
EDUCATION

University of Illinois at Urbana Champaign, College of Business*PhD in Business Administration (Marketing & Statistics)***University of Virginia, Darden Graduate School of Business***MBA in General Management (Marketing)***University at Albany, Rockefeller College of Public Affairs & Policy***BA cum laude in Political Science*

ACADEMIC APPOINTMENTS

University of Missouri-St. Louis*Dean and Professor, College of Business Administration*

March 2021-October 2022

Professor of Marketing and Entrepreneurship

March 2021-Present

Barry University*Dean and Professor, Andreas School of Business & Public Administration*

2018-2021

Loyola University Chicago*Associate Dean, Quinlan School of Business*

2016-2018

Special Assistant for Academic Innovation & Strategic Financial Planning

2016-2018

Fellow, American Council on Education at Purdue University Northwest

2015-2016

Chair, Department of Marketing

2014-2015

Director, Master of Science in Integrated Marketing Communications

2011-2014

Professor of Marketing

2013-2018

Associate Professor of Marketing

2008-2013

University of Notre Dame*Assistant Professor of Marketing, Mendoza College of Business*

2000-2008

University of Kentucky*Assistant Professor of Marketing, College of Business & Economics*

1997-2000

Michigan State University*Visiting Assistant Professor of Marketing, Eli Broad School of Business*

1996-1997

University of Illinois at Urbana-Champaign*Research Associate, Survey Research Laboratory*

1992-1996

Graduate Assistant, College of Business

1992-1996

University of Virginia*Graduate Assistant, Darden Graduate School of Business*

1990-1992

LEADERSHIP DEVELOPMENT

American Council on Education (ACE) Fellow*Purdue University Northwest*

2015-2016

Association to Advance Collegiate Schools of Business (AACSB)*Peer Review Team Chair and Peer Reviewer*

2018-present

Higher Learning Commission (HLC), Peer Reviewer

2016-present

Society for College & University Planning (SCUP)*Integrated University Planning Certificate*

2017

Council for Advancement and Support of Education (CASE)*Development for Deans and Academic Leaders Certificate*

2020

Women in Business Education (WiBE)*Founding Member*

2021-present

LEADERSHIP ACCOMPLISHMENTS

Dean, College of Business Administration, University of Missouri-St. Louis

Chief academic, fiscal, and administrative officer of the AACSB dually accredited College of Business Administration which is comprised of 6 Departments and 6 Institutes/Centers/Labs. Responsible for approximately 2,200 traditional and non-traditional students, 60+ full-time faculty, and 25 staff members and a \$13 million budget. University of Missouri-St. Louis is part of the University of Missouri system and is an economically and ethnically diverse urban, public, research university of approximately 15,000 students with a Doctoral University: High Research Activity Carnegie classification.

- Raised Funds for Strategic Priorities:
 - Raised \$5.4 million of new cash gifts for the College of Business
 - Increased grants by 45%
- Expanded External and Alumni Relations:
 - Created first Executive-in-Residence to Chair Dean's Leadership Council and to advance business partnerships and increase impact of college in region
 - Launched customized Executive Programs area
 - Served as ex-officio member of Dean's Leadership Council and 6 disciplinary advisory boards
 - Sponsored annual events: Diversity, Equity, & Inclusion Accelerator for entrepreneurs, Midwest Digital Marketing Conference (raised \$100,000 for scholarships), STLCyberCon, and UMSL|Hack for local HS and college students
 - Created first Marketing Coordinator position; developed marketing plan; increased national and regional earned media and social media presence
 - Implemented taskforce with Advancement and Alumni to review alumni awards
- Improved Operations, Facilities, and Degree Programs:
 - Restructured operations to achieve salary savings and operating efficiencies
 - Commenced new strategic planning process
 - Created new positions to meet strategic needs and better align with AACSB standards: Associate Dean for Research & Faculty, Director of Strategic Planning & Innovation, Marketing Coordinator, and Director for Center of Excellence in Financial Counseling and Planning
 - Revised bylaws and implemented new committee structure aligned with AACSB 2020 Standards
 - Acquired 10,000 sqft facility for UMSL|Accelerate/Entrepreneurship Center
 - Established Laboratory of Advanced Supply Chain Analytics
 - Integrated Center of Excellence in Financial Counseling and Planning into College

- Reorganized undergraduate and graduate operations, and repositioned grad programs resulting in a 245% increase in graduate applications and a 50% increase in graduate enrollment.
- Launched 2 fully online (asynchronous) programs: MBA Online and MS in Financial Technology (FinTech)
- Restructured DBA program and faculty compensation plan
- Relaunched revised PhD program with Supply Chain & Analytics emphasis
- Achieved successful program reviews by university
- Updated curricula with new courses aligned with market needs
- Increased USNews ranking of BSBA by 26 points; International Business rank #18
- Cybersecurity programs were revalidated by the National Center for Academic Excellence in Cyber Defense (CAE-CD)
- Enhanced Support for Research, Faculty, and Staff
 - Created new position of Associate Dean for Research and Faculty
 - Implemented new workload policies, standardized annual review rubric, clarified AACSB faculty qualifications and research expectations
 - Implemented new sabbatical selection process
 - Launched new faculty-led research seminar series
 - Implemented new College IRB committee for doctoral student research
 - Established new research recognition awards to incentivize impactful research
 - Acquired new research databases and journals
 - Provided professional development support for non-tenure track faculty
 - Created new advising and service recognition awards for faculty and staff
 - Defined career paths for internal staff promotions
- Advanced Diversity, Equity, and Inclusion
 - Prioritized commitment to a diverse, equitable, and inclusive community
 - Convened faculty workshop: “Academic Leadership & Shared Understanding”
 - Re-joined PhD Project
 - Increased number of full-time faculty for underrepresented minority groups
 - Formed team of trained Equity Advisors to ensure equitable recruiting practices and serve as resource for women and underrepresented minority faculty
 - Sponsored high-potential faculty and staff for advanced leadership training
 - Re-established National Association of Black Accountants
 - Sponsored programs for Black History Month and Hispanic Heritage Month
- Improved Post-Covid Student Engagement and Success
 - Implemented Graduation Success Planning
 - Expanded prominent internships and mentoring programs with major employers
 - Strengthened relations with community colleges and articulation agreements
 - Restarted study abroad programs with scholarship opportunities
 - Provided resources for faculty sponsoring student groups and clubs
- University Service: Chancellor’s Leadership Council, Provost’s Council, Deans Council, Strategic Enrollment Planning Committee, Advancement Committee, Search Committees, ADVANCE team—Co-Lead for Policy, Climate & Culture action area

Dean, D. Inez Andreas School of Business and Public Administration, Barry University

Chief academic, fiscal, and administrative officer of the AACSB accredited Andreas School of Business which is comprised of the Departments of Business and Public Administration. Responsible for approximately 1,200 traditional and non-traditional students, all personnel (60+ people), a \$16 million budget, and academic business and public administration programs at the bachelor's and master's levels. Barry is an economically and ethnically diverse urban, comprehensive, Catholic, Dominican university of approximately 7,300 students. Barry is a designated Hispanic Serving Institution (HSI) with a Doctoral/Professional University Carnegie classification.

