

Jeffrey R. Carlson

Marketing Department
University of Richmond
University of Richmond, VA 23173

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Phone: (804) 287-1852

Email: jcarlso2@richmond.edu

Website: <https://facultystaff.richmond.edu/~jcarlso2/>

ACADEMIC WORK EXPERIENCE

Assistant Professor, Robins School of Business, University of Richmond (Richmond, VA), August 2014 to present.

EDUCATION

Ph.D. in Business Administration (Marketing) University of Connecticut	2014
M.A. in Organizational Communication Purdue University	2001
B.A. in Communication Studies (Minor: Business) West Virginia Wesleyan College	1999

HONORS AND AWARDS

Outstanding Teacher Award, <i>Robins School of Business</i>	2018
National Team Selling Competition (Coached <i>UR</i> Team): 1 st Place in Oct 2018; 2 nd Place in Oct 2017; 3 rd Place in Oct 2016, <i>University of Richmond</i>	2016-2018
Summer Pedagogy Grant, <i>Robins School of Business</i>	2019
Best Paper Award: Highly Commended, <i>Journal of Marketing Management</i>	2016
Best Paper Award: Certificate of Merit, <i>Robins School of Business</i>	2016
Mednick Fellowship Award, <i>Virginia Foundation for Independent Colleges</i>	2016
Summer Research Award, <i>Robins School of Business</i>	2015-2019
PETE Course Transformation Grant, <i>University of Richmond</i>	2015
Top Three Most Downloaded Articles, <i>Journal of Advertising</i>	2014
Research Related Expense Award, <i>Robins School of Business</i>	2014-2019
Hall-of-Fame nominee, <i>UConn School of Business, Marketing Department</i>	2014
Outstanding PhD Student Teaching Award, <i>UConn School of Business (Marketing)</i>	2013
Dean's 2013 Pre-doctoral Fellowship, <i>UConn School of Business</i>	2013
ING Global PhD Fellowship, <i>UConn School of Business</i>	2013
Pre-doctoral Fellowship, <i>UConn School of Business</i>	2011-2013
Graduate School Fellowship, <i>UConn</i>	2013
Doctoral Fellow, <i>AMA Sheth Foundation Doctoral Consortium</i>	2011
Outstanding PhD Student Scholar Award, <i>UConn School of Business (Marketing)</i>	2010-2013
Marketing Summer Fellowship, <i>UConn</i>	2009/12
Mitofsky Award for Excellence in Public Opinion Research, <i>Roper Center, UConn</i>	2009
Scholarship, National Conference on Health Communication, Marketing, and Media, <i>CDC</i>	2008

RESEARCH INTERESTS

Advertising Effects

Green Advertising

Advertised Pricing Effects

Salesperson Effectiveness

Subjective Time in Marketing

Online/New Media Advertising

I am interested in how internal factors within a given organization influence strategic choice, outcomes, and performance, and how organizations *communicate* with consumers. Broadly, the focus of my research is in the domains of advertising effects, salesforce effectiveness, and marketing strategy. My current research focuses on these topics including for example, how subjective time influences marketing strategy (e.g., strategic orientations). In addition, I am also exploring how consumers perceive advertised discounts, and how polychronicity influences salesperson effectiveness.

PUBLICATIONS

1. Mier, Joel, Jeffrey R. Carlson, Danny Bellenger, and Welsey Johnston (forthcoming in 2019), "Business Buyers Are People Too: Exploring How Geodemographics Affects B2B Selling Effectiveness," accepted for publication on October 1 2019, *Journal of Business and Industrial Marketing*.
2. Carlson, Jeffrey R., William T. Ross Jr., Robin Coulter, and Adam Marquardt (2019), "About Time in Marketing: An Assessment of the Study of Time and Conceptual Framework," *AMS Review*, <https://doi.org/10.1007/s13162-019-00148-6>.
3. Carlson, Jeffrey R. and Monika Kukar-Kinney (2018), "Investigating Discounting of Discounts in an Online Context: The Mediating Effect of Discount Credibility and Moderating Effect of Online Daily Deal Promotions," *Journal of Retailing and Consumer Services*, 41 (March), 153-160.
4. Lin, Shan, Shuai Yang, Jeffrey R. Carlson, and William T. Ross, Jr. (2016), "Brand Social Engagement: Will Firms' Social Media Efforts Influence Paid Search Advertising?" *Journal of Marketing Management*, 32 (5-6), 526-557.

This article won the following: Best Paper Award 2016: Highly Commended.

5. Monika Kukar-Kinney and Jeffrey R. Carlson (2015), "A Fresh Look at Consumers' Discounting of Discounts in Online and Bricks-and-Mortar Shopping Contexts," *International Journal of Research in Marketing*, 32 (4), 442-444.
6. Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2014), "I Eat Organic for My Benefit and Yours: Egoistic and Altruistic Motivations to Purchase Organic Food and their Implications for Advertising Strategists," *Journal of Advertising*, 43 (1), 18-32.

