

MAURA L. SCOTT

Assistant Professor of Marketing
Florida State University, College of Business
Tallahassee, FL 32306

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EDUCATION

- Ph.D. Business Administration, (Marketing), 2008
W. P. Carey School of Business, Arizona State University
- M.S. Management (Marketing Major)
Krannert Graduate School of Management
Purdue University, West Lafayette, IN
- B.S. Economics, Purdue University, West Lafayette, IN

REFEREED JOURNAL PUBLICATIONS

- Scott, Maura L. and Stephen M. Nowlis, (2013) "The Effect of Goal Specificity on Consumer Goal Reengagement," *Journal of Consumer Research*, (October).
- Scott, Maura L., 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*, (June).
- Montoya, Detra Y. and Maura L. Scott, (2013) "The Effect of Lifestyle-Based Depletion on Teen Consumer Behavior," *Journal of Public Policy & Marketing*, 32 (1), 82-96.
- Bublitz, Melissa G., Laura A. Peracchio, Alan R. Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G. Miller, Carol M. Motley, Paula C. Peter, Priyali Rajagopal, Maura L. Scott, Beth Vallen, (2013), "Food for Thought: Transforming Research into Actionable Information for Consumers," *Journal of Business Research*, 66 (8), 1211-18.
- Morales, Andrea C., 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.
- Block, Lauren, 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.
- Scott, Maura L., 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.
- 2009 JCR Robert Ferber Award, Honorable Mention
 - 2006 ACR-MSI Grant for Transformative Consumer Research

RESEARCH UNDER REVIEW

Hoegg, JoAndrea, Maura L. Scott, Andrea C. Morales, and Darren W. Dahl, “The Effect of Vanity Sizing on Product Evaluations,” Revision invited, *Journal of Consumer Psychology*.

- 2010 MSI-ACR Shopper Marketing Grant Winner

Nenkov, Gergana Y. and Maura L. Scott, “The Effects of Cute Products on Identity Salience and Self-Control Effectiveness.” Revision invited, *Journal of Consumer Research*.

WORKING PAPERS AND RESEARCH IN PROGRESS

Scott, Maura L., Ravi Mehta, Marjan Jalali, Donnel Briley, and Darren W. Dahl, “The High Nod: Social Communication, Identity Stereotypes, and Observer Reactions.” Preparing for submission.

Mende, Martin, Maura L. Scott, Mary Jo Bitner, and Amy L. Ostrom, “Customer Co-Production of Services and Consumer Well-Being.” Preparing for submission.

Mende, Martin, Maura L. Scott, Katherine N. Lemon, and Scott Thompson, “Taking the High Road: The Mediating Role of Customer Perceived Firm Integrity in Response to Firm-Initiated Relationship Ending.” Preparing for submission.

RESEARCH HONORS AND AWARDS

- 2010 MSI-ACR Shopper Marketing Grant
- 2010 AMA Sheth Foundation Doctoral Consortium Faculty Presenter
- 2009 *Journal of Consumer Research*, Robert Ferber Award, Honorable Mention
- 2009 Von Allmen Center for Green Marketing, Research Grant
- 2007 ACR-MSI Transformative Consumer Research Conference, Best Abstract Award
- 2006 ACR Transformative Consumer Research Grant
- 2005 – 2006 American Marketing Association Foundation, Valuing Diversity Award
- 2005 – 2006 National Black MBA Association, F. Naylor Fitzhugh Doctoral Fellowship
- 2005 ASU Center for Services Leadership, Doctoral Research Fellowship
- 2004 – 2005 National Black MBA Association, Doctoral Research Fellowship

CONFERENCE PROCEEDINGS (*asterisk denotes presenting author)