- Raised Funds for Strategic Priorities
 - Engaged in fundraising activity and partnered with university advancement.
- Expanded External and Alumni Relations
 - Won University-wide Community Engagement Award
 - Engaged with the business community; organized annual Executive Leadership Forums
 - Worked closely with alumni groups in New York and Florida
 - Initiated social media updates for alumni and business school partners
- Improved Operations, Facilities, and Programs
 - Led successful AACSB re-accreditation
 - Restructured school and formed new leadership team to achieve greater transparency, accessibility, and operational efficiency
 - Revised faculty workloads to support research productivity
 - Launched successful Barry Entrepreneurship Lab and Analytics Lab
 - Commenced new strategic planning process
 - United faculty to develop and launch new online MBA programs setting graduate enrollment record after one year
 - Conducted program reviews and revised curricula
 - Developed articulation agreements with universities and firms
 - Achieved School's first US News undergraduate business program ranking
 - Integrated Sport Management, Public Administration, and Emergency Management programs into the business school
 - Partnered with faculty to improve student success outcomes
 - Formed team to develop new interdisciplinary programs aligned with market needs.
 - Directed development of marketing plan
- Advanced University Mission: Ensured Dominican values and University Core Commitments were reflected in all School of Business activities; Led Founders' Week Student Leadership Workshop; co-organized Dominican Distinguished Lecture; participated in university-wide service projects; Member, Building Resilient Communities Committee; Completed Dominican orientation and immersion experiences
- University Service: Dean's Council, Provost's Council, Academic Affairs Committee, President's Advisory Committee, Capital Budgeting Committee, Student Success Committee, Hurricane Preparedness Committee, President's Ad Hoc Committees for Land Leases and Summer Revenue, Strategic Enrollment Planning Steering Committee,

Search Committees for Annual Fund Director, and Graduate Admissions Director, Provost's Task Force for School of Professional and Career Education Transition, Provost's Task Force on Admissions/Placement, Summer Revenue Task Force

Administrative Appointments, Loyola University Chicago

As a tenured *Professor of Marketing* in the Quinlan School of Business I concurrently held several administrative appointments: *Inaugural Academic Innovation Team Chair, University Budget Review Team Member, Associate Dean, American Council on Education (ACE) Fellow, Department Chair, and Graduate Program Director*. Additional committee appointments included: Rank & Tenure, Strategic Planning, Curriculum, Faculty Search. Loyola Chicago is an urban, comprehensive, Catholic, Jesuit university of approximately 17,000 students with a Doctoral University: High Research Activity Carnegie classification.

➤ *Special Assistant to the Provost for Academic Innovation*

- Chaired new Academic Innovation Team
 - Assisted Deans and Directors in the development of entrepreneurial initiatives to expand program offerings and create new enrollment streams
 - Coordinated university services to conduct market analyses, enrollment projections, and tuition pricing analyses
 - Assessed resource requirements and options, budgetary implications, and career and employment outcomes
 - Developed assessment plans and timetables
 - Recommended start-up funding awards to provost
- Spearheaded interdisciplinary data analytics initiatives with colleagues in Business, Statistics, and Computer Science that led to a new MS Business Data Analytics program

➤ *Special Assistant for Strategic Financial Planning*

- Member, University Budget Review Team
 - Worked with President, Provosts, and SVPs to develop and manage \$530 million university operating budget
- Member, Financial Planning Work Group for Academic Affairs
 - Studied operations, assessed opportunities, and made recommendations to enhance revenues, contain costs, and restructure expenses
 - Conducted analytical activities to assess how academic operations supported the mission, advanced the strategic plan, stimulated innovation, contributed to revenue enhancement, and cost containment

➤ *Associate Dean, Quinlan School of Business*

- Developed new system to capture examples of faculty engagement, innovation, and impact as required by AACSB for Continuous Improvement reporting requirements
- Researched AACSB reporting systems at peer and aspirational institutions

➤ *Fellow, American Council on Education (ACE), Purdue University Northwest*

- Full-year placement at Purdue University Northwest, Office of the Chancellor
 - Worked closely with two Chancellors and five Vice Chancellors charged with merging two public regional universities into a new university with two locations

- Fellowship focus: Observed change management practices during unification/merger of Purdue Calumet (PUC) and Purdue North Central (PNC) into Purdue University Northwest (PNW), a comprehensive regional public with approximately 15,000 students
- Participated on Purdue Northwest Senior Leadership Team
 - Conducted special projects to assist in unification
 - Served on two standing committees: Higher Learning Commission Resource, Planning, & Institutional Effectiveness, and Marketing Communications
 - Participated in Fundraising and Community Engagement Activities
- *Chairperson, Department of Marketing, Quinlan School of Business*
- *Director, Master of Science of Integrated Marketing Communications*
 - Elected by faculty and appointed by Dean to three-year term as Department Chair
 - Served as ACE Fellow 2015-2016; received new appointments in 2016
 - Hired, mentored, and evaluated 20+ full- and part-time faculty
 - Prepared and managed Departmental and Program budgets
 - Led the development of Departmental strategic plan
 - Supported Advancement, Admissions, Marketing, and Career Services teams.
 - Advised students and oversaw assurance of learning (AoL)
 - Launched new courses in Marketing Analytics & Customer Insights, Multicultural Marketing, and Social Media and Content Marketing; increase online offerings
 - Department achieved USNews marketing program rankings: Graduate #18 (2014), Undergraduate #21 (2016)
 - Served on interdisciplinary task forces that proposed design recommendations for new Business Analytics Lab and hired the Lab's inaugural Director
 - Partnered with Chicagoland Chamber of Commerce to launch the Chicagoland Small Business Outlook Survey
- *Professor, Department of Marketing, Quinlan School of Business*
 - Elected to Quinlan Rank & Tenure Committee
 - Revised By-Laws and Standards & Procedures for Promotion and Tenure
 - Collaborated on interdisciplinary research and teaching with faculty and students in Statistics, Communications, Law, Medicine, and Nursing
 - Co-organized two well-attended symposia that partnered local professionals and team of faculty from multiple disciplines
 - Served on University-wide Library Board and advocated for the acquisition of state-of-the-art electronic interdisciplinary research resources for students and faculty
 - Evaluated faculty and student research as member of multidisciplinary review panels
 - Appointed by President: Quinlan Steering Committee and Committee to Discern Loyola's Future
 - Curriculum Committee (championed new curricula to include business analytics)
 - Ignatian Spirituality and Pedagogical Immersions, Conferences, and Reading Groups

