

Joanna Phillips Melancon, Ph.D.

Professor of Marketing
Gordon Ford College of Business
Western Kentucky University

Education

- **UNIVERSITY OF MISSISSIPPI**, Oxford, Mississippi (2002-2007)
Ph.D. in Marketing, May 2007
- **BERRY COLLEGE**, Mount Berry, Georgia (1997-2001)
Bachelor of Science, Business Administration/Marketing May 2001

Professional Experience

- Western Kentucky University, Bowling Green Ky (2018-present)
Professor of Marketing, Gordon Ford College of Business
- Western Kentucky University, Bowling Green KY (2012-2018)
Associate Professor of Marketing, Gordon Ford College of Business
- Western Kentucky University, Bowling Green, KY (2006-2012)
Assistant Professor of Marketing, Gordon Ford College of Business
- The University of Mississippi, Oxford, MS (2002-2006)
Research Assistant to Dr. Stephanie M. Noble, Dr. Charles Noble and Dr. Gregory Rose;
Graduate Instructor.

Research Activity

* indicates student co-author at time of publication

Refereed Journal Publications:

Gardner, Mary Jane and Joanna Phillips Melancon (2023), "I Deserve That Deal! Effects of New Consumer Exclusive Promotions on Existing Service Consumers," *Services Marketing Quarterly*, 44(1), 73-102.

Vassilis Dalakas, **Joanna Phillips Melancon**, Izabella Szczytynski*, (2023), "Brands in the eye of the storm: navigating political consumerism and boycott calls on social media," *Qualitative Marketing Research*, 26(1), 1-18.

Mary Jane Gardner, Joseph M. Hair, and **Joanna Phillips Melancon**, (2022), "What's in it for me? Perceived value of marketing activities as a driver of consumer engagement on social network sites," *Marketing Management Journal*, Vol. 32 Issue 2, p50-69.

Vassilis Dalakas, Madeleine Tseng*, **Joanna Melancon** (2022), “Encouraging and rewarding customer loyalty: key considerations for sports teams,” *Atlantic Marketing Journal*, 11(1).

Joanna Phillips Melancon, Mary Jane Gardner, and Vassilis Dalakas (2021), “The era of consumer entitlement: investigating entitlement after a perceived brand failure,” *Journal of Consumer Marketing*, 38 (7), <https://doi.org/10.1108/JCM-09-2020-4138>

Olivier Renier*, Vassilis Dalakas and **Joanna Melancon** (2021), “Does Fandom Influence Marketing Executives’ Valuations of Sports Sponsorships? Insight from the French Soccer League,” *Services Marketing Quarterly*, 42 (3-4), 194-207.

Patricia Todd and **Joanna Phillips Melancon** (2019), “Gender differences in perceptions of trolling in livestream video broadcasting,” *Cyberpsychology, Behavior, and Social Networking*, 22 (7), pp. 472-47.

Joanna Phillips Melancon and Vassilis Dalakas, (2018), “Consumer Voice in the Age of Social Media,” *Business Horizons* 61(1), pp. 157-167. ***Republished online as a case study under the same title at the Harvard Business Review, January 2018.**

Patricia R. Todd and **Joanna Phillips Melancon** (2018), “Gender and Live Streaming: Source Credibility and Motivation,” *Journal of Research in Interactive Marketing*, 12(1), pp. 79-93.

Joanna Phillips Melancon, Lukas Forbes, and Doug Fugate (2015), “Selected Dimensions of Service Gender: A Study of Generation Y,” *Journal of Services Marketing*, 29(4), pp.293 – 301.

Vassilis Dalakas, **Joanna Phillips Melancon** and Tarah Sreboth*, (2015), “A Qualitative Inquiry on Schadenfreude by Sports Fans,” *Journal of Sports Behavior* 38 (2). *student coauthor.

Joanna Phillips Melancon and Vassilis Dalakas, (2014) “Brand Rivalry and Consumers’ Schadenfreude: The Case of Apple,” *Services Marketing Quarterly*, 35(2), pp. 173-186.

Melissa Clark and **Joanna Phillips Melancon**, (2013), “The Influence of Social Media Investment on Relational Outcomes: A Relationship Marketing Perspective,” *Journal of International Marketing Studies* 5 (4).

Vassilis Dalakas and **Joanna Phillips Melancon**, (2012) “Fan Identification, Schadenfreude toward Hated Rivals, and the Mediating Effects of IWIN,” *Journal of Services Marketing*. 26 (1), pp.51 – 59.

Joanna Phillips Melancon, (2011), “Understanding user motivations in reality vs. fantasy-based virtual worlds: Implications for marketer entry,” *Journal of Research in Interactive Marketing*, 5 (4), pp: 298-312.

Joanna Phillips Melancon, Stephanie Noble and Charles Noble, (2011) “Managing Rewards to Enhance Relational Worth.” *Journal of the Academy of Marketing Science*. 39, 341-362.

