

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
Email: Maura.Scott@asu.edu or maurascott@outlook.com

- 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

PUBLICATIONS¹

- Martin Mende, Kelly D. Martin, Maura L. Scott, Eds. (2026), *Handbook of Marketing and Public Policy*, Elgar.
- 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), 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: Advancing Big Ideas," *Journal of Marketing*, 90 (1) 1-8, 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*.
- 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.
- 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)
- 2018 Marketing Science Institute Grant
 - 2017 ACR Transformative Consumer Research Grant
- 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.

- 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)
- 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.
- 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.
- 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), 1301-1222. (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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and Jill Avery. Taylor & Francis / Routledge, pages 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and Beth Vallen (2025), "Stop the Spread: A Bi-Partisan Approach to Aligning Warning Content with Consumer Segments to Mitigate the Spread of Misinformation," *Marketing Science Institute 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," *Marketing Science Institute 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," *Marketing Science Institute 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, and 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 Cobot Teams in Healthcare Service," *Marketing Science Institute 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," *Marketing Science Institute 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. Lambertson, Jennifer Swartz. Taylor & Francis / Routledge.

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

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

SELECTED RESEARCH UNDER REVIEW AND WORK IN PROGRESS

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*.

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

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

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

Juneha Baek, Martin Mende, Donghyuk Shin, Sanghak Lee, Amy Ostrom, Maura L. Scott, "The LLM Catalyst: Reimagining Marketing Discovery in the Age of AI," target: *Marketing Science*.

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

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 third review (R&R), *Journal of the Academy of Marketing Science*.

Corinne M.K. Hassler, Maura L. Scott, Martin Mende, "Implementation Strategies for Prosocial Ambassador Programs and Their Impact on Prosocial Behavior and Organizational Outcomes," Under second review (R&R), *Journal of the Academy of Marketing Science*.

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

Maura L. Scott and Martin Mende, "The Role of AI in Society, Public Policy, Consumer Wellbeing, Privacy, and Ethics," 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*.

Martin Mende, Maura L. Scott, Leonard Lee, Marina Cozac, "Consumer Psychology of Sustainable Behavior," target: *Consumer Psychology Review*.

AWARDS AND RECOGNITION

Research Honors and Awards

- *Journal of Marketing Research*, Weitz-Winer-O'Dell Award, 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)
- 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)

AWARDS AND RECOGNITION (continued)

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

Research 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)

RESEARCH RELATED SERVICE TO THE DISCIPLINE

EDITORIAL ROLES

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, Pradeep K. Chintagunta, John G. Lynch, Jr., Martin Mende, Rebecca J. Slotegraaf.
- *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.

RESEARCH RELATED SERVICE TO THE DISCIPLINE (continued)

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

American Marketing Association

- AMA Board of Directors (2024 – 2027)
- AMA Academic Council (2017 – 2024)
 - President, 2022-2023
 - Executive Committee, 2020 – 2024
 - Member, 2017 - 2020
- Mentor and Panelist, AMA-Sheth Foundation Early Career Consortium, 2026
- *Journal of Marketing*, Shelby D. Hunt/Harold H. Maynard Award Selection Committee
 - Member 2024
 - Chair 2026
- AMA Fellows Committee, Chair, 2023
- AMA Board of Directors Selection Committee, 2021 - 2023
- AMA Ethics Committee, 2021 - 2022
- 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 Marketing & Public Policy Conference, Doctoral Workshop Faculty Mentor
- 2015 – present, Marketing and Society SIG Emerging Scholar Selection Committee
- 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

RESEARCH RELATED SERVICE TO THE DISCIPLINE (continued)

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 Conference, Working Paper and Data Blitz Sessions Co-Chair (with Andrew Gershoff), (439 submissions)
- 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

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
- 2023 - 2024, Tenure Project Mentor (Mentor to Maria Langlois)
- 2022 - 2023, Tenure Project Mentor (Mentor to Lorena Garcia Ramon)
- 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

RESEARCH RELATED SERVICE TO THE DISCIPLINE (continued)

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.

Marketing Science Institute

- 2023 – 2025, 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)

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

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

RESEARCH RELATED SERVICE TO THE DISCIPLINE (continued)

Better Marketing for a Better World (BMBW)

- Panelist, Better MBW 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)

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

DISSERTATION COMMITTEES & MENTORING

Doctoral Dissertation Committees

Dissertation Committee Chair or Co-Chair

- Valentina Ortiz Ubal (Arizona State University, planned 2027)
- Marina Cozac (Florida State University, 2024; Placement: Villanova University)
- Lane R. Fronczek (née Peterson), (Florida State Univ., 2021; Placement: Georgia State Univ.)
- Corinne M.K. Hassler (née Kelley), (Florida State Univ., 2019; Placement: Univ. 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