HONORS & AWARDS

St. Louis Forum (2022-)

Faculty Member, Delta Sigma Pi (2021)

The Achiever Award, Miami Today News (2018)

Dean's Faculty Service Award, Quinlan School of Business (2017)
Fellow, American Council on Education (2015-2016)
Center for International Business & Center for Social Enterprise & Responsibility Grant (2017)
Faculty Development Award, Quinlan School of Business (2010-2011, 2012)
Summer Research Stipend Award, Loyola University Chicago (2009, 2010, 2012, 2013)
Faculty Immersion Experience, Vietnam, Loyola University Chicago (2011)
Faculty Member, Beta Gamma Sigma, Loyola University Chicago Chapter (2011)
Center for Global Management & Responsible Leadership Research Grant, Quinlan (2011)
Highly Commended Paper, Emerald Publishing Literati Award (2010)
Faculty Teaching Honors, Mendoza College of Business (2003-2008)
Instructor Award, Marketplace Simulation International Competition—MBA (Fall 2006)
Instructor Award, Marketplace Simulation Global Competition—UG (Spring 2005)
Winner, ISBM Business Marketing Doctoral Research Support Award (1995-1996)
Fellow, AMA Doctoral Consortium, The Wharton School (1995)
Richard D. & Anne Marie Irwin Doctoral Dissertation Fellowship (1996)
Walter H. Stellner Fellowship in Marketing (1992-1996)
Phi Kappa Phi, National Honor Society (1996)
Hedberg Foundation Fellowship, Direct Marketing Educational Foundation (1997)
Women's Direct Response Group of Chicago National Fellowship (1991)
Albert N. Husted Fellowship for Graduate Education (1990)
Adna W. Risley Scholar-Athlete Award
James A. Warden Scholar-Athlete Award
Member, Purple & Gold, honor, leadership, and service society
Varsity Women's Tennis Team, Captain and MVP

RESEARCH INTERESTS

Consumer Decision Making and Brand Strategy

- Hot cognition—how the valence of prior brand attitudes impacts consumers' processing of new information and its effect on decision making and choice
- Values—how personal values impact consumer decision making and choice

Research Methods

- Cognitive aspects of judgment and decision making—how to improve the veracity of judgments about self, others, and establishments
- Survey research methods—how to improve questionnaire design
- Laddering research methods—how to improve cognitive interviewing techniques
- Field studies

Marketing and Society

- Political marketing, Relationship marketing, Social marketing, Antitrust

REFERREED JOURNAL ARTICLES AND BOOK CHAPTERS

Ofem, Brandon, Joan M. Phillips, Daniel Lauer, and John Palmer (2023), "Leveraging Networks in University Powered Accelerators: Best Practices and Lessons Learned," Metropolitan

Universities, 34(4), 36-55. DOI: 10.18060/26586

Phillips, Joan M. (2021), "Using Examples to Increase Recall in Self-Administered Questionnaires," International Journal of Market Research, 63 (6: November), 738-753. DOI: 10.1177/14707853211052177

Reynolds, Thomas J. and Joan M. Phillips (2019), "The Strata Model Predicting Advertising Effectiveness: A Neural-Network Approach Enhances Predictability of Consumer Decision Making," Journal of Advertising Research, 59 (3) 268-280.
DOI: 10.2501/JAR-2018-037

- Lead Article

Ellimoottil, Chad, Marissa Marcotte, Dan Grace, Alexander Krasnikov, Joan M. Phillips, Marcus L. Quek, Robert Flanigan, and Gopal N. Gupta (2017), "Examining Patient's Willingness-to-Pay for MRI-Guided Prostate Biopsy with HSA: Implications in the Era of Health Savings Accounts," Urology Practice, 5 (2), 85-92. DOI: 10.1016/j.urpr.2017.03.003.

Kaltcheva, Velitchka D., Anthony D. Patino, Robert D. Winsor, Carol Graham, Dennis A. Pitta, Joan M. Phillips, and Thomas M. Hickman (2016), "Current and Future Jesuit-Educated Managers' Perceptions of Socially Responsible Business Practices," Jesuit Higher Education: A Journal, 5 (1), Article 10. <https://epublications.regis.edu/jhe/vol5/iss1/10>

Ellimoottil, Chad, Marissa Marcotte, Dan Grace, Alexander Krasnikov, Joan M. Phillips, Marcus Quek, Robert Flanigan, and Gopal Gupta (2016), "MP46-16 How Much are Patients Willing to Pay for Magnetic Resonance-Ultrasound Fusion Biopsy?" The Journal of Urology, 4 (196), e623. DOI: 10.1016/j.juro.2016.02.314

Gundlach, Gregory T. and Joan M. Phillips (2015), "Brands and Brand Management: Insights from Marketing for Antitrust," in Brands, Competition Law and IP, Deven R. Desai, Ioannis Lianos, and Spencer Webber Waller (Eds.), Cambridge University Press, 113-127. DOI: 10.1017/CBO9781316216576.006

Phillips, Joan M., Robert I. Roundtree, and DaeHyun Kim (2014), "Mind, Body, or Spirit? An Exploration of Customer Motivation to Purchase University Licensed Merchandise," Sport, Business and Management: An International Journal, 14 (1), 71-87. DOI: 10.1108/SBM-08-2011-0069

Klein, Thomas A. and Joan M. Phillips (2011), "Marketing Ethics, by George G. Brenkert", Business Ethics Quarterly, 21 (2), 354-374. (BOOK REVIEW) DOI: 10.5840/beq201121221

Phillips, Joan M., Thomas J. Reynolds, and Kate Reynolds (2010), "Decision-Based Voter Segmentation: An Application for Campaign Message Development," European Journal of Marketing: Special Issue on Political Marketing, 44 (3/4), 310-330. DOI: 10.1108/03090561011020444

- Lead article

Bradford, Kevin D., J. Michael Crant, and Joan M. Phillips (2009), "How Suppliers Affect Trust with Their Customers: The Role of Salesperson Job Satisfaction and Perceived Customer Importance," Journal of Marketing Theory and Practice, 17 (Fall), 389-400. DOI: 10.2753/MTP1069-6679170406.