This article was named one of the top three most downloaded articles for the *Journal of Advertising* in 2014.

7. Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2012), "The Role of Regulatory Focus and Self-View in "Green" Advertising Message Framing," *Journal of Advertising*, 41 (4), 25-39.

BOOK CHAPTERS

1. Carlson, Jeffrey R. and Bill Bergman (2017), "Cracking the Code of Organic Food Labels – Consumer Confusion about Label Claims and Practitioner Guidelines," in *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Consumption*, ed. Ioannis Kareklas and Darrel Muehling, NY: Nova Science Publishers, Inc.
2. Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2015), "The Role of Regulatory Focus and Self-View in "Green" Advertising Message Framing," in *Green Advertising and the Reluctant Consumer* (ISBN-10: 1138016543; ISBN-13: 978-1138016545), ed. Kim Sheehan and Lucy Atkinson, New York, NY: Routledge, 19-33.
3. Long, K. W., Galarneau, P. W., Carlson, J. R., & Bryan, E. C. (2007). The Untamed Blog: Public Relations Asset or Liability? In S. C. Duhe (Ed.), *New Media and Public Relations*. New York: Peter Lang.

RESEARCH UNDER REVIEW

1. Carlson, Jeffrey R., Sara Hanson, William T. Ross, Joseph Pancras, and Jacqueline Anderson, "Consumer Usage Motivations and Online Advertising (Note: Title changed to protect the blind review process)," resubmitted for 2nd round review at *Marketing Letters*.
2. Shuai Yang, Jeffrey R. Carlson, and Sixing Cheng, "The Effects of Augmented Reality Advertising (Note: Title changed to protect the blind review process)," under 2nd round review at the *Journal of Retailing and Consumer Services*.

MANUSCRIPTS IN PREPARATION

1. Carlson, Jeffrey R., William T. Ross Jr., and Robin Coulter, "Polychronicity and Salesperson Performance," being prepared for submission in the spring 2019.

RESEARCH IN PROGRESS

1. Carlson, Jeffrey R., Monika Kukar-Kinney, Heping He, and Angeline Close Scheinbaum, "Motivations behind consumers' online shopping cart use and abandonment."
2. Carlson, Jeffrey R., Monika Kukar-Kinney, Heping He, and Angeline Close Scheinbaum, "Motivations behind consumers' online shopping cart use: a replication and extension."
3. Carlson, Jeffrey R. (with Monika Kukar-Kinney), "Doubting Discounts and Discount Credibility," conceptual stage; two focus groups completed.
4. Carlson, Jeffrey R. (with Monika Kukar-Kinney), "Mobile Applications, Online Shopping, and Pricing," conceptual stage.
5. Carlson, Jeffrey R., "Online Uses Advertising Avoidance," conceptual stage.
6. Carlson, Jeffrey R. (with Bill Bergman), "Luxury and Imitation Products and Pricing," conceptual stage; one experiment and survey completed.
7. Carlson, Jeffrey R. (with Adam Marquardt), "Conceptualizing, Measuring and Managing Holistic Time," conceptual stage.

8. Carlson, Jeffrey R., (with Anna Jansson Vredevelde), “The Bucket List: How Consumers Customize Temporal Perspective to Guide and Shape Their Life Story,” data analysis in progress (interpretive analysis of interview data).
9. Carlson, Jeffrey R., (with Anna Jansson Vredevelde), “Goals as Identity Signals: The Self-Expressive Nature of Experiential Bucket-Lists,” data analysis in progress (coding of online forum data).
10. Carlson, Jeffrey R (with William T. Ross Jr), “Exploring the Impact of Temporal Orientation on Strategic Orientations,” being revised for spring 2020.

PUBLISHED CONFERENCE PROCEEDINGS AND PRESENTATIONS

AMS Annual Conference (Vancouver, Canada)	2019
AMS Annual Conference (New Orleans)	2018
AMA Winter Educators’ Conference (New Orleans)	2018
3rd Annual Organizational Frontlines Research Symposium (Orlando)	2017
Association of Marketing Theory and Practice Annual Meeting (Myrtle Beach)	2017
AMS Annual Conference (Orlando)	2016
AMA Summer Educators’ Conference (Chicago)	2015
AMS Annual Conference (Denver)	2015
AMA Winter Educators’ Conference (San Antonio)	2015
ACR Annual North American Conference (Chicago)	2013
ACR Annual North American Conference (St. Louis)	2011
AMA Marketing & Public Policy Conference (Washington DC)	2011
ACR Annual North American Conference (Pittsburgh)	2009
International Communication Association Annual Conference (Chicago)	2009
National Communication Association Convention (San Diego)	2008
Second Annual National Conference on Health Communication (Atlanta)	2008
Eastern Communication Association (ECA) Annual Conference (Pittsburgh)	2008
Eastern Communication Association (ECA) Annual Conference (Providence)	2007
National Communication Association Convention (Boston)	2005