- Sydni Fomas Do (University of Arizona, planned 2027)
- Carlos Eduardo Caldas de Souza (BI Norwegian Business School, planned 2026)
- Ludovica Scalco (BI Norwegian Business School, 2025; Placement: University of Manchester)
- Tessa Garcia Collart (Florida International U., 2020; Placement: Univ. 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 U., 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

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 Guttierrez, 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)

COURSES TAUGHT

Arizona State University

<u>Courses</u>	<u>Dates</u>	<u>Rating Range*</u>
Consumer Behavior (undergraduate)	2024 – 2025	6.4 – 6.8
Developing Research for Impact (PhD) (new seminar with Martin Mende)	2025	--

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

BI Norwegian Business School

<u>Courses</u>	<u>Dates</u>	<u>Rating</u>
Consumer Behavior Trends (PhD)	2024, 2026	--

Aalto University, Finland

<u>Courses</u>	<u>Dates</u>	<u>Rating</u>
Consumer Behavior Methodology (PhD)	2026	--

Florida State University

<u>Courses</u>	<u>Dates</u>	<u>Rating Range*</u>
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

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

* “Overall Quality of Teaching” 1 = Poor, 4 = Excellent

Arizona State University

<u>Courses (Undergraduate)</u>	<u>Dates</u>	<u>Average Rating*</u>
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

- Research Presentation to the W.P. Carey Marketing Department Advisory Board (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 Doctoral Workshop: “Preparing for the Job Market: An 18-Month Plan” (2025)
- Promotion and Tenure Committee, Marketing Department (2025)
- Mock Interviews, PhD Student Job Market Candidates (2025)
- W. P. Carey “Prof-ile” Podcast, Inaugural Faculty Interviewee (2025)
- Hiring Committee, Tenure-track assistant professor position (2024)
- Marketing Department Sabbatical Review Committee (2024)

Florida State University

Florida State University, University-Level Service

- 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)

Florida State University, College of Business and Marketing Department

- PhD Project Conference: Plenary Session Presenter, Panelist, Recruiter, 2022, 2023
- FSU College of Business, PhD Program Open House, Faculty Presenter (2021, 2022, 2023)
- FSU Diversity in Leadership Week, PhD Program in Marketing (2022)
- FSU College of Business Faculty Research Awards Committee (2018; 2019, co-chair)
- FSU College of Business Cross-Discipline Mentor Program, Mentor (2017 – 2018)
- FSU College of Business PhD Professional Development Seminar, “Presenting Your Scholarly Research,” Guest presenter with Martin Mende (2018, 2019)
- FSU College of Business, Women in Business Conference, Welcome Speaker (Feb 2014)
- Marketing Doctoral Program
 - Co-Director Doctoral Program in Marketing (2018 – 2024)
 - Doctoral Policy Committee (2014 – 2024)
 - Doctoral Student Behavioral Research Training (2013 – 2023)
 - Mock Interviewer, Academic Placement (2015 – present)
 - Doctoral Student Brown Bag: “Preparing for the Job Market” (2019, 2015)

- Marketing Faculty Evaluation Committee (2020 -present)
- Marketing Department Student Subject Pool, Coordinator (2014 – 2023)
- 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 of Kentucky, University-Level Service

- 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)

University of Kentucky, Gatton College of Business and Marketing Department

- 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

- 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*. (8 doctoral students).
- 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, and Kelly Martin (2/2025), "Handbook of Marketing and Public Policy Half Day Workshop," *Winter AMA, Phoenix, AZ.*

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

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

Martin Mende and 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 and 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, and 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 and 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 and 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, Fontainebleau, France*.

Maura L. Scott, Sterling Bone, Glenn Christensen, Anneliese Lederer, and 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 and Jose A. Rosa (3/2023), "Characteristics of a Successful Doctoral Program Applicant," *The PhD Project, Chicago, IL*.

Luca Cian, Vanessa Patrick, and 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 and 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 and 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, and 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: "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 and 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 and Maura L. Scott, "Leveraging Marketing and Society Research to Promote Consumer, Societal, and Environmental Well Being," (2/2022), *University of North Florida*.

Martin Mende and 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, and 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, Ali 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, and 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 and 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, and 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, and 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 Saturnino, "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, and 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, and 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 and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and 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, and Maura L. Scott (12/2015), "The Fixed Unit Effect," *Nanyang Technological University*, Singapore.

Myla (My) Bui, Brennan Davis, Collin Payne, and 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, and Lisa Bolton (5/2015), "When and Why Service Providers' Conspicuous Consumption Triggers Rewards or Penalties," *University of Passau*, Germany.

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

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

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

Punam A. Keller and 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, and 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, and 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, and 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, and 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, and 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, University of Nebraska*.

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

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

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 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 – present)
- 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.