Phillips, Joan M. and Thomas J. Reynolds (2009), "A Hard Look at Hard Laddering: A Comparison of Studies Examining the Hierarchical Structure of Means-End Theory," Qualitative Market Research, 12 (1), 83-99. DOI: 10.1108/13522750910927232

- Received Emerald's Highly Commended Paper Award (a top-three article in year)
- Authors made equal contributions; order was randomly determined.

Reynolds, Thomas J. and Joan M. Phillips (2009), "A Review and Comparative Analysis of Laddering Research Methods: Recommendations for Quality Metrics," Review of Marketing Research, 5 (6), 130-174. DOI: 10.1108/S1548-6435(2008)0000005010

- Authors made equal contributions; order was randomly determined.

Urbany, Joel E., Thomas J. Reynolds, and Joan M. Phillips (2008), "How to Make Values Count in Everyday Decisions," MIT Sloan Management Review, 49 (Summer), 75-80.

<https://sloanreview.mit.edu/article/how-to-make-values-count-in-everyday-decisions/>

- Featured in The Wall Street Journal

Phillips, Joan M., Joel E. Urbany, and Thomas J. Reynolds (2008), "Confirmation and the Effects of Valenced Political Advertising: A Field Experiment," Journal of Consumer Research, 34 (April), 794-806. DOI: 10.1086/523287

- Featured in USA Today, US News & World Report, UPI, CBC, MSNBC, and other local, national, and international media

Bickart, Barbara A., Joan M. Phillips, and Johnny Blair (2006), "The Effects of Discussion and Question Wording on Self and Proxy Reports of Behavioral Frequencies," Marketing Letters, 17 (July), 167-180. DOI: 10.1007/s11002-006-5232-1

- Lead article.

Gundlach, Gregory T. and Joan M. Phillips (2003), "Contributions and Challenges of Marketing to Antitrust," New York Law School Law Review, 47 (1), 51-66.

https://digitalcommons.nyls.edu/nyls_law_review/vol47/iss1/4

Gundlach, Gregory T., Joan M. Phillips, and Debra M. Desrochers (2002), "Antitrust and Marketing: A Primer and Call to Research," Journal of Public Policy & Marketing, 21 (Fall), 232-236. DOI: 10.1509/jppm.21.2.232.17587

Gundlach, Gregory T. and Joan M. Phillips (2002), "Marketing in Antitrust: Contributions and

Challenges,” *Journal of Public Policy & Marketing*, 21 (Fall), 250-253. DOI: 10.1509/jppm.21.2.250.17579

Phillips, Joan M., Ben S. Liu, and Thomas G. Costello (1998) “A Balance Theory Perspective of Triadic Supply Chain Relationships,” *Journal of Marketing Theory and Practice*, 6 (Fall), 78-91. DOI: 10.1080/10696679.1998.11501812

WORKING PAPERS

Phillips, Joan M., Barbara A. Bickart, and Geeta Menon, “Proxy Reports of Others’ Behaviors: When are they more accurate?” revising for 2nd review at *Journal of Marketing Theory and Practice Special Issue: Data Quality in Survey Research*.

Ramanathan, Suresh, Joan M. Phillips, Daniel Schill, and Rita Kirk, “Are Political Opinions Contagious? Merely Connecting with People with Dissimilar Opinions Causes Attitude Polarization.”

Reynolds, Thomas J. and Joan M. Phillips, “The Strategic Framing of Social Marketing Issues: Understanding the Decision Evaluation Process.”

Phillips, Joan M., “Why Multiple Informants Don’t Agree on Organizational Surveys”

WORK IN PROGRESS

“Hot Brands, Hot Cognition: The Effects of Incumbency and Negative Advertising on Brand Preference and Choice—a Longitudinal Field Study,” Joan M. Phillips and Joel E. Urbany

“Strategy Analytics: Instituting a Shared Management Language to Increase Leadership Development and Organizational Performance,” Thomas J. Reynolds and Joan M. Phillips

RESEARCH REPORTS

Phillips, Joan M. (1999), “How Informants Report About Interorganizational Relationships,” ISBM Report Number 23-1999, University Park, PA: Institute for the Study of Business Markets, Penn State.

REFEREED PROCEEDINGS

Phillips, Joan M. and Joel E. Urbany (2012), “Hot Brands, Hot Cognition: The Effects of Incumbency and Negative Advertising on Brand Preference and Choice—a Longitudinal Field Study,” *Advances in Consumer Research*, Vol. 40, eds. Zeynep Gurhan-Canli, Cele Otnes, and Juliet Rui Zhu, Vancouver, BC, Canada: Association for Consumer Research, (abstract).

Ramanathan, Suresh, Ann McGill, Joan Phillips, Daniel Schill, Rita Kirk (2010), “Are Political Opinions Contagious? An Investigation on the Effects of Seating Position and Prior Attitudes on Moment-to-Moment Evaluations During the Presidential Debates,” *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, J. Jeffrey Inman, and Rik Pieters, Pittsburgh, PA: Association for Consumer Research, (abstract).

Phillips, Joan M., Joel E. Urbany, and Thomas J. Reynolds (2007), "Does Confirmation Trump Valence? Confirmation and the Effects of Negative and Positive Political Advertising," in *Advances in Consumer Research*, Vol. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research, 208 (abstract).

Phillips, Joan M., Joel E. Urbany, and Thomas J. Reynolds (2005), "The Impact of Political Advertising on Young Voters in the 2004 U.S. Presidential Election," in *Proceedings of the 2005 Marketing and Public Policy Conference*, Vol. 15, eds. Jeff Langenderfer, Don Lloyd Cook, and Jerome D. Williams, Chicago, IL: American Marketing Association, 199-200 (abstract).

