

KATHRYN “KATE” NICEWICZ SCOTT

• (315) 404-6695 • kate.nicewicz@wku.edu • linkedin.com/in/kate-nicewicz • KateNicewicz.com •

EDUCATION

Ph.D. in Marketing

Kennesaw State University – Coles College of Business

*Details regarding program milestones and format can be found in the appendix

August 2022

Kennesaw, Georgia

Master's in Business Administration

Tennessee Technological University

August 2014

Cookeville, Tennessee

B.A. English – Language, Media and Communications

University of Rochester

May 2009

Rochester, New York

Certificate in Management Studies – Marketing

University of Rochester – Simon School of Business

May 2009

Rochester, New York

RESEARCH INITIATIVES

PUBLICATIONS

Nicewicz, K., Sinha, M., Gupta, S., & Hutchins, J. “Psychological Antecedents of Consumer Engagement with AI: A Qualitative Study” ***Target: Journal of Consumer Behavior*** (Rating: A)

Bryant, M. M., Riley, J., Turner-Henderson, T., Nicewicz Scott, K., Watson, A. “Understanding Digital Purchasing Post-Pandemic: A Systemic Literature Review of Consumer Privacy Concerns in e-commerce, m-commerce, and s-commerce.” ***Under Review: International Journal of Consumer Studies*** (Rating: A).

Riley, J., Watson, A., Nicewicz, K., Bryant, M., & Henderson, T. “A System Under Stress: an Exploration of the Destabilization of Higher Education's System Settings.” ***Under Review: Studies in Higher Education*** (Rating: A*).

Riley, J., Watson, A., Nicewicz, K., Bryant, M., & Henderson, T. “A System Under Stress: an Exploration of the Destabilization of Higher Education's System Settings.” ***Commentary Invitation: Journal of Macromarketing (Special Issue)*** (Rating: A).

Riley, J., Nicewicz, K., & Bryant, M. “Creating a Sustainable Marketing Classroom: Leveraging QR Codes as a Driver of Automation and Engagement.” ***Under Review: Journal of Marketing Education*** (Rating: B).

Riley, J. & Nicewicz, K., “The Impact of Technology on a Firm's Relational Ecosystem: Revisiting Relationship Marketing Post-Pandemic,” ***Under Review: Journal of Business and Industrial Marketing (Special Issue)*** (Rating: A).

Matthews, R., Nicewicz, K., Wells, F. S., Baidoo, E., & Smith, J., “Disruptions in the Global Supply Chain Industry: Firm and Individual View of COVID-19 Pandemic versus the Financial Crisis of 2008-2009,” ***Marketing Management Journal***, December, 2022.

Riley, J., & Nicewicz, K., "Connecting with Gen Z: Using Interactive Improv games to Teach Soft Skills," *Marketing Education Review* (Rating: C), February, 2022.

CONFERENCE PROCEEDINGS

Nicewicz, K. "A Qualitative Study in AI: Psychological Antecedents of Smart Speaker Engagement" *Society for Marketing Advances*, Fort Worth, TX. November 8-11, 2023.

Riley, J., Nicewicz, K., Bryant, M., & Watson, A., "Teaching with the Times: How to keep your classroom content fresh and your students engaged," *Winter AMA Conference (panel discussion)*, Nashville, TN., February 9-11, 2023.

Riley, J. & Nicewicz, K., "Revisiting Relationship Marketing and Its Impacts on Globalization and Digital Marketing," *Society for Marketing Advances*, Charlotte, NC., November 1-5, 2022

Riley, J., & Nicewicz, K. "Leveraging QR Codes for Instructional Success." *Society for Marketing Advances, Charlotte, NC., November 1-5, 2022*

- *Finalist for the Wessex Innovation in Teaching Competition*

Nicewicz, K. & Gala, P. "The Dark Triad and Intentions for COVID Vaccine Consumption: A Prospect Theory Perspective," *2022 Winter AMA Doctoral Student Research Session*, Las Vegas, NV., February 16-20, 2022.

Riley, J. & Nicewicz, K., "Using the Digital Era as a Catalyst for Revisiting Relationship Marketing: A Content Analysis," *Academy of Marketing Science Annual Conference*, Monterey, CA., May 25-27, 2022.

Riley, J., & Nicewicz, K., "Connecting with Gen Z: Using Interactive Improv games to Teach Soft Skills," *Society for Marketing Advances Conference*, Orlando, FL., November 3-6, 2021.