- *Mende, Martin, Maura L. Scott, Katherine Lemon, and Scott Thompson (2012), "When Firms Disadopt Consumers: Exploring How Consumers Respond to Firm-Initiated Relationship Disengagement," in *Advances in Consumer Research*, 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research.
- Nowlis, Stephen and *Maura L. Scott (2011), "The Effects of Goal Specificity on Goal Striving," in *Advances in Consumer Research*, 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research.
- Dahl, Darren W., JoAndrea Hoegg, Andrea Morales, *Maura L. Scott (2010), "The Effects of Vanity Sizing on Self-Esteem and Shopping Behavior," in *Advances in Consumer Research*, 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, *Special Session Co-Chair*
- *Scott, Maura L., *Martin Mende and Lisa E. Bolton (2010), "Judging a Book By Its Cover: How Consumers Perceive Conspicuous Consumption by Others," in *Advances in Consumer Research*, 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: ACR.
- *Scott, Maura L., and Stephen M. Nowlis, (2010), "The Effect of Goal Setting on Consumption and Consumer Well-Being," in *Advances in Consumer Research*, 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- *Scott, Maura L., Stephen M. Nowlis, Naomi Mandel (2009), "Consumer Usage of Ultra-Concentrated Products," in *Advances in Consumer Research*, 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, 195-197.
- *Scott, Maura L. and Stephen M. Nowlis, (2009) "The Effect of Self-Awareness on Goal Setting, Consumption, and Consumer Well-Being," in *Society for Consumer Psychology Conference Proceedings*, eds., Alexander Chernev, Michal Herzenstein, and Shailendra Pratap Jain.
- Morales, Andrea C., Maura Scott, and *Eric Yorkston, (2009) "You're Not from Around Here, Are You? The Role of Spokesperson Accent in Message Processing," in *Society for Consumer Psychology Conference Proceedings*, eds., A. Chernev, M. Herzenstein, and S. Pratap Jain.
- *Scott, Maura L., Stephen M. Nowlis, and Naomi Mandel, (2009) "Consumer Usage of Products with Reduced Size and Increased Potency," *Marketing & Public Policy Conference*
- *Scott, Maura, Stephen Nowlis, Naomi Mandel, Andrea Morales (2008), "Do Diet Foods Make Consumers Heavier? The Effect of Reduced Calorie Packages on Dieters and Non-Dieters," in *Advances in Consumer Research*, 35, eds. A. Y. Lee and D. Soman, Duluth, MN: ACR, 205.
- *Scott, Maura and *Martin Mende (2007), "The Role of Emotional Attachment in Consumers' Responses to Service Changes," in *Advances in Consumer Research*, 34, eds. G. Fitzsimons and V. Morwitz, Duluth, MN: ACR, 462-65.
- *Scott, Maura L., 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," *Transformative Consumer Research Conference, Dartmouth*

*Scott, Maura, Stephen Nowlis, and Naomi Mandel (2006), "Consumer Preference Between Price and Feature Changes," in *Advances in Consumer Research*, 33, eds. C. Pechmann and L. Price, Duluth, MN: Association for Consumer Research, 316.

*Mende, Martin and *Maura L. Scott, (2005) "Emotional Attachment: Consumer Response to Changes in Services at Varying Levels of Human Interaction," *Frontiers in Services Conference*

INVITED PRESENTATIONS

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

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

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

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

Hoegg, JoAndrea, *Maura L. Scott, Darren W. Dahl, and Andrea C. Morales, (3/2011) "You're so Vain: The Effect of Vanity Sizing on Product Evaluations," *SUNY, Stony Brook*

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

*Scott, Maura L., 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*

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

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

TEACHING

University of Kentucky

<u>Course Taught</u>	<u>Date</u>	<u>Average Rating*</u>
Marketing Strategy	Sp 2012 (2 sections total)	Average: 3.70 Range: 3.60 to 3.80
Consumer Behavior	Fall 2008 – F2012 (14 sections total)	Average = 3.68 Range: 3.40 to 3.90

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

Arizona State University

<u>Course Taught</u>	<u>Date</u>	<u>Average Rating*</u>
Consumer Behavior	Sum 2005, F2005, Sum 2006, Sum 2007 (4 sections total)	1.27
Marketing Management	F2004, Sum 2006, F2006, Sum 2007 (4 sections total)	1.64
Marketing Principles	Sum 2004 (2 sections total)	1.07

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

TEACHING AND SERVICE HONORS AND AWARDS

- 2011 – Alpha Kappa Psi, Professor of the Month (Student Nominated Award, 3/2011)
- 2010 – Alpha Kappa Psi, Professor of the Month (Student Nominated Award, 10/2010)
- 2007 ASU W. P. Carey School of Business, Kenneth A. Coney Award
- 2006 ASU Department of Marketing, Doctoral Student Teaching Excellence Award
- 2005 Arizona State University, Sun Devil Alumni Award

DOCTORAL STUDENT ADVISING

- Dissertation Committee Co-Chair: James Mead.
 - Doctoral Comprehensive Exam Committee: James Mead, 2012, co-chair.
 - Rob Richerson, 2011, member.
- Doctoral Summer Paper Committee
 - James Mead, 2011, chair, “Impression Management and Goal Commitment.”
 - Rob Richerson, 2010, member, “Gaining Self-Control Strength from Others.”
 - Jonathan Hasford, 2009, member.
- Behavioral Research Lab Training: Emily Plant (2008), Adam Farmer and Rob Richerson (2009), James Mead and Andrew Schwartz (2010).