Gundlach, Gregory T. and Joan M. Phillips (2003), "Marketing's Potential Contributions to Antitrust," in *Proceedings of the 2003 Marketing and Public Policy Conference*, Vol. 13, eds. Craig Andrews, Scot Burton, Michael Mazis, Washington, DC: American Marketing Association, 3-5 (abstract).

Bickart, Barbara, Joan Phillips, and Geeta Menon (2003), "Predicting Others' Behavioral Frequencies: The Role of Judgment Strategy and Observation," in *Proceedings of the Society for Consumer Psychology Winter Conference*, eds. Christine Page and Steven S. Posavac, New Orleans, LA: Society for Consumer Psychology, 136-137 (abstract).

Phillips, Joan M. and Patrick E. Murphy (2002), "Privacy Seals: Signal or Sanction?" in *Proceedings of the 2002 Marketing and Public Policy Conference*, Vol. 12, Atlanta, GA: American Marketing Association, 26-27 (abstract 1.3).

Gregory T. Gundlach and Joan M. Phillips (2002), "Marketing in Antitrust: Contributions and Challenges," in *Proceedings of the 2002 Marketing and Public Policy Conference*, Vol. 12, Atlanta, GA: American Marketing Association, 163-165 (abstract).

Simmons, Carolyn, Joan Phillips, Barbara Bickart (2001), "Recalling Events: Examples as Cues in Behavioral Questions," in *Advances in Consumer Research*, Vol. 28, eds. Mary C. Gilly and Joan Meyers-Levy, Valdosta, GA: Association for Consumer Research, 438 (abstract).

Bickart, Barbara, Geeta Menon, Joan Phillips, Seymour Sudman, and Johnny Blair (1997) "The Effects of Level of Discussion and Recall Strategy on the Accuracy of and Convergence Between Self and Proxy Reports," in *Proceedings of the Society for Consumer Psychology Winter Conference*, eds. C. Pechman and S. Ratneshwar, St. Petersburg, FL: Society for Consumer Psychology, (abstract).

Phillips, Joan M. (1996) "Cognitive Aspects of Informant Reports of Interorganizational Relationships: Framework and Propositions," in *Proceedings of the Third Research Conference on Relationship Marketing*, eds. Atul Parvatiyar and Jagdish N. Sheth, Atlanta, GA: Center for Relationship Marketing, Emory University, 243 (abstract).

Sudman, Seymour and Joan Phillips (1995), "The Use of Interactive Cognitive Interviewing to Improve the Quality of Reporting of Autobiographical Behavior," *1995 Proceedings of the International Conference on Survey Measurement and Process Quality at Bristol, United Kingdom*, American Statistical Association, 216-220.

Phillips, Joan M., Ananda Mitra, Gerrit Knaap, Alison Simon, Sylvia Temperley, and Ed Lakner (1995), "The Determinants of Acquiescence to Preprinted Information on Establishment Survey Instruments," *1995 Proceedings of the Section on Survey Research Methods*, Washington, DC: American Statistical Association, 1169-1171.

Sudman, Seymour and Joan M. Phillips (1994), "Cognitive Aspects of Organizational Reporting," *1994 Proceedings of the Section on Survey Research Methods*, Washington, DC: American Statistical Association, 1351-1356.

Phillips, Joan M. and Richard Schuldt (1993), "Gender and Response Effects in a Pre-Election Poll: Illinois 1992," *1993 Proceedings of the Section on Survey Research Methods*, Washington, DC: American Statistical Association, 1195-1200.

REFEREED CONFERENCE PRESENTATIONS

Lauer, Daniel, Joan Phillips, and Michael Butler (2022), "University Led Accelerators, How to Generate New Revenue Stream and Solve Regional Problems by Leveraging Students, Faculty and Alumni," presented at 2022 Global Consortium of Entrepreneurship Centers Conference, Las Vegas, NV, 29 October 2022.

Ofem, Brandon, Joan M. Phillips, Daniel Lauer, and John Palmer (2022), "Leveraging Networks in University Powered Accelerators: Best Practices and Lessons Learned," presented at the 27th Annual Conference of the Coalition of Urban and Metropolitan Universities, San Diego, CA, 25 October 2022.

Ramanathan, Suresh, Joan M. Phillips, Daniel Schill, and Rita Kirk (2018), "Are Political Opinions Contagious? Merely Connecting with Others with Dissimilar Opinions Causes Attitude Polarization," presented at the inaugural symposium on Data, Dollars, and Votes: The Intersection of Marketing and Politics, Georgetown Institute for Consumer Research, Georgetown University, Washington, DC, 11 May 2018.

Ramanathan, Suresh, Joan M. Phillips, Daniel Schill, and Rita Kirk (2018), "Are Political Opinions Contagious? Merely Connecting with Others with Dissimilar Opinions Causes Attitude Polarization," presented at the 2018 Racom IMC Roundtable of the Midwest Marketing Education Foundation, Chicago, IL, 3 May 2018.

Krasnikov, Alexander and Joan M. Phillips (2018), "Corporate Social Responsibility, Branding Strategy, and Intellectual Property Litigation in the Emerging Institutional Environment: Signaling, Legitimacy, and Decisions Standards," to be presented at the 2018 Winter American

Marketing Association Winter Academic Conference, New Orleans, LA, 24 February 2018.

Ramanathan, Suresh, Joan M. Phillips, Daniel Schill, and Rita Kirk (2017), "Are Attitudes Contagious? Merely Connecting with Others with Dissimilar Opinions Causes Attitude Polarization," presented at The 2017 La Londe Conference—44th International Research Conference in Marketing, Aix-Marseille Graduate School of Management, La Londe les Maures, France, 31 May 2017.

Phillips, Joan M., Alexander Krasnikov, C. Elimoottil, M. Marcotte, D. Grace, M. L. Quek, R. Flanigan, G. N. Gupta (2017), "Patient's Willingness-to-Pay for MRI-Guided Prostate Biopsy," presented at New Directions in Pricing Management Research and Practice, University of Illinois Illini Center, Chicago, IL, 9 May 2017.