Joanna Phillips, David A. Griffith, Stephanie M. Noble and Qimei Chen (2011), "Synergistic Effects of Operant Knowledge Resources," *Journal of Services Marketing*, 24 (5), 400-411.

Douglas Fugate and **Joanna Phillips** (2010), “Product Gender Perception and Antecedents of Product Gender Congruence,” *Journal of Consumer Marketing*, 27 (3), 251-261.

Stephanie M. Noble, Diana Haytko, and **Joanna Phillips** (2009), “Exploring the Purchasing Motivations of Mid-Generation Y Consumers: A Qualitative Analysis.” *Journal of Business Research* 62(6), 617-628.

Joanna Phillips and Stephanie Noble (2007), “Simply Captivating: Understanding Consumers’ Attitudes toward the Cinema as an Advertising Medium.” *Journal of Advertising* 36(1), 81-94.

Stephanie M. Noble, and **Joanna Phillips** (2004), “Relationship Hindrance: Why Would Consumers Not Want a Relationship with a Retailer?” *Journal of Retailing* 80(4), 289-304.

Joanna Phillips, Mavis Tandoh, Stephanie M. Noble, and Victoria D. Bush (2004), “The Value of Relationship Strength in Segmenting Casino Patrons: An Exploratory Investigation.” *Journal of Interactive Advertising*, 4(3).

Articles Under Review:

Rawal, Monika, Jose Torres, Suchitra Rani, and **Joanna Phillips Melancon**, “The Role of Individualism, Collectivism, and Promotional Reward Type on Consumer Response to Amplified Word-of-Mouth Strategies,” under second review at *Journal of Consumer Marketing* since July 2022.

Book Chapters:

Stephanie Noble, Diana Haytko, and **Joanna Phillips-Melancon** (2015) Exploring the Purchasing Motivations of Generation Y. In: Spotts H. (eds) *Marketing, Technology and Customer Commitment in the New Economy*. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham

Conference Presentations and Proceedings:

Laurel Johnston, Vassilis Dalakas, and **Joanna Melancon** (2022), “Second Chances and Relationship Do-Overs: Soccer Fans’ Responses to the Super League and their Clubs' Attempts to Win Them Back,” Abstract Accepted for Presentation at Atlantic Marketing Conference, Savannah, GA, September 30, 2022.

Mavis Adjei, Joy Madison*, **Joanna Melancon** and Fred Adjei, (2021) “Plus-size Shopper’s Perceptions of the Plus-size Women’s Apparel Industry,” American Marketing Association Summer Educators Conference.

Joanna Melancon, Mary Jane Gardner and Vassilis Dalakas (2021), I Deserved Better!” Building a Model of Situational Entitlement by Loyal Consumers,” presented at Association of Marketing Theory and Practice Conference, virtual, March 2021.

Vassilis Dalakas, Madeleine Tseng*, and **Joanna Melancon**, (2021) "Encouraging and Rewarding Customer Loyalty: Key Considerations for Sports Teams,” Association of Marketing Theory and Practice Proceedings 2021. 32.

Izabela Szczytyński*, Vassilis Dalakas, and **Joanna P. Melancon**, (2021) “The Boycott Games: A Model of Consumer Boycotts on Social Media,” Association of Marketing Theory and Practice Conference, virtual, March 2021.

Mary Jane Gardner, Joe Hair, and **Joanna Phillips Melancon**, (2018), “What’s in it for Me? Consumer Perceived Value of Social Network Marketing Activities as a Driver of Online Consumer Brand Engagement,” Academy of Business Research Conference in Boca Raton, FL, (November)

Amanda Seng*, Jon E. Warren, Paula Upright and **Joanna Phillips Melancon** (2018), “Motivations to Spectate as Drivers of Social Media Engagement,” presented at the 2018 University of Oregon Sports Marketing and Sponsorship Conference in San Diego, CA (March 8-10).

Patricia Todd and **Joanna Phillips Melancon** (2017), “Trolls and Toxicity: Hostility in Live Stream Broadcasting.” Accepted for Presentation at the 2017 Society for Marketing Advances Conference in Louisville, KY (Nov 7-11).

Cathy Carey, Dawn Bolton and **Joanna Phillips Melancon**. (2016). “Business Student Engagement: Innovative Approach for Integrating Degree Levels for More Impactful Client Research.” Presented at Academic Business World International Conference; Nashville, TN. May 25, 2016.

Jon Warren*, Paula Upright, **Joanna Phillips Melancon** and Tricia Jordan (2015), “Comparing social media use and expectations from fans in National Football League (NFL) and the World Wrestling Entertainment (WWE),” European Association for Sports Management Conference, presented in Dublin, Ireland, September. *WKU student co-author

Joanna Phillips Melancon and Vassilis Dalakas, (2015) “Dimensions of Consumer Social Voice,” presented at the Academy of Marketing Science Conference, structured abstract (Denver, May 2015).