- *Finalist for the Wessex Innovations in Teaching Competition*

Riley, J., Nicewicz, K., & Harvey, E., "Content or Engagement, Which Comes First? A Critical Assessment of, Ewom, Customer Engagement, And Value Co-Creation Within Social Media Brand Communities," *Society for Marketing Advances Conference*, Orlando, FL., November 3-6, 2021.

Tester, J., Nicewicz, K., & Oswalt, J., "Development of Online Engineering Management Masters at Tennessee Tech University." *American Society of Engineering Management Conference*, Virtual, October 27-30, 2021.

Matthews, R. & Nicewicz, K., "Impacts of Uncertainty and Cognitive Load on Entrepreneur Opportunity Recognition in the Early Phases of COVID-19", *Association of Marketing Theory & Practice Conference*, March 18-20, 2021.

Nicewicz, K. "Cascading into the Uncanny Valley: Desire for Control as a Tipping Point", *American Marketing Association Summer Conference*, San Francisco, CA., August 21-23, 2020.

Nicewicz, K., "Narcissism and Social Media: Correlation versus Causation", *Atlantic Marketing Conference*, New Orleans, LA., September 26-29, 2018.

RESEARCH IN PROGRESS

Nicewicz, K., Gala, P & Widmier, S. “The Dark Triad and Intentions for Responsible Consumption: A Prospect Theory Perspective,” *Target: Journal of Consumer Behavior*. ^

Nicewicz, K., “Alexa? What Keeps Consumers (from) Engaging with You? A Framework for Customer Engagement With AI” *Target: Journal of Consumer Behavior*. *

Riley, J., Nicewicz, K., Womack, S. & Porter, D. Navigating Across Borders: Dissecting Leadership Styles that Prompt Autonomy and Diversity. *Target: Journal of International Marketing (Special Issue)*.

Nicewicz, K. & Sinha, M., “The Impact of Smart Speaker Technology on Aging in Place: A Longitudinal Study.” *Target: Psychology and Marketing*.

* Indicates dissertation research

^ Indicates grant funded research

RESEARCH INTERESTS

- | | |
|--|---|
| ○ Artificial Intelligence (AI)/Emerging Technology | ○ Omni-channel Marketing |
| ○ Digital Marketing Strategies & Analytics | ○ Marketing Research and Strategy |
| ○ Social Media/Mobile Marketing | ○ Consumer Engagement & Decision Making |
| ○ Retail Marketing/eCommerce | ○ Social Selling |
| ○ Promotions and Advertising | ○ Integrated Marketing Communications |

RESEARCH METHODS AND SOFTWARE

- | | |
|--------------------------------------|-----------------------|
| ○ Structural Equation Modeling (SEM) | ○ Depth Interviewing |
| ○ Partial Least Squares (PLS) | ○ IBM SPSS/AMOS |
| ○ CFA/EFA | ○ Hayes Process Model |
| ○ Regression | ○ NVivo |

TEACHING INTERESTS AND EXPERIENCE

TEACHING INTERESTS

- | | |
|--|---------------------------------------|
| ○ Principles of Marketing & Mkt. Strategy | ○ Retail Marketing & eCommerce |
| ○ Marketing Research & Analytics | ○ Entertainment and Media Marketing |
| ○ Digital Marketing Strategies & Analytics | ○ Consumer Behavior & Decision-Making |
| ○ Social Media Marketing & Analytics | ○ Integrated Marketing Communications |
| ○ Advertising and Promotions | ○ Sports Marketing |

TEACHING EXPERIENCE

Western Kentucky University, Bowling Green, KY.
Assistant Professor, Dept. of Marketing

August 2022 – Present

Undergraduate Courses

Learning Goals: Team Skills | Written/Oral Communication | Critical Reasoning

MKT331 – Social Media Marketing

Examines the use of online social channels (social networking sites, websites, search engines, forums/message boards, video-sharing sites) to achieve marketing goals, including targeting markets on the social web, increasing effectiveness of communication in social web channels, and measuring the success of social media marketing campaigns

Course Evaluation

Student Testimonials

“I love Dr. Scott and have really enjoyed my time in this course. Dr. Scott is a great teacher who is extremely well-spoken and knowledgeable of the content she teaches. She cares about the students and exudes a passion for her job as an academic. I wish I could take more courses with her. I would recommend this course and her as a professor to anyone.”