Elimoottil, C., Marcotte M, Grace D, Krasnikov A, Phillips J, Quek ML, Flanigan RC, Gupta GN (2016), "Assessing Willingness to Pay for MR-US Fusion Prostate Biopsy in the Era of Consumer Driven Healthcare: A Conjoint Analysis," presented at American Urological Association, San Diego Convention Center, San Diego, CA, 6 May 2016. Moderated Poster.

Marcotte M, Elimoottil, C., Grace D, Krasnikov A, Phillips J, Quek ML, Flanigan RC, Gupta GN (2015), "Examining Willingness-to-pay for Multiparametric MRI/Trans Rectal Ultrasound Fusion Guided Prostate Biopsies," presented at St. Albert's Day, Loyola University Stritch School of Medicine, Maywood, IL, 29 May 2015. Moderated Poster.

Grace D, Elimoottil, C., Marcotte M, Krasnikov A, Phillips J, Quek ML, Flanigan RC, Gupta GN (2015), "Understanding Patient Preferences and Willingness to Pay for Robotic Surgery," presented at St. Albert's Day, Loyola University Stritch School of Medicine, Maywood, IL, 29 May 2015. Moderated Poster.

Nardone, Giuseppe and Joan M. Phillips (2013), "Private Labels in Consumer Products: An Integrative Review," presented at the 2013 IMC Academic Roundtable of the Chicago Area Direct Marketing Educational Foundation, Chicago, IL, 9 May 2013

Phillips, Joan M. and Joel E. Urbany (2012), "Hot Brands Hot Brands, Hot Cognition: The Effects of Incumbency and Negative Advertising on Brand Preference and Choice—a Longitudinal Field Study," presented at the Association for Consumer Research Conference, Vancouver, BC, Canada, October 2012.

Chmela, Nichole et al. (2012), "The Labre Project: From Subsistence to Sustenance, in a Marketscape of Opulence," Presented at the 4th Annual Subsistence Marketplaces Conferences at Loyola University Chicago, Chicago, IL, July 2012.

Graham, Carol M., Thomas M. Hickman, Velitchka D. Kaltcheva, Anthony Patino, Joan Phillips, Douglas Pitta, and Robert D. Winsor (2012), "Current and Future Jesuit Educated Managers' Perceptions of Socially Responsible Marketing Practices," Presented at the 15th Annual

Colleagues in Jesuit Business Education Conference at Loyola Marymount University, Los Angeles, CA, July 2012

Hickman, Thomas M., Velitchka D. Kaltcehva, Anthony Patino, Joan M. Phillips, Dennis A. Pitta, and Robert D. Winsor (2011), "Current and Future Managers' Perceptions of Positive Marketing," Presented at the First Annual Positive Marketing Conference at Fordham University, New York, NY, November 2011.

Phillips, Joan M. (2007), "The Application of Cognitive Processes to Organizational Surveys: How Informants Report about Interorganizational Relationships, presented at the *Third International Conference on Establishment Surveys: Survey Methods for Businesses, Farms, and Institutions*, Montreal, Quebec, Canada, June 2007.

Bickart, Barbara, Joan M. Phillips, and Geeta Menon (2004), "Predicting Others' Behavioral Frequencies: The Role of Judgment Strategy, Knowledge, and Regularity," presented at the *2004 Association for Consumer Research Conference*, Portland, OR, October 2004.

Phillips, Joan M. and Patrick E. Murphy (2001), "Protecting On-Line Privacy: The Role of Privacy Seals," presented at the *2001 American Marketing Association Winter Educators' Conference*, Phoenix, AZ, February 2001.

Phillips, Joan M. (1999), "The Application of Cognitive Processes to Organizational Surveys: How Informants Report about Interorganizational Relationships," presented at *1999 American Marketing Association Summer Educators' Conference*, San Francisco, CA, August 1999.

Boedecker, Karl A., Fred W. Morgan, Joan M. Phillips, and Jeffrey J. Stoltman (1998), "Using Products to Excess: An Intersection of Law and Consumer Behavior," presented at the *1998 Association for Consumer Research Conference*, Montreal, Canada, October 1998.

Phillips, Joan M. and Seymour Sudman (1998), "The Use of Interactive Cognitive Interviewing to Improve the Quality of Reporting of Autobiographical Behavior," presented at the *1998 American Marketing Association Summer Educators' Conference*, Boston, MA, August 1998.

Liu, Ben S., Thomas G. Costello, and Joan M. Phillips (1998), "Loyalty and Satisfaction in a Triadic Channel Relationship," presented at the *1998 CBIM/ISBM Conference*, Atlanta, GA, January 1998.

Bickart, Barbara, Geeta Menon, Joan Phillips, Seymour Sudman, and Johnny Blair (1997) "The Effects of Discussion and Judgment Strategy on Peoples' Ability to Recall Their Own and Others' Behavior," presented at the *1997 Association for Consumer Research Conference*, Denver, CO, October 1997.

Liu, Ben S., Thomas G. Costello, and Joan M. Phillips (1997), "The Role of Loyalty and Satisfaction in a Channel Relationship: A Balance Theory Perspective," presented at the

1997 American Marketing Association Summer Educators' Conference, Chicago, IL, August 1997.

Bickart, Barbara, Geeta Menon, Joan Phillips, Seymour Sudman, and Johnny Blair (1997) "The Effects of Level of Discussion and Recall Strategy on the Accuracy of and Convergence Between Self and Proxy Reports," presented at the *1997 American Association for Public Opinion Research Conference, Norfolk, VA, May 1997.*

Phillips, Joan M. and Seymour Sudman (1996) "The Relationship Between Informant Role and Reporting Style," presented at the *1996 American Association for Public Opinion Reporting Conference, Salt Lake City, UT, May 1996.*

Guterbock, Thomas M., Joan M. Phillips, and Stephen E. Finkel (1992) "Gender-of-Interviewer Effects in a Pre-Election Poll: Virginia 1991," presented at the *1992 American Sociological Association Conference, Pittsburgh, PA, August 1992.*

INVITED PRESENTATIONS

Phillips, Joan M. (2012), "Toward Improving Recall of Behavioral Information in Surveys," presented at *Bureau of Labor Statistics, Washington, DC, 8 June 2012.*

Gundlach, Gregory T. and Joan M. Phillips (2003), "Marketing's Potential Contributions to Antitrust: Goals and Process," presented at *Midwest Marketing Camp, The Ohio State University, Columbus, OH, June 2003.*

