

# Christopher L. Newman

March 2023

Associate Professor of Marketing  
Marketing Doctoral Program Director  
P.M.B. Self and William King Self Chair of Free Enterprise  
School of Business Administration  
University of Mississippi  
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## EDUCATION

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Ph.D., University of Arkansas, Major: Marketing, 2012

M.S., University of Alabama, Major: Marketing, 2007

B.B.A., University of Mississippi, Major: Marketing, 2005

## EMPLOYMENT

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January 2019 – Present      P.M.B. Self and William King Self Chair of Free Enterprise,  
University of Mississippi

July 2018 – Present      Associate Professor of Marketing, University of Mississippi

January 2018 – Present      Marketing Doctoral Program Coordinator, University of Mississippi

August 2012 – June 2018      Assistant Professor of Marketing, University of Mississippi

August 2009 – May 2012      Marketing Instructor, University of Arkansas

## PROFESSIONAL CERTIFICATIONS

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Google Analytics; Hootsuite Platform Training; Hubspot Academy Social Media

## PRIMARY RESEARCH INTERESTS

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Consumer Health & Welfare; Food Labeling & Consumption; Public Policy; Retailing

## AWARDS AND HONORS

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- Recipient – Top Downloaded Article in 2021 in the *Journal of Consumer Affairs*. 2023.
- Finalist – Responsible Research in Marketing Award. American Marketing Association - EBSCO. This award recognizes “outstanding research that produces both credible and useful knowledge than can be applied to benefit society.” 2022.
- Recipient – Thomas Ponzurick Top Paper in Conference Award. Association of Marketing Theory and Practice. 2021.
- Recipient – Best Paper in Track Award (Retailing). Association of Marketing Theory and Practice. 2021.
- Recipient – Responsible Research in Marketing Award. American Marketing Association - EBSCO. This award recognizes “outstanding research that produces both credible and useful knowledge than can be applied to benefit society.” 2021.
- Finalist – *Journal of the Academy of Marketing Science*/Sheth Foundation Best Paper Award. 2021.
- Finalist – *Journal of the Academy of Marketing Science*/Sheth Foundation Best Paper Award. 2019.
- Finalist – *Journal of the Academy of Marketing Science*/Sheth Foundation Best Paper Award. 2018.
- Recipient – Emerging Scholar Award. American Marketing Association’s Marketing & Society Special Interest Group. Presented to “a researcher in the early stages of his/her career that has advanced the study of marketing and society issues.” 2018.
- Recipient – Best Overall Publication Award. School of Business Administration. University of Mississippi. 2016.
- Recipient – Outstanding Junior Researcher of the Year Award. School of Business Administration. University of Mississippi. 2015.
- Recipient – Best Overall Publication Award. School of Business Administration. University of Mississippi. 2014.
- Recipient – Outstanding Junior Researcher of the Year Award. School of Business Administration. University of Mississippi. 2014.
- Recipient – Brenda M. Derby Memorial Award. Presented to “an outstanding doctoral student who demonstrates excellence as an emerging policy researcher. The award honors a strong advocate of the public policy & marketing sub-discipline.” 2011.

Recipient – Doctoral Student in Residence. Center for Marketing and Public Policy Research. Villanova University. 2011.

Honoree – American Marketing Association Sheth Foundation Doctoral Consortium Fellow. Oklahoma State University. 2011.

## REFEREED PUBLICATIONS

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**Newman, Christopher L.**, Yoon-Na Cho, and David Gligor (2022), “A Multi-Tier Approach to Supply Chain Collaboration: Implications of Shopper Solutions”. Forthcoming at the *International Journal of Logistics Management*.

**Newman, Christopher L.**, and Saim Kashmiri (2022), “The Unintended Effects of Health Information Base Rates on Health Risk Estimates and Behavioral Intentions,” *International Journal of Advertising*, 41(6), 1038-1063.

\***Newman, Christopher L.**, Marlys Mason, and Jeff Langenderfer (2021), “The Shifting Landscape of Cannabis Legalization: Potential Benefits and Regulatory Perspectives,” *Journal of Consumer Affairs*, 55(3), 1169-1177.

\* **Invited, Peer-Reviewed Article (all authors contributed equally)**

\* **Top Downloaded Article in 2021 in the *Journal of Consumer Affairs***

\*Gligor, David M., **Christopher L. Newman**, and Saim Kashmiri (2021), “Does Your Skin Color Matter in Buyer-Seller Negotiations? The Implications of Being a Black Salesperson,” *Journal of the Academy of Marketing Science*, 49(5), 969-993.

\* **Finalist for JAMS/Sheth Foundation 2021 Best Paper Award**

\***Newman, Christopher L.**, Stacey R. Finkelstein, and Brennan Davis (2021), “Transformative Consumer Research and Public Policy and Marketing Research: Distinct, Yet Complementary, Approaches” *Journal of Public Policy & Marketing*, 40(3), 331-335.

\* **Invited, Peer-Reviewed Article (all authors contributed equally)**

Thomas, Ashley, **Christopher L. Newman**, Stacey R. Finkelstein, Yoon-Na Cho, and Allyn Cascio (2021), “Consumer Responses to Shopper Solutions in Service Settings,” *Journal of Services Marketing*, 35(2), 237-247.