“This class has been one of the most effective classes I’ve ever taken. I will use the information and application significantly after this class. Very interesting and engaging!”

4.8/5

“As I reflect upon my years here at WKU I have many great and terrible professors. Professors who care and professor who literally never learned my name. With that, Dr. Scott has been if not but one of the best professor's I have ever had at my WKU experience. She is always and I mean always willing to help and go the "extra mile" to help if you do not understand something. She realizes we have outside lives and that somethings we cannot control and she is always available to help out and allow us to grow and prosper in her course even with those challenges. She wants us to be better students and young professionals in our field and cares to know about our personal lives to make connections to help us network. Truthfully, I could go on about how much she's actually impacted my western experience in only 1 semester, but ill stop. She is a phenomenal professor. I wish more professors were like her.”

MKT422 – Marketing Management

An in-depth study of marketing activities from a managerial perspective. Areas of study include strategic planning; segmentation and target marketing; consumer behavior; market research and product, promotion, pricing, and distribution decisions; service marketing; and international marketing.

Course Evaluation

Student Testimonials

“Dr. Scott is always well prepared and you can tell she has clear goals for the class. She’s super fun to have in class and I always enjoy attending class. I know I’m bound to learn something new.”

4.4/5

“Dr. Nicewicz’s class has been so interesting and very informative. I really enjoyed taking her class!”

“Great class, great activities to get you prepared for the real world.”

Other Undergraduate Courses

MKT3400 – Principles of Marketing

Tennessee Tech University

Students participate in a team (re-) branding project requiring the development of a strategy for creating brand identity, meaning, response, and resonance. Project culminates in a research paper and presentation that pitches their product/brand, shark-tank style, to prospective investors. Creativity is encouraged, and students have used everything from tacos to puppies as props for their presentations.

MKT4500 – Retail Marketing Management

Tennessee Tech University

With a strong focus on the application of Ph.D. coursework to real-world situations, this class uses cases studies to provide an experiential component to the course. In teams, students are tasked with conducting qualitative research involving in-person interviews with retail store managers. Students are required to present a research paper that discusses retail strategy, including target marketing, merchandise assortment, sales and customer service, human resources, store location and layout, pricing, communication mix, and competitive advantage.

MRKT3380 – Principles of Marketing

LaGrange College

Students are introduced to fundamental concepts in marketing and develop a clear understanding of its integrated role within a successful organization.

MRKT4435 – Social Media & Branding

LaGrange College

Prepares students to take on professional roles in marketing by teaching content creation and brand-building strategies using simulation-based activities.

Graduate Courses

Learning Goals: Leadership Skills | Integrative Business Knowledge | Critical Thinking | Written Communication

MBA6980 – International Experience in Business

Co-curricular experiential learning opportunities that enhance global understanding, experience, and education. The course was designed with rigorous academic components that focus on global and cultural intelligence, cultural perspective, historical perspective, and industrial immersion. Tours include: Brazil – December 2014; Australia – May 2016; Belize – March 2017; India – December 2017; South Africa – May 2019

MKT6900 – Special Topics: Business in Health Care

Specifically designed for working professionals in the health care industry. Supplements assigned academic content with keynote presentations and panel discussions featuring experts in the health care industry (e.g. disaster recovery and crisis management, logistics of vaccine distribution, diversity and inclusion in health care, and managing hospitals in urban and rural settings).

MKT6900 – Special Topics: Seminar in Digital Marketing Strategies

Supplements assigned academic content with keynote presentations and panel discussions featuring experts in the digital marketing. Emphasizes digital marketing trends that emerged during COVID-19.

ADMINISTRATIVE EXPERIENCE

Tennessee Tech University, Cookeville, TN.
Director of Graduate Programs, College of Business

August 2014 – May 2022

Program and Center Development

- Graduate Certificate in Evidenced Based Management and Leadership (new certificate, slated for Fall 2022)
- Graduate Certificate in Agricultural Business Management (new certificate, slated for Fall 2022)
- Graduate Certificate in Agricultural Risk Management (new certificate, slated for Fall 2022)
- Graduate Certificate in Agricultural Finance (new certificate, slated for Fall 2022)
- College of Business Center for Economic Research and Executive Education (CEREE) (new center; pending approval for Fall 2021 launch)
- Graduate Certificate in Banking and Financial Services (new certificate, launched Spring 2020)
- Graduate Certificate in Cyber Management and Analytics (new certificate, launched Spring 2020)
- Master of Science in Engineering Management (new program, launched Fall 2020)
- Hybrid MBA for Health Care Professionals (program re-design, launched Fall 2017)
- Master of Accountancy (new program, launched Fall 2017)

Admissions and Advisement

Handle all aspects of the MBA and MAcc admissions processes, including but not limited to updates in admissions requirements, application review and exceptions requests. Conduct, coordinate and oversee academic advisement for >250 graduate students.