Gundlach, Gregory T. and Joan M. Phillips (2002), "Antitrust and Marketing," presented at the *American Antitrust Institute Annual Conference, Washington, DC, July 2002*

Bradford, Kevin D., Debra M. Desrochers, Gregory T. Gundlach, Elizabeth S. Moore, Joan M. Phillips, and William L. Wilkie (2002), "Marketing and Public Policy Research at Notre Dame," presented at *Midwest Marketing Camp, University of Illinois, Urbana, IL, June 2002*

Gundlach, Gregory T. and Joan M. Phillips (2002), "Marketing in Antitrust: Contributions and Challenges," presented at *Research Workshop and Conference on Marketing Competitive Conduct and Antitrust Policy, University of Notre Dame, Notre Dame, IN, May 2002.*

Phillips, Joan M. (2001), "Cognitive Aspects of Organizational Reporting," presented at the *University of Illinois Stellner Symposium Series: Seymour Sudman Symposium, Robert Allerton Park, Monticello, IL, May 2001.*

INVITED UNIVERSITY SEMINARS

Bureau of Labor Statistics, Cornell University, Loyola Marymount University, Loyola University Chicago, Pennsylvania State University, Purdue University Northwest, Rutgers University-Newark, Saint Louis University, University of Alberta, University of Illinois at Urbana-Champaign, University of Kentucky, University of Massachusetts-Boston, University of Notre

Dame, University of San Diego

PEDAGOGICAL PUBLICATIONS

Phillips, Joan M. (1992), "Charlottesville Quality Cable, Inc.," Case No. UVA-M-0392, Charlottesville, VA: Darden Graduate School of Business Foundation.

Instructor's Manual, Julie A. Lee and Joan M. Phillips for Marketing Research: A Problem Solving Approach by Seymour Sudman and Edward Blair, McGraw-Hill, 1998.

DOCTORAL DISSERTATION COMMITTEES

External Examiner: Nattaya Praditsuwan, DBA candidate, The University of Western Australia; thesis title "Family Holiday Decision Making in Thailand: Projecting Preference and Influence," 2009

RESEARCH GRANTS & AWARDS

- Quinlan School of Business, Faculty Development Award, 2010-2011, 2012
- Loyola University Chicago Summer Research Stipend, 2009, 2010, 2012, 2013
- Center for Global Management & Responsible Leadership Interdisciplinary Research Grant, Quinlan School of Business, 2011, 2016
- Mendoza College of Business Summer Research Grant, 2000-2007
- Institute for the Study of Business Markets (ISBM), Pennsylvania State University, Business Marketing Doctoral Research Support Award, 1995-1996
- Richard D. & Anne Marie Irwin Doctoral Dissertation Fellowship, 1995-1996
- State Farm Doctoral Dissertation Grant, 1996

TEACHING INTERESTS (UNDERGRADUATE, MBA, EMBA, EXECUTIVE PROGRAMS)

Marketing Strategy (simulation-based experiential learning), Marketing Analytics, Marketing Management, Marketing Research, Brand Strategy, International Marketing, Buyer Behavior

COURSES TAUGHT

Missouri Online	Principles of Marketing (UG)
Loyola University Chicago	Executive Education Seminars
	Marketing Strategies (UG)
	Research Methods in Marketing (MBA & MSIMC)
	Brand Strategy (MBA-Rome)
	Marketing Analytics & Opportunity Analysis (EMBA)
University of Notre Dame	Marketing Management (MBA & EMBA)
	International Marketing Strategy (MBA & EMBA)
	Strategic Marketing Management (EMBA)
	Strategic Marketing (UG)
	Marketing Management (MBA)
	Directed Readings (UG & MBA)—Global business simulation
	Principles of Marketing (UG)

University of Kentucky	Marketing Research (MBA)
	Executive Education Seminars
	Personal Selling and Sales Management (UG)
	Internet Marketing (UG)
	Marketing Strategy and Planning (UG)
	Marketing Management (UG)
Michigan State University	Faculty Supervisor for MBA Consulting Team (MBA)
	Experiential Learning Internships (UG)
	Marketing Research (UG & MBA)
	Marketing Strategy (UG)
	Management of Technology & Innovation (MBA/Engr PhD)

SERVICE ACTIVITIES

➤ *Extramural Service*

- Association to Advance Collegiate Schools of Business (AACSB)
 - Peer Review Team (PRT) Chair and Member (2019-present)
 - Volunteer Panel Member (2019)
- Higher Learning Commission (HLC)
 - Peer Reviewer for Open and Standard Pathways (2016-present)
- American Council on Education (ACE)
 - Co-Chair, ACE Illinois Network for Women in Higher Education, 2016-2018
 - Member, Council of Fellows (2016-present)
- American Marketing Association (AMA)
 - Research Methods Track Co-Chair, AMA Winter Educators' Conference, San Diego, CA (2007)
- Ad Hoc Journal Reviewer: Journal of Marketing, Journal of Consumer Research, Marketing Letters, Journal of Public Policy & Marketing, Journal of Retailing, Psychology & Marketing, Marketing Theory, Journal of Marketing Theory & Practice, Advances in Consumer Research, Public Opinion Quarterly, Journal of Classification, Business Ethics Quarterly, Sport, Business, and Management, Journal of Survey Statistics and Methodology
- Conference Reviewer, Discussant, and/or Session Chair: AMA Summer Educators' Conferences, AMA Winter Educators' Conferences, AMA Marketing & Public Policy Conferences, Association for Consumer Research Conferences, ACR-Asia Pacific Conference, Research Conference on Relationship Marketing, Midwest Marketing Camp Conferences, Product Development & Management Association Dissertation Proposal Competition, Subsistence Marketplaces Conferences

➤ *Intramural Service: University of Missouri-St. Louis*

- Elected Member, College Advisory Committee for Tenure and Promotion (2023-present)

➤ *Intramural Service: Loyola University Chicago*

- University-level
 - Member, Financial Planning Work Group for Academics (2017)