Gligor, David M., Ismail Gölgeci, **Christopher L. Newman**, and Siddik Bozkurt (2021), “Performance Implications of the Buyer-Supplier Market Orientation Fit,” *Industrial Marketing Management*, 93(February), 161-173.

Locander, Jennifer A., Allyn Cascio, and **Christopher L. Newman** (2020), “Customer Reactions to Frontline Employee Complaining in Retail Service Environments: The Role of Perceived Impropriety,” *Journal of Business Research*, 107(February), 315-323.

\***Newman, Christopher L.**, Melissa D. Cinelli, Douglas Vorhies, and Judith Anne Garretson Folsie (2019), “Benefitting a Few at the Expense of Many? Exclusive Promotions and Their Impact on Untargeted Customers,” *Journal of the Academy of Marketing Science*, 47(1), 76-96.

\* **Finalist for JAMS/Sheth Foundation 2019 Best Paper Award**

\*Berry, Christopher, Scot Burton, Elizabeth Howlett, and **Christopher L. Newman** (2019), “Understanding the Calorie Labeling Paradox in Chain Restaurants: Why Menu Calorie Labeling Alone May Not Affect Average Calories Ordered,” *Journal of Public Policy & Marketing*, 38(2), 192-213.

\* **Winner of the 2021 American Marketing Association – EBSCO Responsible Research in Marketing Award**

\***Newman, Christopher L.**, Scot Burton, J. Craig Andrews, Richard G. Netemeyer, and Jeremy Kees (2018), “Marketers’ Use of Alternative Front-of-Package Nutrition Symbols: An Examination of Effects on Product Evaluations,” *Journal of the Academy of Marketing Science*, 46(3), 453-476.

\* **Finalist for JAMS/Sheth Foundation 2018 Best Paper Award**

\* **Finalist for 2022 American Marketing Association – EBSCO Responsible Research in Marketing Award**

**Newman, Christopher L.**, Kathy Wachter, and Allyn White (2018) “Bricks or Clicks? Understanding Consumer Usage of Retail Mobile Apps,” *Journal of Services Marketing*, 32(2), 211-222.

\***Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2017) “Front-of-Package Nutrition Labeling: Which Labels Benefit Consumers the Most and Why Do They Help?” *Rutgers Business Review*, 2(1), 49-55.

\* **Invited, Peer-Reviewed Article**

**Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2016) "Effects of Objective and Evaluative Front-of-Package Cues on Food Evaluation and Choice: The Moderating Influence of Comparative and Non-Comparative Processing Contexts," *Journal of Consumer Research*, 42(5), 749-766.

Hieke, Sophie, and **Christopher L. Newman** (2015) "The Effects of Nutrition Label Comparison Baselines on Consumers' Food Choices," *Journal of Consumer Affairs*, 49(3), 613-626.

Burton, Scot, Laurel A. Cook, Elizabeth Howlett, and **Christopher L. Newman** (2015) "Broken Halos and Shattered Horns: Overcoming the Biasing Effects of Prior Expectations Through Objective Information Disclosure," *Journal of the Academy of Marketing Science*, 43(2), 240-256.

**Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2014) "Shopper Response to Front-of-Package Nutrition Labeling Programs: Potential Consumer and Retail Store Benefits," *Journal of Retailing*, 90(1), 13-26.

\***Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2014) "Implications of Fast Food Restaurant Concentration for Preschool-Aged Childhood Obesity," *Journal of Business Research*, 67(8), 1573-1580.

\* **Lead Article**

**Newman, Christopher L.**, Anna M. Turri, Elizabeth Howlett, and Amy Stokes (2014) "Twenty Years of Country-of-Origin Food Labeling Research: A Review of the Literature and Implications for Food Marketing Systems," *Journal of Macromarketing*, 34(4), 505-519.

Lee, Eun Mi, Seong-Yeon Park, Molly I. Rapert, and **Christopher L. Newman** (2012) "Does Perceived Fit of Consumers Matter in CSR Issues?" *Journal of Business Research*, 65(11), 1558-1564.

**Newman, Christopher L.**, Elizabeth Howlett, Scot Burton, John Kozup, and Andrea Tangari (2012) "The Influence of Consumer Concern on Framing Effects for Environmental Sustainability Messages," *International Journal of Advertising*, 31(3), 511-528.

Howlett, Elizabeth, Scot Burton, **Christopher L. Newman**, and Michael Faupel (2012) "The Positive Influence of State Agricultural Marketing Programs on Adults' Fruit and Vegetable Consumption," *American Journal of Health Promotion*, 27(1), 17-20.

\*Martin, David, Ryan T. Howell, **Christopher L. Newman**, and Kelly Martin (2012)  
“Validation of EventServ-Short: A Brief Measure of Customer Satisfaction with Game Day Services,” *Managing Service Quality*, 22(4), 386-398.

Rapert, Molly I., **Christopher L. Newman**, Eun Mi Lee, and Seong-Yeon Park (2010)  
“Seeking A Better Place: Sustainability in the CPG Industry,” *Journal of Global Academy of Marketing Science*, 20(2), 199-207.

**Newman, Christopher L.**, Steven W. Kopp, and Kenneth Bates (2010) “Approaching the Summit: Understanding Motivations of Recreational Risky Behavior,” *International Journal of Sport and Society*, 1(1), 173-184.