Patricia Todd and **Joanna Phillips-Melancon**, (2014), “50 Shades of Green,” (Extended Abstract) presentation at Atlantic Marketing Association National Conference, Asheville, NC. September 24, 2014. **Winner, Best Paper in Sustainability Marketing Track.**

Tarah Sreboth*, Vassilis Dalakas, and **Joanna Phillips-Melancon** (2013), “Consumer Misbehaviors: Schadenfreude by Sports Fans,” presentation at *Applied Business and Entrepreneurship Association International Conference*, Hawaii, November 2013. (*Cal State San Marcos student co-author)

Joanna Phillips Melancon and Vassilis Dalakas, (2012), “Brand Identification and Schadenfreude,” (working paper session) *Society of Consumer Psychology Conference, Las Vegas, February.*

Vassilis Dalakas and **Joanna Phillips Melancon** (2010), “Consumer Misbehavior: The Dark Side of Brand Loyalty,” (abstract only) *Academy of Marketing Science Proceedings*, Portland, Oregon, May 26-29.

Joanna Phillips and Patricia Todd (2009), “Exploring Player Differences in Reality vs. Fantasy Based Metaverses: Possibilities for Segmentation and Targeting,” *Atlantic Marketing Association Conference Proceedings*, Salem MA.

Thunwuthikul Srisakul* and **Joanna Phillips** (2009), “College-Aged Generation Y’s Attitudes and Purchasing Behavior towards Generic Brands: An Exploratory Study,” *Atlantic Marketing Association Conference Proceedings*, Salem MA (*WKU student co-author).

Joanna Phillips and Patricia Todd (2008), “Virtual Reality Bytes: Marketer Effectiveness in Collaborative Virtual Environments.” *Atlantic Marketing Association Conference Proceedings*, Savannah GA.

Douglas Fugate and **Joanna Phillips** (2008), “Product Gender: Where We Were, Where We Are, and Where We Might Be Going.” *Atlantic Marketing Association Conference Proceedings*, Savannah, GA.

Stephanie M., Noble Diana Haytko, and **Joanna Phillips** (2005), “Exploring the Purchasing Motivations of Mid-Generation Y Consumers: A Qualitative Analysis.” (Abstract only) *Academy of Marketing Science Conference Proceedings*, Tampa, FL, May.

Stephanie M. Noble and **Joanna Phillips** (2003), “Unrequited Love: Why Would Consumers Not Want a Relationship with a Service Provider?” (Abstract only) *AMA Summer Educators Conference*, Chicago, IL, August.

Marcy Blount, Andria Jones, **K. Joanna Phillips**, Christopher Sear, and Vassilis Dalakas (2002), “Attracting International Students to American Colleges: A Case for Iceland.” *Association of Marketing Theory and Practice Conference Proceedings*, ed. Brenda Ponsford, Savannah, GA, March.

Teaching Activity

Courses taught and evaluation scores for current courses:

- Marketing Research (Fall 2021, 4.93/5^a, 4.87/5^b)
- Social Media Marketing Online (Fall 2021, 4.60/5^a, 4.73/5^b)
- Advanced Marketing, MBA Program (Spring 2021, 4.93/5^a, 4.86/5^b)
- Advanced Social Media Marketing
- Honors Basic Concepts
- Basic Concepts of Marketing (In-class and Online)
- Consumer Behavior (In-class and online)
- Integrated Marketing Communications
- Study Abroad in Ireland: Business and Marketing in Ireland
- Advertising and Promotion, taught at University of Mississippi

Overall my Instructor is effective^a and I have learned a lot in this course^b

Select Service Activity (Past 5 Years):

Service to Discipline:

- Reviewer, KySHAPE Journal “The Effectiveness of Marketing Practices by NBA Franchises: A Comparative Analysis of Large Markets vs. Small Markets,” Spring 2021
- Reviewer, *Journal of Managerial Issues* special issue on sport, entertainment, tourism, and hospitality, Spring 2021
- Dissertation Committee Member for Monika Rawal, Doctoral Candidate at University of Southern Illinois, Carbondale. (2018-2019)
- Reviewer, Special Issue of *Journal of Business Research* on Sports Sponsorship Research, May 2018
- External Member, Promotion Committee for Dr. Melissa Clark at Coastal Carolina University, Fall 2017
- Dissertation Committee Member (Second Reader) for Mary Jane Gardner. Kennesaw University Executive DBA Program, Fall 2016-Fall 2017.
- Reviewer, Sports Marketing and Sponsorship Conference, Fall 2017.
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Service to Department:

- Maintain Social Media for Departmental Social Media, 2014-present (including creating content for recruitment/engagement)
- Faculty Internship Advisor: 9 internships (Spring/Fall 2017), 5 internships (Winter/Spring 2018), 2 Internships (Summer/Fall 2018), 2 internships (Winter/Spring 2019), and 5 internships (Summer/Fall 2019), 3 internships for Spring 2020, 6 internships for Fall/Summer 2020, 1 internship Spring 2021, 5 internships Summer 2021, 1 internship Fall 2021, 2 internships Spring 2022
- Member, Search Committee for Assistant Professor, Spring 2022
- Member, Continuance Committees for Drs. Gardner and Wu, Fall 2021

- Chairperson, Continuance Committee for Dr. Ruomeng Wu, Fall 2020
- Chairperson, Search Committee for Assistant Professor of Marketing, Chairperson (October 2018 - April 2019)
- Chairperson, Continuance Committee, Dr. Mary Jane Gardner (January 2019, October 2019)
- Chairperson, Search Committee, Assistant Professor of Marketing, 2017-2018

Service To College:

- Member, Finance Search Committee, Fall 2023
- Member, New Building Design Committee, Spring 2022-present
- Member, GFCB Task Force to Evaluate Faculty Reward and Development Program Spring 2022-Spring 2023
- Member, GFCB Research Committee, Spring 2019-Fall 2023
- Member, Faculty Activities and Appraisal Review Guidelines Committee, September 2018 – 2022
- Speaker, PEAK Career Climb, “So You Want to Be an Influencer,” Fall 2021
- Worked with GFCB Ambassadors to produce recruitment video for college, Spring 2021
- Member, Student Grade Appeal Ad-Hoc Committee, Spring 2021
- Member Andrew Head’s Promotion Committee, Finance, Fall 2020
- Chair, Dr. Craig Martin’s University Distinguished Professor Committee, Fall 2020
- Volunteer for Grise Work Day to move furniture to accommodate Covid-Restrictions (Fall 2020 and Fall 2021)
- Guest Speaker, American Marketing Association, Making Social Media Work for You, March 2020
- Member, Search Committee for Associate Dean Position, Spring 2020
- Department Representative for Living Learning Community "Meet the Professors" Dinner/Program, Guest Speaker. (November 2018).
- PEAK Event Speaker, "Career Climb", Guest Speaker. (November 2018, 2019).
- Speaker for BA175 Class, Dr. Pat Jordan and Ms. Monica Duvall, Guest Speaker. (October 2018, 2019, 2020).
- Member, Core Curriculum Review Committee, Committee Member, (December 2018 - April 2019).
- Member, Graduation Ceremony Planning Committee, Spring 2018-Fall 2018
- Member, AACSB Maintenance of Accreditation Committee Summer 2012-present.

Service To University:

- FUSE Grant Mentor, Laurel Johnston, Spring 2022
- Spring 2021: Faculty Mentor for Laurel Johnston for the WKU Student Research Conference

- Honors Augmentation Faculty Supervisor: 1 Augmentation in Fall 2020 (MKT 421), 3 Augmentations in Spring 2021 (MKT 421 and 331); 5 Augmentations in Fall 2021 (MKT 421, 331 and BA430), 1 Augmentation in Spring 2022
- FBLA Conference Judge, Social Media Marketing Campaigns 2019, 2020
- GFCB Cape Committee Review Team, Spring 2019
- Supervised HON 300, an independent faculty-student research project, Spring 2018
- Chair for Megan Hamburg's Honor's Thesis Committee, Spring 2018
- Chair for Lindsay Lambert's Honor Thesis Committee, Spring 2017
- Supervising Honors Augmentation, MKT 331: Spring 2017, Fall 2016, Fall 2015, Spring 2015, Spring 2014 Spring 2013; MKT 421: Spring 2017, Spring 2018, Fall 2019
- Developed Honors Section of MKT 220, Basic Marketing Concepts, Fall 2014

Service to Community:

- HOTEL INC, Marketing Committee Member (May 2021-June 2022)
- Classroom Volunteer, Alvaton Elementary, (Spring 2017-present).

Awards and Grants (Past 5 years)

- 2022: WKU Faculty Award for Research and Creative Activities
- 2022: GFCB Faculty Award for Research and Creative Activities
- 2021: CITL Recognition from Students for Teaching
- 2021: MBA Student Experience Teaching Award
- 2020: Gordon Ford College of Business Student Advisement Award
- 2020: CITL Recognition from Students For Teaching
- 2019: Awarded Two GFCB Summer Research Aim High Grants (\$10,000 each)
- 2018: GFCB Research Aim High Grant, \$10,000
- 2018: FUSE (Faculty Undergraduate Student Engagement) Grant Mentor
- 2018: Nominated for Outstanding Teaching Award for GFCB
- 2017: Nominated by College Leadership to Attend Faculty Leadership Year Program as a Representative of GFCB