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## Marketing professor recognized for research in food labeling

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Christopher Newman, assistant professor of marketing at the University of Mississippi, has been selected for the 2018 Emerging Scholar award by the Marketing and Society Special Interest Group of the American Marketing Association.

The MASSIG Emerging Scholar award is given to honor the contributions of a researcher, in the early stages of his or her academic career, who tackles societal issues of significance that advance an understanding of their area of research to their peers.

"Demonstrating how

marketing can be used to positively impact consumer welfare supports the business school's mission to improve both society and business," Newman said. "It is a tremendous honor to be recognized by my colleagues in this way.

"It helps highlight the meaningful research that the faculty is conducting here at Ole Miss and in the business school."

Newman was chosen for his scholarship on nutritional labeling, which has led to him becoming one of the leading experts in this area. His published work has appeared in numerous publications, including the Journal of the Academy of Marketing Science, the

Journal of Consumer Affairs and the Journal of Consumer Research.

He has established himself as an emerging scholar contributing to improving the health and well-being of the consumer. His nomination for the U.S. Food and Drug Administration's Risk Communication Advisory Committee is another indication of the impact his scholarship is having on society.

"We are pleased that Dr. Newman's scholarship and impact in the area of nutritional labeling is being recognized by the AMA's Special Interest Group," said Ken Cyree, dean of the School of Business Administration. "We are

glad to have outstanding scholars at Ole Miss who are able to impart their expertise in the class room and advance business knowledge.

"We are excited about the success Dr. Newman has attained in this area, and I applaud him for this accomplishment."

"This area of research is part of a supply chain to deal with obesity prob-

lems in our nation," said Bahram Alidaee, interim chair of the marketing department. "I am pleased the American Marketing Association's Special Interest Group has recognized him as an emerging scholar in this area."

Previous winners include Kelly Martin of Colorado State University, Beth Vallen of Villanova University, Maura Scott—

of Florida State University and Justine Rapp of the University of San Diego.

Founded in 1937, the American Marketing Association is a professional association for marketing professionals with more than 30,000 members. The MASSIG serves as a convivial gathering point for academics interested in the impacts marketing has in the world.