## **REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS**

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Welch, Emma, and **Christopher L. Newman** (2023), “Limiting Social Media Usage and Its Potential Backfire Effect on Consumer Well-Being”. Proceedings of the 2023 Marketing and Public Policy Conference. (Arlington, VA June 8-10).

\*Thomas, Ashley M., and **Christopher L. Newman** (2021), “Mind the Gap: The Effects of Shopping Medium on Consumer Food Evaluations”. Proceedings of the 2021 Association of Marketing Theory and Practice Conference. (Sandestin, FL March 18-19). Page 18.

**\* Winner of the 2021 Thomas Ponzurick Best Overall Paper in Conference Award.**

**\* Winner of the 2021 Best Paper in Retailing Track Award.**

Welch, Emma, and **Christopher L. Newman** (2021), “The White Bear Problem: The Potential Negative Consequences of Well-Being Messages on Feelings and Engagement”. Proceedings of the 2021 Society for Marketing Advances Conference. (Orlando, FL November 3-5). Page 175.

\*Thomas, Ashley M., and **Christopher L. Newman** (2020), “Investigating the Role of Shopping Medium on Consumer Food Evaluations: Mobile vs. In-Store Grocery Shopping”. Proceedings of the 2020 Marketing and Public Policy Conference. (Marina Del Ray, CA May 28-30). Page 1.

**\*Runner-up for the 2020 Brenda M. Derby Memorial Award.**

Huang, Jiangang, and **Christopher L. Newman** (2019), “Service in the Sharing Economy: Effects of Service Failure Severity and Locus of Recovery”. Proceedings of the 2019 Society for Marketing Advances Conference. (New Orleans, LA Nov. 6-9). Page 634.

- Berry, Christopher, Scot Burton, Elizabeth Howlett, and **Christopher L. Newman** (2019), “Counterbalancing Effects of Calorie Labeling: Why Menu Calorie Labeling Alone May Not Affect Average Calories Ordered”. Proceedings of the 2019 AMA Winter Marketing Educators’ Conference (Austin, TX February 21-24).
- Thomas, Ashley M., and **Christopher L. Newman** (2019), “Skepticism of Customer Reviews: An Online Grocery Shopping Perspective”. Proceedings of the 2019 Marketing and Public Policy Conference. (Washington D.C., June 6-8).
- Thomas, Ashley M., and **Christopher L. Newman** (2018), “The Influence of Online vs. Offline Informational Cues on Grocery Purchase Behavior”. Proceedings of the 2018 Society for Marketing Advances Conference. (West Palm Beach, FL October 31 - November 3). Pages 110-112.
- Thomas, Ashley M., and **Christopher L. Newman** (2018), “When the Stars Do Not Align: The Impact of Online Customer Reviews on Consumer Health”. Proceedings of the 2018 Marketing and Public Policy Conference. (Columbus, OH June 7-9). Pages 155-157.
- Thomas, Ashley M., **Christopher L. Newman**, Stacey R. Finkelstein, Yoon-Na Cho, and Allyn White (2017), “Shopper Marketing and the Role of Shopper Solutions: Implications for Retailers and Consumers”. Proceedings of the 2017 Society for Marketing Advances Retail and Distribution Symposium. (Louisville, KY November 7-11).
- Locander, Jennifer, Allyn White, and **Christopher L. Newman** (2017), “Customer Reactions to Frontline Employee Complaining: The Role of Perceived Impropriety”. Proceedings of the 2017 Society for Marketing Advances Retail and Distribution Symposium. (Louisville, KY November 7-11).
- Thomas, Ashley M., and **Christopher L. Newman** (2017) “The Impact of Food Package Color on Consumers’ Food Evaluations and Choices”. Proceedings of the 2017 Society for Marketing Advances Conference (Louisville, KY November 7-11). Pages 382-383.
- Bozkurt, Siddik, and **Christopher L. Newman** (2017) “Customer Complaining Behavior in Public Social Media Contexts: The Moderating Role of Fear of Negative Evaluations”. Proceedings of the 2017 Society for Marketing Advances Conference (Louisville, KY November 7-11). Pages 505-507.
- Newman, Christopher L.**, Kathy Wachter, and Allyn White (2016) “Consumer Usage of Mobile Apps in the Retail Industry: A Case Study Approach”. Proceedings of the 2016 Global Innovation and Knowledge Academy Conference (Valencia, Spain March 20-23). Page 33.