INVITED PRESENTATIONS (EXCLUDING JOB-MARKET CAMPUS VISITS)

1. Adam Marquardt’s Sports Marketing Course (2 sections), November 6, 2018, “Crash Course in SPSS: Creating and Profiling Segments.”
2. University of Richmond Spider Breakfast Seminar, breakfast seminar for Richmond-area alumni (along with Bill Bergman), November 2 2017, “Consumer Responses to the Price of Diamonds & Alternative Stones: Lessons in Consumer Research.”
3. Robin’s School of Business Research Seminar, November 4, 2016, “When Polychronicity Affects Salesperson Performance: The Mediating Effects of Job Skills and Role Perceptions and the Moderating Effect of Job Complexity.”

4. MBA Opening Residency, August 12 2016 (The Jefferson, Richmond VA), “Understanding Marketing: Marketing Strategy and Customer Experience.”
5. “Marketing (and Research) for SWoM Businesses,” UR Business Opportunity Expo, May 15, 2015
6. “Introduction to a Sales Career and the Selling Process,” UR AMA, Feb 11, 2015.

MEDIA MENTIONS

University of Richmond (October 2018), “A team of five Robins School students won the National Team Selling Competition at Indiana University over fall break.,” available at <https://news.richmond.edu/features/article/-/15788/robins-team-wins-national-team-selling-competition-a-team-of-five-robins-school-students-won-the-national-team-selling-competition-at-indiana-university-over-fall-break.html>.

University of Richmond (August 2017), “Spiders' quarterback shines off the field in jewelry marketing study; Kyle Lauletta, '17, leads marketing research study at Robins,” by Nicole Hanson, available at <http://news.richmond.edu/features/article/-/14593/spiders-quarterback-shines-off-the-field-in-jewelry-marketing-study-kyle-lauletta-17-leads-marketing-research-study-at-robins..html>.

University of Richmond (November 28, 2016), “Robins Students Place in Top 3 at National Team Selling Competition: Four students, one goal,” available at <https://news.richmond.edu/features/article/-/13884/robins-students-place-in-top-3-at-national-team-selling-competition-four-students-one-goal..html?sma=sm.00001tn2uzb9seehdw6hugqk9zoo6>

International Business Times (August 28, 2014), “Big Food Acquires Green Companies To Boost Sustainability, But Does It Work?” by Connor Adam Sheets, available at <http://www.ibtimes.com/big-food-acquires-green-companies-boost-sustainability-does-it-work-1673110>.

University of Richmond (October 29, 2014), “Marketing professor talks green advertising and his first semester at the Robins School,” available at <https://news.richmond.edu/features/article/-/12276/dr.-jeffrey-carlson-marketing-professor-talks-green-advertising-and-his-first-semester-at-the-robins-school-.html?sma=sm.00001tn2uzb9seehdw6hugqk9zoo6>

Green Times (November 13, 2013), “Study Offers Tips for Green Advertising Strategists,” available at: <http://news.cahnrs.wsu.edu/2013/11/13/wsus-green-times-organic-ads-compost-poplars>.

Washington State University News, (October 21, 2013), “Personal and Social Concerns Motivate Organic Food Buyers: Study Offers Tips for Green Advertising Strategists,” by Sue McMurray, available at: <http://news.wsu.edu/2013/10/21/personal-and-social-concerns-motivate-organic-food-buyers-study-offers-tips-for-green-advertising-strategists>.

TEACHING EXPERIENCE

University of Richmond (2014 to present):

- Market Research and Analysis (MKT 326)
- Professional Selling (MKT 329)
- Marketing Research (MBA 539)
- Sales Management (MKT 324)
- Principles of Marketing (MKT 320)

University of Connecticut (2009 to 2013):

- Digital Marketing (MKTG 3665)
- Introduction to Marketing Management (MKTG 3101)

TEACHING DEVELOPMENT ACTIVITIES

- Inclusive Pedagogy Workshop (2019 Attendee), University of Richmond
- The Teaching Professor 2015 Conference (Attendee). Atlanta: GA
- UR, Robins School of Business Pedagogy Lunches and Dean's Book Club

PROFESSIONAL AFFILIATIONS

American Marketing Association
Academy of Marketing Science

Beta Gamma Sigma
Phi Kappa Phi

SERVICE

School (University of Richmond):

