Fellowship (2004 - 2005)

ACADEMIC APPOINTMENTS

Arizona State University, 2024 - present

- 2024 – present: Professor of Marketing and Edward M. Carson Chair in Services Marketing

Florida State University, 2013 - 2024

- 2022 - 2024: Dr. Persis E. and Dr. Charles E. Rockwood Eminent Scholar in Marketing and Professor of Marketing
- 2020 - 2022: Professor and Persis E. Rockwood Professor of Marketing
- 2019 - 2020: Professor and Madeline Duncan Rolland Professor of Marketing
- 2015 - 2019: Madeline Duncan Rolland Associate Professor of Marketing
- 2014 - 2016: Dean's Emerging Scholar
- 2013 - 2015: Assistant Professor of Marketing

University of Kentucky, 2008 - 2013

- Assistant Professor of Marketing

Arizona State University, 2003 - 2008

- Research Assistant to Stephen Nowlis, Naomi Mandel, and Andrea Morales
- Instructor (Consumer Behavior, Marketing Management, Marketing Principles)

Purdue University, 1993 - 1995

- Graduate Assistant to Carolyn Woo
- Teaching Assistant to Cornell Bell

AFFILIATIONS AND MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

Associations

- American Association for the Advancement of Science (AAAS)
- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- European Marketing Academy (EMAC)
- Marketing Experts & Faculty Alliance (MEFA)
- PhD Project
- Society for Consumer Psychology (SCP)
- Tenure Project

Centers

- Fellow, Julian Bond Institute for Financial Equity Research (2025 – present)
- Senior Global Futures Scholar, Julie Ann Wrigley Global Futures Laboratory (2025 – present)
- Affiliated Faculty Member, BI Norwegian Business School (2022 – 2026)
- Affiliated Faculty Member
    - Sales and Marketing Strategy (SAMS) Institute (2019 – present)
    - University of Washington, Foster School of Business, Center for Sales and Marketing Strategy (2015 - 2019)

INDUSTRY EMPLOYMENT HISTORY

Motorola, 1999 - 2002

Marketing Manager

- Developed and managed the integrated marketing communications plan for new products.
- Conducted marketing research and analysis for new software and service offerings.

Dial Corporation, 1997 - 1999

Brand Manager, International

- Managed new product development and introduction of brands for Asia and Europe.
- Developed global merchandising and promotion programs for Freeman brand products.
- Coordinated with 20 Asia-Pacific distributors for Dial, Armour, Freeman product lines.

Assistant Brand Manager

- Developed a new line of Liquid Dial soap with decorative product positioning. Vase shaped bottle design was implemented across the entire product line and was used 1998 - 2011.
- Analyzed sales, competitive, and profit and loss data for Liquid Dial soap, Liquid Dial for Kids soap, and Purex and Baby Soft powder laundry detergent product lines. Analyses focused on weekly, monthly, quarterly, and annual product performance, and ranged from the item level to the brand level.
- Re-launched Liquid Dial for Kids using licensed characters.

3M Company, 1995 - 1997

New Product Marketer, Post-it Products

- Marketing tactics lead for the global development and launch of a new Post-it product.
- Developed and led global training initiative for new Post-it brand products.