- Berry, Christopher, Scot Burton, Elizabeth Howlett, and **Christopher L. Newman** (2016) “Why is Menu Labeling Often Ineffective? The Role of Consumers’ Food-Value Orientations”. Proceedings of the 2016 Southeast Marketing Symposium (Starkville, MS February 3-7). Page 42.
- Wachter, Kathy, **Christopher L. Newman**, and Allyn White (2015) “Should I Buy It In the Store or With the App? Implications of Retailer Mobile App Strategies”. Proceedings of the 2015 Society for Marketing Advances Conference (San Antonio, TX November 3-7). Pages 389-390.
- Newman, Christopher L.**, and Saim Kashmiri (2015) “The Effects of Information Base Rates in Health Communications: The Moderating Role of Regulatory Focus”. Proceedings of the 2015 International Conference on Research in Advertising (London, UK July 2-4).
- Wachter, Kathy, and **Christopher L. Newman** (2015) “Mobile Applications: Attachment and Engagement”. Proceedings of the 2015 American Marketing Association/American Collegiate Retailing Association Conference (Miami, FL March 4- 7).
- Newman, Christopher L.**, and Saim Kashmiri (2014) “Can Information Base Rates Influence Healthy Behavioral Intentions?”. Proceedings of the 2014 Society for Marketing Advances Conference (New Orleans, LA November 4-8). Pages 188-189.
- Newman, Christopher L.**, Melissa Cinelli, Douglas Vorhies, and Bruce Carmona (2013) “The Negative Effects of Exclusive Deal Promotions”. Proceedings of the 2013 Society for Marketing Advances Conference (Hilton Head, SC October 31-November 3). Page 154.
- Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2013) “Evaluating the Effectiveness of Front-of-Package Nutrition Labeling: Evaluative vs. Reductive Nutrition Information Disclosure Systems”. Proceedings of the 2013 Marketing and Public Policy Conference (Washington D.C., May 30-June 1). Page 14.
- Newman, Christopher L.**, Elizabeth Howlett, Scot Burton, and J. Craig Andrews (2012) “Confronting the U.S. Obesity Conundrum: Assessing Front-of-Package Evaluative vs. Reductive Nutrition Information Disclosure Systems”. Proceedings of the 2013 Association for Consumer Research Conference (Vancouver, BC, Oct. 4-7). Pages 85-89.
- Newman, Christopher L.**, Anna Turri, Elizabeth Howlett, and Amy Stokes (2012) “20 Years of COOL Research: A Review of the Literature from 1990-2010”. Proceedings of the 2012 Society for Marketing Advances Conference (Orlando, FL, Oct. 31-Nov. 3). Pg 17.



- Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2012) “The Effects of Multiple Front-of-Package Nutrition Disclosures on Food Package Evaluations”. Proceedings of the 2012 AMA Winter Marketing Educators’ Conference (St. Petersburg, FL, February 17-19). Page 26.
- Thyroff, Anastasia, **Christopher L. Newman**, Yoon-Na Cho, and Amy Creyer (2011) “Effects of Sustainability Labeling and Consumers’ Response to Clothing: A Pilot Study”. Proceedings of the 2011 Marketing and Public Policy Conference (Washington D.C., June 2-4). Page 52.
- Howlett, Elizabeth, Scot Burton, **Christopher L. Newman**, and Michael Faupel (2011) “The Effects of State Agricultural Marketing Programs on Fruit and Vegetable Consumption Among US Adults”. Proceedings of the 2011 Marketing and Public Policy Conference (Washington D.C., June 2-4). Page 157.
- Newman, Christopher L.**, Elizabeth Howlett, Scot Burton, and John Kozup (2011) “It *Does* Matter What You Think: The Influence of Consumer Involvement on Framing Effects for Environmental Sustainability Messages”. Proceedings of the 2011 Southeast Marketing Symposium. (Oxford, MS, February 4). Page 14.
- Newman, Christopher L.** and Elizabeth Howlett (2010) “Consumer Attitudes Towards Local Foods: The Moderating Role of Nutrition Knowledge”. Presented at the University of Arkansas Graduate Research Symposium. (Fayetteville, AR, February 12).
- Newman, Christopher L.**, Steven W. Kopp, and Kenneth Bates (2010) “The Summit of Satisfaction: An Exploration into Risky Recreation”. Proceedings of the 2010 Society for Marketing Advances Conference (Atlanta, GA, November 4-7). Pages 58-59.
- Newman, Christopher L.** and Elizabeth Howlett (2010) “Why Buy Local? The Moderating Role of Nutrition Knowledge on Consumer Attitudes Towards Local Foods”. Proceedings of the 2010 Marketing and Public Policy Conference (Denver, CO, May 20-22). Pages 158-159.
- Newman, Christopher L.**, Steven W. Kopp, and Kenneth Bates (2010) “Climbing the Mountain of Satisfaction: Understanding Motivations of Recreational Risky Behavior”. Presented at the International Conference on Sport and Society. (British Columbia, Vancouver, Canada, March 8-10).

Rapert, Molly I. and **Christopher L. Newman** (2009) “Seeking a Better Place: What Executives and Consumers Believe About Sustainable Initiatives in the CPG Industry”. Proceedings of the 2009 Society for Marketing Advances Conference (New Orleans, LA, November 4-7). Pages 175-176.

**Newman, Christopher L.** and Steven W. Kopp (2009) “It’s COOL: Review and Anticipated Impacts of the New Country of Origin Food Labeling Law”. Proceedings of the 2009 Marketing and Public Policy Conference (Washington D.C., May 28-30). Page 163.

## **INVITED PRESENTATIONS**

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**Newman, Christopher L.** (2022) “Doctoral Student Elevator Pitches”. Presented at the Society for Marketing Advances Doctoral Consortium. Charlotte, NC.

**Newman, Christopher L.,** Scot Burton, J. Craig Andrews, Richard G. Netemeyer, and Jeremy Kees (2022) “Marketers’ Use of Alternative Front-of-Package Nutrition Symbols: An Examination of Effects on Product Evaluations”. Presented at the AMA Summer Conference AMA/EBSCO RRBM Winners/Finalist Special Session. Chicago, IL.

**Newman, Christopher L.** (2021) “How to Navigate the Publication and Review Process”. Presented at the Society for Marketing Advances Doctoral Consortium. Orlando, FL.