- *RSB Dean Search Committee*, Committee Member and RSB Faculty Representative (November 2018 - April 2019)
- *Faculty Learning Community*, Undergraduate Research Mentor-Scholar, Member (September 2017 - May 2018)
- *Honor Council Task Force*, Committee Member (August 2014 - May 2016)
- *Faculty Committee to Review the Learning Management System*, Committee Member (December 2016 - March 2017)

Robins School of Business:

- *Governance Task Force*, Committee Member (January 2018 – present)
- *Assessment Committee*, Committee Member (January 2018 – present; August 2014 – May 2017; Spring 2018)
- *Technology Committee*, Chair (January 2019 – present), Committee Member (January 2018 - December 2019; August 2014 - May 2017; Spring 2018)
- *Appeals Committee*, Marketing Department representative (substitute) in Spring 2015
- *MBA Graduate Council*, Committee Member (August 2014 – Summer 2018)

Marketing Department (Robins School of Business):

- MBA Executive Council, Department Representative (August 2014 – present)
- Strategy Committee, Committee Member (August 20, 2014 - present)
- Marketing Department Business Communication Instructor Job Application Reviewer and Interviewer (January 2018; March 2019)
- MKT 329 Selling Competition Judge (December 2017)
- Interview Committee (August 2015), Interviewed applicants for a tenured-track position in the Marketing Department at the AMA Summer Conference (Chicago, IL)
- Faculty Representative (January 2018), AMA Undergraduate Creative Resume Workshop
- Faculty Judge, UR AMA Sales Certificate (April 15, 2015)
- Faculty Reader, RSB Honor's Convocation (April 2017; April 2015)
- Faculty Presenter, RSB Senior Dinner (2016; 2018)
- Faculty Coach for the UR, Robins School of Business undergraduate teams (Fall 2014 – present); competed at the Indiana University National Team Selling Competition

Discipline-based Service (Field of Marketing):

- Track Chair for the Advertising & IMC Track, AMS Annual Conference (2018)

- Competitive paper reviewer, AMS Annual Conference (2014-2018)
- Ad-hoc reviewer, Journal of Advertising (2014-2019)
- Ad-hoc reviewer, Journal of Business Research (2017-2019)
- Ad-hoc reviewer, Journal of Marketing Communications (2017-)
- Ad-hoc reviewer, Journal of Current Issues & Research in Advertising (2018-).
- Ad-hoc reviewer, European Journal of Marketing (2018-)
- Ad-hoc reviewer, Journal of Retailing and Consumer Services (2018-)
- Ad-hoc reviewer, The International Review of Retail, Distribution and Consumer Research (2019-)
- Session Chair, AMS Annual Conference, New Orleans, LA (2018)
- Session Chair, AMS Annual Conference, San Diego, CA (2017)
- Session Chair, AMA Summer Educators' Conference, Chicago, IL (2015)
- Session Chair, AMS Annual Conference, Denver, CO (2015)
- Session Chair, AMA Winter Educators' Conference (2015)

PROFESSIONAL EMPLOYMENT

- Instructor, Communication Department, West Virginia Wesleyan College (Buckhannon, WV)
- Pharmaceutical Sales Representative, TAP (Charleston, WV)
- Analyst, *Accenture* (Chicago, IL)

EXECUTIVE EDUCATION AND CONSULTING ENGAGEMENTS

- Stony Point Fashion Park (Richmond, VA; December 2018-Present)
- Stauer (Richmond, VA: May-July 2017)
- BetterMed (Two Engagements in Richmond, VA: June-August 2016, and April-May 2017)
- The Collegiate School (Richmond, VA: September-February 2016)
- The Restaurant Company and Arby's (Richmond, VA: June-July 2015)
- RSB Mini-MBA, "Marketing Strategy" (2015-2019)
- CVMSDC – Minority Business Executive Management Program, "Marketing Strategy"
- Luck Stone Business Acumen Series, "Market Analysis" (2016-2018)

DIRECTED STUDENT LEARNING (MBA CAPSTONES AND STUDENT RESEARCH)

MBA Capstones:

- Kevin Gill, Saint Benedictine
- Sanya Taylor, Occasion Genius
- Brian Warren, Mielata
- Ben Greenberg, Seasonal Roots
- Julie Riley and Hemant Gui, MBA Capstone, CarMax
- Kyle Gigliotti, Webstrategies
- Ed Trageser, Leukemia and Lymphoma Society
- Josh McMahon, Health Warrior

Graduate Student Research and Internships:

- Manuse, Molly, Independent Study (MBA) in Health Marketing, Summer 2018

Undergraduate Student Research and Internships:

- Coughlin, Joe, RSB Summer Research Fellow, Summer 2017
- Lauletta, Kyle, Student Research Assistant in Summer 2017.
- Sun, Xinmei (May), "Product Type, Price Fairness, and Discounting of Discounts," Summer Research Grant (UR) for May Sun in Summer 2015.