- Member, Gannon Center Faculty Fellow Selection Committee (2016)
- Member, President's Pre-Strategic Planning Group (2013)
- Member, University Library Board (2010-2015)
- Committee member, Loyola Library Undergraduate Research Award (2012)
- Interviewer, Presidential Achievement Scholarships (2012)
- Participant, President's Spring Leadership Retreat (2012)
- School-level
 - Elected Member, Quinlan Rank & Tenure Committee (2014-2018)
 - Appointed member, Quinlan Steering Committee (2014-2015)
 - Appointed member, Quinlan AACSB Task Force (2011, 2015)
 - Co-organized Chicagoland "Big Data Week" Symposium for academics and practitioners entitled "Translating Big Data into Business Decisions" (2014)
 - Director, Quinlan MS in Integrated Marketing Communications (2011-2014)
 - Elected Member, Quinlan Curriculum Committee (2012-2014)
 - Appointed Member, Quinlan Technology Lab Director Search Committee (2013)
 - Appointed Member, Quinlan EMBA Curriculum Task Force (2012-2013)
 - Appointed Member, Quinlan Technology Lab Task Force (2011-2012)
 - Elected Member, Quinlan Advisory Committee, (2009-2012)
 - Member, Quinlan Honors Program Committee (2010-2011)
 - Member, Department of Finance Recruiting Committee (2010-2011)
 - Member, Quinlan Strategic Planning Task Force (2010)
 - Administrator, Loyola Quinlan Qualtrics Contract (2009-2018)
 - Member, Department of Economics Recruiting Committee (2009-2010)
 - Facilitator, University of Piraeus visiting EMBA students (2008, 2009)
 - Research workshops:
 - "Teaching Analytics using IBM Academic Initiative," (August 2012)
 - "Conducting Research with Qualtrics," (November 2009)
 - "Laddering Research Methods, (November 2008)
 - Organized colloquium for Quinlan alumni, faculty, and students entitled "The Marketing of the President: Campaigns Past and Present," (October 2008)
- Department-level
 - Chair, Department of Marketing Search Committee (2014)
 - Chair, Grade Grievance Committee (2014)
 - Appointed Member, Sport Management Search Committee (2013-2014)
 - Appointed Member, Department of Marketing Search Committee (2013)
 - Chair, Marketing Department Chair Search Committee (2011)
 - Member, Department Promotion and Tenure Committee (2010-2018)
 - Chair, Department Academic Grievance Committee (2010)
 - Chair, Department Recruiting Committee for Clinical Instructor (2008-2009)
- *Intramural Service: University of Notre Dame*
 - Department-level
 - Faculty Mentor, Scholar-Athlete Honors Program (2003-2006)
 - Faculty Ambassador, representative to recruiting firms recruiting (2006)
 - Faculty Recruiting Committees (2001-2006)

- Member, Marketing Curriculum Committee (2000-2001)
- *Intramural Service: University of Kentucky*
 - College-level
 - Member, UK Dean Search Committee for Gatton College of Business, 1999-2000
 - Member, UK Gatton College Library Committee, 1998-1999
 - Faculty Advisor, UK MBA Consulting Team, 1998-1999
 - Faculty Moderator, UK Sports Marketing Academy, 1999
- *Community Service, Memberships, and Engagement*
 - Member, St. Louis Forum (2021-present)
 - Volunteer, political election campaigns (2004-present)
 - Marketing & Fundraising Director, Michiana's Subaru Paddlefest (2005-2008)

RESEARCH FEATURED IN NATIONAL AND INTERNATIONAL MEDIA (SELCTED)

"Hate Political Ads All You Want. They Work," U.S. News & World Report, *Briefcase: A Compilation of Research Produced by America's Best Business Schools*, by Justin Ewers, 10/24/06. <http://www.usnews.com/usnews/biztech/articles/061024/24politicalads.htm>

"Nasty Ads Close Out a Mud-Caked Campaign: Voters say they hate the attacks. So how come 90% of recent spots are negative? Because, as research shows, they work," USA Today, by Susan Page, November 3, 2006, p. 11A.

"U.S. Elections from the Inside, Evaluating the Commercials: People say they hate them, but they get results," Mainichi Newspaper, Tokyo Japan (circ. 4MM), by Tomoko Ohji, November 14, 2006.

"Young Voters Influenced by Negative Political Ads, Says Study," Science Daily, February 12, 2008. <http://www.sciencedaily.com/releases/2008/02/080212122046.htm>

"Young Voters are Influenced by Negative Political Ads," ThaiIndian News, February 13, 2008. http://www.thaindian.com/newsportal/lifestyle/young-voters-are-influenced-by-negative-political-ads_10017442.html

"Young Voters Influenced by Negative Ads," United Press International, February 14, 2008. http://www.upi.com/NewsTrack/Health/2008/02/14/young_voters_influenced_by_negative_ads/2257/

"On Positive Side, Negative Ads Work," The Washington Times, by August 10, 2008. <http://www.washingtontimes.com/news/2008/aug/10/on-positive-side-negative-ads-work/print/>

"Negative Political Advertising," The Sunday Edition, Canadian Broadcasting Company Radio One, 21 September 2008. <http://www.cbc.ca/thesundayedition/>

"Guilt by Association," Toledo Free Press, by Jim Halpern, October 24, 2008.

<http://www.toledofreepress.com/2008/10/24/guilt-by-association/>

“On TV, it Seems Like it’s All Obama, All the Time,” [MSNBC.com](http://www.msnbc.msn.com/id/27441780/wid/21370087/), by Alex Johnson, October 29, 2008. <http://www.msnbc.msn.com/id/27441780/wid/21370087/>

“Are laptop liberals and gun-toting conservatives a threat?” [Chicago Tribune](http://archives.chicagotribune.com/2009/apr/17/news/chi-090417-left-right-extremists), by Rex Huppke, April 17, 2009.

<http://archives.chicagotribune.com/2009/apr/17/news/chi-090417-left-right-extremists>

“Promises Aren’t Enough: Business Schools Need to Do a Better Job Teaching Students Values.” [Wall Street Journal](http://online.wsj.com/article/SB10001424052748703865704575133352776583796.html), by Rodrigo Canales, B. Cade Massey and Amy Wrzesniewski, August 24, 2010, R4.

<http://online.wsj.com/article/SB10001424052748703865704575133352776583796.html>

“The 9-9-9 plan: Old numbers, new spin.” [Chicago Tribune](#), by Ronnie Reese, 18 October 2011, p. 3.

“Could Clinton’s ‘Role Models’ Spot Be as Historic as ‘Morning in America’?” by Sarah Steimer, [Marketing News Weekly, American Marketing Association](#), 21 July 2016

“Negative Political Campaign Ads” [Talk of the Town WUTQ Radio](#), Utica, NY, 21 October 2016.

REFERENCES

Available upon request