**Newman, Christopher L.,** Stacey R. Finkelstein, and Brennan Davis (2021), “Health-Related Thought Leadership and JPP&M’s Alliance with the TCR Movement”. Presented in the Emerging Scholars Perspectives session at the 2021 Marketing and Public Policy Conference. Washington, DC.

**Newman, Christopher L.** (2020) “How to Brand Yourself During the COVID Pandemic”. Presented to the University of Mississippi American Marketing Association Chapter. Oxford, MS.

**Newman, Christopher L.** (2019) “How to Start a Successful Career in Research and Publishing”. Presented at the Society for Marketing Advances Doctoral Consortium. New Orleans, LA.

**Newman, Christopher L.** (2018) Personal Research Overview for the University of Mississippi School of Business Administration Business Advisory Board. Oxford, Mississippi.

**Newman, Christopher L.** (2018) “Successfully Maneuvering the Tenure and Promotion Process”. Presented at the Society for Marketing Advances Doctoral Consortium. West Palm Beach, Florida.

**Newman, Christopher L.** (2017) “How to Secure Your Dream Job”. Presented at the Society for Marketing Advances Doctoral Consortium. Louisville, Kentucky.

**Newman, Christopher L.** (2017) “Establishing a Research Agenda as an Assistant Professor”. Presented to the University of Arkansas Department of Marketing doctoral students.

**Newman, Christopher L.** (2017) “How to Secure Your Dream Job”. Presented to the University of Mississippi School of Business Administration doctoral students.

**Newman, Christopher L.** (2017) “Life as an Assistant Professor”. Presented at the Southeast Marketing Symposium. Lexington, Kentucky.

**Newman, Christopher L.** (2016) “How to Secure Your Dream Job”. Presented at the Society for Marketing Advances Doctoral Consortium. Atlanta, Georgia.

**Newman, Christopher L.** (2016) “Research as a Doctoral Student and as an Assistant Professor”. Presented to the University of Mississippi School of Business Administration doctoral students.

**Newman, Christopher L.,** and Saim Kashmiri (2014) “Can Information Base Rates Influence Healthy Behavioral Intentions?” Presented to the University of Mississippi School of Pharmacy Administration.

**Newman, Christopher L.** (2014) “On the Transition from Doctoral Student to Assistant Professor”. Presented to the University of Arkansas Department of Marketing doctoral students.

**Newman, Christopher L.** (2012) “How to Increase Your Success on the Job Market”. Presented to the University of Mississippi School of Business Administration doctoral students.

Rapert, Molly I. and **Christopher L. Newman** (2009) “Seeking a Better Place: What Executives and Consumers Believe About Sustainable Initiatives in the CPG Industry”. Presented at Special Joint Symposium with the Korean Marketing Association at the Society for Marketing Advances Conference.

## **NON-REFEREED PRESENTATIONS**

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**Newman, Christopher L.** (2023) Marketing Department Student Recruitment. 2023 Admitted Student Day. University of Mississippi.

**Newman, Christopher L.** (2022) Marketing Department Student Recruitment. 2022 Admitted Student Day. University of Mississippi.

**Newman, Christopher L.** (2021) Marketing Department Student Recruitment. 2021 Admitted Student Day. University of Mississippi.

**Newman, Christopher L.** (2020) How to Brand Yourself During the COVID Pandemic. Invited Presentation to the Ole Miss American Marketing Association Chapter. University of Mississippi.

**Newman, Christopher L.** (2019) Reviewer Panel. Presented to the University of Mississippi School of Business Administration doctoral students.

**Newman, Christopher L.** (2018) Assistant Professor Research Panel. Presented to the University of Mississippi Department of Marketing.

**Newman, Christopher L.,** Stacey R. Finkelstein, and Yoon-Na Cho (2017) “Consumer Inferences About Shopper Marketing: Implications of Shopper Solutions”. Presented to the University of Mississippi Department of Marketing.

**Newman, Christopher L.** (2016) Assistant Professor Research Panel. Presented to the University of Mississippi Department of Marketing.

**Newman, Christopher L.,** Melissa Cinelli and Douglas Vorhies (2014) “The Untold Story of Exclusivity”. Presented to the University of Mississippi Department of Marketing.

## **RESEARCH GRANTS**

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Responsible Research in Marketing Award Grant. 2021. American Marketing Association – EBSCO. \$1,200. With Chris Berry, Scot Burton, and Elizabeth Howlett.

Faculty Travel Grant. 2019. University of Mississippi Office of Research and Sponsored Programs. \$300. Principal Investigator.

Faculty Travel Grant. 2018. University of Mississippi Office of Research and Sponsored Programs. \$250. Principal Investigator.

Faculty Travel Grant. 2017. University of Mississippi Office of Research and Sponsored Programs. \$700. Principal Investigator.

Faculty International Travel Grant. 2017. University of Mississippi Office of Research and Sponsored Programs. \$1,000. Principal Investigator.

Faculty Travel Grant. 2014. University of Mississippi Division of Outreach and Continuing Education Online Design and ELearning. \$500. Principal Investigator.

SECU's Southeastern Conference Visiting Faculty Grant. 2013. \$650. Principal Investigator.

Faculty Travel Grant. 2013. University of Mississippi Office of Research and Sponsored Programs. \$500. Principal Investigator.