Doctoral Student Outreach: PhD Project and AMA DocSIG

- 2009 AMA DocSIG - Presentation, “Insights into Marketing Academia’s Job Market”
- 2009 PhD Project - Mock Interviewer, AMA Job Market
- 2006 PhD Project - Presentation, “Preparing for Comprehensive Exams”
- 2005 National Black MBA Association, “Making the Most of Your Doctoral Program”

SERVICE

Ad Hoc Journal Reviewing:

- Journal of Consumer Research
- Journal of Marketing Research
- Journal of Public Policy & Marketing
- Journal of Consumer Psychology
- Psychological Science
- Journal of Business Research
- Journal of Retailing
- International Journal of Research in Marketing
- Journal of the Academy of Marketing Science
- Journal of Consumer Affairs

ACR Transformative Consumer Research Advisory Board

- Board Member (term: 2009 – 2012)
 - TCR Database Development Committee
 - Committee to update TCR Research and Grant Resources Database
 - TCR Research Grant reviewer

Society for Consumer Psychology

- 2011 SCP Conference, Doctoral Consortium Chair
- Ethnic Minority Affairs Committee Chair (term: 2009 – 2012)

AMA Sheth Foundation Doctoral Consortium

- 2010 Invited Faculty Presenter, Texas Christian University
- 2007 Social Program Committee Co-Chair, Arizona State University

Additional Reviewing

- ACR Transformative Consumer Research Grants
- ACR/Sheth Foundation Dissertation Grant Competition
- AMA Foundation Valuing Diversity Scholarship
- National Black MBA Association Doctoral Fellowship
- Conferences: ACR, Winter AMA

University of Kentucky

- 2012, 2011 Fall Gatton Welcome Event: Welcoming Incoming Business Freshmen
- 2011 (Aug), 2010 (Aug) Presenter, University-Wide New Faculty Orientation
- 2011 (May) University-Wide Health and Wellness Conference, “Food, Self-Control, and Well-Being.”
- 2011 (Apr) TEDx at Gatton College, “Can Diet Foods Make You Fat?”
- 2011 (Apr) Gatton College of Business Hall of Fame, Research Presentation, “The Effect of Reduced Calorie Packages on Consumption Behavior of Dieters and Non-Dieters.”
- 2010 (Sept) Marketing Area Research Presentation, “Conspicuous Consumption.”
- 2010 Southern Association of Colleges and Schools (SACS) University-Wide QEP Re-Accreditation Committee
- 2009 Marketing Area Presentation, “Preparing for the Job Market”
- 2009 (Apr) Anna J. Cooper Address: “Consumption, Self-Control and Well-Being.”

ACADEMIC EMPLOYMENT HISTORY

FLORIDA STATE UNIVERSITY, 2013 - PRESENT

- 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
- Primary responsibility: managing, coordinating, and administering the student subject pool.

PURDUE UNIVERSITY, 1993 - 1995

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

INDUSTRY EMPLOYMENT HISTORY

MOTOROLA, MARKETING MANAGER, 1999 - 2002

- Developed and managed the integrated marketing communications plan for new products.
- Conducted marketing research and analysis for new product concepts.

THE DIAL CORPORATION, 1997 - 1999

Brand Manager, International

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

Assistant Brand Manager

- Developed a new line of Liquid Dial with decorative positioning. Vase shaped bottle design was implemented across the entire product line and was used 1998 - 2011.
- Re-launched Liquid Dial for Kids using licensed characters.
- Managed the Purex powder detergent and Baby Soft detergent product lines.

3M COMPANY, NEW PRODUCT MARKETER, POST-IT PRODUCTS, 1995 - 1997

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

MERCK PHARMACEUTICALS, SALES AND MARKETING INTERN, 1994

- Helped develop marketing communications materials for pharmaceutical products.

IBM CORPORATION, MARKETING SUMMER INTERN, 1990, 1991

- Supported the development of a sales force incentive program for the sale of new products in a business-to-business context.
- Analyzed customer database to support sales force in identifying new sales opportunities.
- Developed training materials for new software.

MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology
- The PhD Project