Faculty Travel Grant. 2012. University of Mississippi Office of Research and Sponsored Programs. \$500. Principal Investigator.

Robert Wood Johnson Foundation's Healthy Eating Research Center Grant. 2011. \$17,000. Co-Principal Investigator with Elizabeth Howlett and Scot Burton.

## **TEACHING CERTIFICATIONS**

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Online Teaching Endorsement – 2021. University of Mississippi Office of Academic Outreach.

## **TEACHING EXPERIENCE**

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Intro to Retailing – 2022, 2023. University of Mississippi. (Undergraduate level).

Experimental Design and Analysis – 2021, 2023. University of Mississippi. (Doctoral level).

Social and Digital Media Metrics – 2020, 2021, 2022. University of Mississippi. (Undergraduate level).

Advanced Studies in Consumer Behavior – 2017, 2019. University of Mississippi. (Doctoral level).

Consumer Behavior – 2018, 2019, 2022. University of Mississippi. (Undergraduate level).

Retail Strategy – 2015 - 2018. University of Mississippi. (Undergraduate level).

Global Marketing – 2012 - 2015. 2018. University of Mississippi. (Undergraduate level).

Special Topics in Business – 2013, 2016. University of Mississippi. (Undergraduate level).

Retail Strategy – 2012. University of Arkansas. (Undergraduate level).

Global Marketing – 2010 - 2011. University of Arkansas. (Undergraduate level).

Data Analysis and Interpretation – 2009 - 2010. University of Arkansas. (Undergraduate level).

## **SERVICE**

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Faculty Advisor – 2023 – Southeast Marketing Symposium.

Reviewer – 2023 – Southeast Marketing Symposium.

Member – 2023 – SEC Faculty Achievement Award Committee.

Member – 2022 - 2023 – *Journal of Service Research* Editorial Review Board.

Member – 2022 - 2023 – *Journal of Consumer Affairs* Editorial Review Board.

Member – 2022 - 2023 – *Journal of Public Policy & Marketing* Editorial Review Board.

Member – 2022 - 2023 – *International Journal of Advertising* Editorial Review Board.

Member – 2022 –2023 – Assurance of Learning Committee.

Member – 2022 - 2023 – Responsible Research in Business & Management Editorial Review Board.

Member – 2022 - 2023 – Dissertation Committee for Jihane Ait Samo.

Member – 2022 –2023 – School of Business PhD Committee.

Coordinator – 2022 –2023 – University of Mississippi Marketing Doctoral Program.

Chair – 2022 - 2023 – Marketing PhD Committee.

Member – 2022 - 2023 – Departmental Research and Publication Committee.

External Tenure Reviewer – 2022 – Portland State University Assistant Professor of Marketing.

Reviewer – 2022 – Marketing and Public Policy Conference.

Reviewer – 2022 – Society for Marketing Advances Conference.

Member – 2022 – Faculty Achievement Award Selection Committee.

Chair – 2022 – Doctoral Dissertation Competition. Society for Marketing Advances Conference.

Member – 2022 – Search Committee for Two Assistant Professor of Marketing Positions.

Faculty Advisor – 2022 – Southeast Marketing Symposium.

Reviewer – 2022 – Southeast Marketing Symposium.

Reviewer – 2022 – *Journal of Marketing Theory and Practice*.

Member – 2022 – SEC Faculty Achievement Award Committee.

Member – 2021 - 2022 – Dissertation Committee for Jihane Ait Samo.

Member– 2021 - 2022 – Departmental Research and Publication Committee.

Coordinator – 2021 –2022 – University of Mississippi Marketing Doctoral Program.

Member – 2021 –2022 – School of Business PhD Committee.

Chair – 2021 - 2022 – Marketing PhD Committee.

Member – 2021 –2022 – Assurance of Learning Committee.

Chair – 2021 – Doctoral Dissertation Competition. Society for Marketing Advances Conference.

Reviewer – 2021 – Academy of Marketing Science Mary Kay Dissertation Competition.

Reviewer – 2021 – Academy of Marketing Science Conference.

Member – 2021 - 2022 – *Journal of Service Research* Editorial Review Board.

Member – 2021 - 2022 – *Journal of Consumer Affairs* Editorial Review Board.

Member – 2021 - 2022 – *Journal of Public Policy & Marketing* Editorial Review Board.

Member – 2021 - 2022– *International Journal of Advertising* Editorial Review Board.

Reviewer – 2021 – *Psychology & Marketing*.

Reviewer – 2021 – *Appetite*.

Host/Chair – 2021 – Southeast Marketing Symposium.

Member– 2020 - 2021 – Honors Thesis Committee for Connor Neill.

Reviewer – 2021 – *Journal of the Academy of Marketing Science*.

Member – 2020 –2021 – School of Business PhD Committee.

Member – 2020 –2021 – Assurance of Learning Committee.

Member – 2020 - 2021 – Dissertation Committee for Franklin Tillman.

Coordinator – 2020 –2021 – University of Mississippi Marketing Doctoral Program.

Chair – 2020 - 2021 – Marketing PhD Committee.

Reviewer – 2021 – *American Journal of Preventive Medicine*.

Reviewer – 2020 – *Journal of Business Research*.

Member– 2020 - 2021 – Departmental Research and Publication Committee.

Member– 2020 - 2021 – Honors Thesis Committee for Robynn Patterson.

Reviewer – 2020 – *Journal of Marketing Theory and Practice*.

Reviewer – 2020 – *Journal of the Academy of Marketing Science*.

Chair – 2020 – Doctoral Dissertation Competition. Society for Marketing Advances Conference.

Member – 2020 - 2021 – *Journal of Service Research* Editorial Review Board.

Member – 2020 - 2021 – *Journal of Consumer Affairs* Editorial Review Board.

Member – 2020 - 2021 – *Journal of Public Policy & Marketing* Editorial Review Board.

Reviewer – 2020 – Academy of Marketing Science Mary Kay Dissertation Competition.

Coordinator – 2019 –2020 – University of Mississippi Marketing Doctoral Program.

Member – 2019 - 2020 – School of Business PhD Committee.

Member – 2019 –2020 – Assurance of Learning Committee.

Chair – 2019 - 2020 – Dissertation Committee for Ashley Thomas.

Chair – 2019 - 2020 – Marketing PhD Committee.

Member – 2019 - 2020 – Search Committee for Founders Chair in Marketing/Data Analytics.

Member – 2019 - 2020 – *Journal of Public Policy & Marketing* Editorial Review Board.



Member – 2019 - 2020 – – *Journal of Service Research* Editorial Review Board.

Member – 2019 - 2020 – *Journal of Consumer Affairs* Editorial Review Board.

Reviewer – 2019 – *Journal of the Academy of Marketing Science*.

Reviewer – 2019 – *Appetite*.

Reviewer – 2019 – *Journal of Marketing*.

Reviewer – 2019 – *Journal of Business Research*.

Reviewer – 2019 – *European Journal of Marketing*.

Chair – 2019 – Doctoral Dissertation Competition. Society for Marketing Advances Conference.

Faculty Advisor – 2019 – Southeast Marketing Symposium.

Member – 2018 - 2019 – Honors Thesis Committee for Sally Rychlak.

Member – 2018 - 2019 – School of Business PhD Committee.

Chair – 2018 - 2019 – Marketing PhD Committee.

Member – 2018 - 2019 – *Journal of Public Policy & Marketing* Editorial Review Board.

Member – 2018 - 2019 – *Journal of Service Research* Editorial Review Board.

Member – 2018 - 2019 – *Journal of Consumer Affairs* Editorial Review Board.

Chair – 2018 - 2019 – Dissertation Committee for Ashley Thomas.

Chair – 2018 - 2019 – Honors Thesis Committee for Ashna Sethi.

Member – 2018 - 2019 – Dissertation Committee for Franklin Tillman.

Chair – 2018 – 2019 – Marketing Department Ph.D. Committee.

Member – 2018 –2019 – Assurance of Learning Committee.

Faculty Advisor – 2018 – Southeast Marketing Symposium.

Chair – 2018 – Doctoral Student Research Competition. Society for Marketing Advances Conference.

Member – 2018 – Sales Emphasis Area Curriculum Committee.

Reviewer – 2018 – *Journal of the Academy of Marketing Science*.

Reviewer – 2018 – *Journal of Business Research*.

Reviewer – 2018 – *Journal of Retailing and Consumer Services*

Reviewer – 2018 – AMA Winter Marketing Educators' Conference.

Reviewer – 2018 – Society for Marketing Advances Conference.

Reviewer – 2018 – Southeast Marketing Symposium.

Member – 2018 – Search Committee for Director of the Center for Pharmaceutical Marketing and Management.

Coordinator – 2018 –2019 – University of Mississippi Marketing Doctoral Program.

Member – 2017 - 2018 – *Journal of Public Policy & Marketing* Editorial Review Board.

Member – 2017 - 2018 – *Journal of Service Research* Editorial Review Board.

Member – 2017 - 2018 – *Journal of Consumer Affairs* Editorial Review Board.

Chair – 2017 - 2018 – Honors Thesis Committee for Ashna Sethi.

Member – 2017- 2018 – University Assessment Committee.

Member – 2017 –2018 – Assurance of Learning Committee.

Member – 2017 - 2018 – Dissertation Committee for Franklin Tillman.

Member – 2017 - 2018 – Marketing Department Ph.D. Committee.

Reviewer – 2017 – Society for Marketing Advances.

Reviewer – 2017 – *Journal of Business Research*.

Member – 2017 –Assessment Committee of the Bachelor of Business Administration Degree Program.

Reviewer – 2017 – Southeast Marketing Symposium.

Reviewer – 2017 – AMA Summer Marketing Educators' Conference.

Faculty Advisor – 2017 – Southeast Marketing Symposium.

Chair – 2016 - 2017 – Marketing Department Ph.D. Committee.

Member – 2016 - 2017 – Search Committee for Two Assistant Professor of Marketing Positions.

Member – 2016 - 2017 – Dissertation Committee for Duncan Nicol.

Member – 2016 - 2017 – External Dissertation Committee for Chris Berry, University of Arkansas.

Chair – 2016 - 2017 – Honors Thesis Committee for Ashley Anderson.

Member – 2016 - 2017 – University Assessment Committee.

Reviewer – 2016 – Academy of Marketing Science Conference.

Reviewer – 2016 – *Encyclopedia of Health and Risk Message Design and Processing*.

Reviewer – 2016 – *Journal of Retailing and Consumer Services*.

Reviewer – 2016 – *Journal of Marketing Research*.

Reviewer – 2016 – Society for Marketing Advances Conference.

Reviewer – 2016 – *Journal of Business Ethics*.

Reviewer – 2016 – *Journal of Business Research*.

Reviewer – 2016 – Southeast Marketing Symposium.

Member – 2015 - 2016 – External Dissertation Committee for Chris Berry, University of Arkansas.

Member – 2015 - 2016 – University Assessment Committee.

Member – 2015 - 2016 – Dissertation Committee for Chi Zhang.

Member – 2015 - 2016 – Croft Institute Thesis Committee for Maggie Hall.

Member – 2015 - 2016 – Search Committee for Two Assistant Professor of Sports Administration Positions.

Reviewer – 2015 – Society for Marketing Advances Conference.

Reviewer – 2015 – *Journal of Macromarketing*.

Reviewer – 2015 – International Conference on Research in Advertising.

Member – 2014 - 2015 – University Assessment Committee.

Reviewer – 2015 – Marketing and Public Policy Conference.

Reviewer – 2015 – *Appetite*.

Reviewer – 2015 – Academy of Marketing Science Conference.

Reviewer – 2015 – *Journal of Business Ethics*.

Member – 2014 - 2015 – Dissertation Committee for Chi Zhang.

Member – 2014 - 2015 – Dissertation Committee for Robert King.

Coordinator– 2014–2015 – Coordinator Between UM College Corps and More Than A Meal  
Charity.

Member – 2014 - 2015 – University Services Sub-Committee Member.

Representative – 2014 - 2015 – Faculty Senate.

Member – 2014 - 2015 – Croft Institute Thesis Committee for Maggie Hall.

Reviewer – 2014 – Academy of Marketing Science Conference.

Reviewer – 2014 – *Journal of Consumer Affairs*.

Member – 2014 – Search Committee for Two Assistant Professor of Marketing Positions.

Reviewer – 2014 – Society for Marketing Advances Conference.

Reviewer – 2014 – *Journal of Business Research*.

Reviewer – 2014 – Marketing and Public Policy Conference.

Reviewer – 2014 – Academy of Marketing Science Conference.

Reviewer – 2014 – *Journal of Business Ethics*.

Chair – 2013 - 2014 - Honors Thesis Committee for Sydney McCarthy.

Member – 2013 - 2014 – Dissertation Committee for Manisha Mathur.

Session Chair – 2013 – Society for Marketing Advances Conference.

Reviewer – 2013 – Society for Marketing Advances Conference.

Advisor – 2013 – Southeast Marketing Symposium.

Chair – 2012 - 2013 - Honors Thesis Committee for Sydney McCarthy.

Member – 2012 – Search Committee for Clinical Professor at University of Mississippi –  
Southaven.

Reviewer – 2012 – AMA Summer Marketing Educators' Conference.

Reviewer – 2011 – *Journal of Consumer Affairs*.

Reviewer – 2011 – AMA Winter Marketing Educators’ Conference.

Reviewer – 2011 – Marketing and Public Policy Conference.

Reviewer – 2011 – Society for Marketing Advances Conference.

Reviewer – 2010 – AMA Winter Marketing Educators’ Conference.

Reviewer – 2010 – Society for Marketing Advances Conference.

Reviewer – 2010 – Fall Marketing Management Association Educators’ Conference.

Reviewer – 2009 – Conference on Historical Analysis & Research in Marketing.

### **OTHER HONORS AND AWARDS**

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Nominee – 2018 – Food & Drug Administration Risk Communication Advisory Committee.

Member Spotlight – 2018 – Society for Marketing Advances.

Faculty Honoree of the Game – 2017 – University of Mississippi Women’s Soccer Program.

Faculty Honoree of the Game – 2014 and 2015 – University of Mississippi Baseball Program.

Fellow – 2010 and 2011 – Marketing and Public Policy Doctoral Consortium.

Fellow – 2009 – Society for Marketing Advances Doctoral Consortium.

Doctoral Academy Fellowship – 2009 to 2012 – University of Arkansas.

Graduate Assistantship – 2009 to 2012 – University of Arkansas.

### **PROFESSIONAL AFFILIATIONS**

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American Marketing Association (AMA)

AMA Marketing and Society Special Interest Group

Society for Marketing Advances

### **PAST EMPLOYMENT**

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Gulf Distributing, LLC. 2008 – 2009. Account Manager. Mobile, Alabama.

Responsible for establishing and maintaining distributor/retailer relationships in over 40 accounts in the greater Mobile area. Oversaw sales, promotions, price points, and point-of-purchase displays in a variety of retail settings.

## REFERENCES

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Elizabeth Howlett. Gardner O. Hart Distinguished Professor and Marketing Doctoral Program Director. Carson College of Business. Washington State University.  
Contact: betsy.howlett@wsu.edu; 509-335-4752.

Scot Burton. Distinguished Professor and Tyson Chair in Food and Consumer Products Retailing. Sam M. Walton College of Business. University of Arkansas.  
Contact: sburton@walton.uark.edu; 479-575-5398.

Ronn J. Smith. Department Chair and Associate Professor of Marketing. College of Business. University of Wyoming.  
Contact: rsmit102@uwyo.edu; 307-766-3124.