Curriculum Planning

Work with department chairs and faculty curriculum committees to assist with curriculum planning, evaluation, and course scheduling.

Marketing and Recruitment

Develop and implement innovative marketing techniques specific to the goals of higher education within specific target markets. Negotiate contracts, research new media opportunities, and provide statistical feedback regarding return on investment. Coordinate and participate in the recruitment of candidates for the graduate program; assist with the recruitment and promotion of the College of Business' undergraduate program. Assist with marketing and branding efforts for both the graduate and undergraduate programs.

Financial Management

Manage MBA budget and personnel, including but not limited to expenditures for marketing, recruitment, travel, personnel, operations and supplies. Assist students with determining and maintaining financial aid eligibility and securing funding.

Accreditation

Remain current on AACSB and SACSCOC accreditation policies. Prepare, analyze and distribute information on institutional effectiveness. Conduct surveys to obtain feedback from students, employees and alumni.

ACADEMIC SERVICE

Profession

- Track Chair, TBD, Society for Marketing Advances Conference (2023)
- Reviewer, Journal of Business and Industrial Marketing Special Issue (2023)
- Reviewer, Winter AMA Conference HigherEd SIG Special Interest Session (2023)
- Panelist, DBA Seminar Session, Marshall University (2022)
- Reviewer, Emerging Markets track of the Academy of Marketing Science Conference (2022)
- Track Chair, Reconceptualizing Marketing Globally session; Society for Marketing Advances Conference (2022)
- Member, Editorial Board, Journal of Global Scholars of Marketing Science (December, 2020 – Present)
- Subject Matter Expert (Marketing), Tennessee Small Business Administration (SBA) Training Program (2022)
- Ph.D. Student Worker, Society for Marketing Advances Conference (2021)
- Reviewer, Advertising/Direct Marketing/Promotion track of the Atlantic Marketing Conference (2021)
- Reviewer, Social Media and Marketing Technology track of the Society for Marketing Advances Conference (2021)

University (Western Kentucky University)

- Member, Academic Complaint Committee (October 2022 – Present)

Gordon Ford College of Business (Western Kentucky University)

- Member, Faculty Award Selection Committee (January 2023 – Present)

Department of Marketing (GFCB, Western Kentucky University)

- Faculty Internship Advisor, Elizabeth Stanley (Fall 2023)
- Faculty Internship Advisor, Aiden Hoffman (Spring 2023)
- Faculty Internship Advisor, Kimberly Raggett (Spring 2023)
- HAC Project Advisor, Helly Patel (Fall 2022)

University (Tennessee Tech University)

- Departmental Representative, Graduate Studies Executive Committee (August 2014 – Present)
- Faculty Advisor, Marketing Club (August 2017 – Present)
- Faculty Advisor, Delta Gamma Sorority (August 2019 – Present)

College of Business (Tennessee Tech University)

- Ad-hoc Member, Graduate Program Exceptions Committee (August 2014 – Present)
- Ad-hoc Member, Graduate Council (August 2014 – Present)
- Member, Executive Committee (August 2014 – Present)
- Member, Strategic Planning Committee (August 2014 – Present)

- Member, Academic Misconduct Committee (August 2014 – Present)
- Member, Global Footprint Task Force (October 2016 – Present)
- Mentor, TTU Eagleworks Innovation Competition (2016)
- Primary Content Contributor, College of Business Annual Report (2014-16)
- Primary Content Contributor, College of Business Faculty Research Magazine (2017)

Department of Economics, Finance and Marketing (Tennessee Tech University)

- Member, Chair of Economics, Finance and Marketing Search Committee (February, 2019)

PROFESSIONAL EXPERIENCE

Tennessee Tech University, Cookeville TN
Manager of Special Projects (iCube)

2013 - 2014

Acted as a primary project manager for state-funded initiatives managed personnel, contributed to quarterly status reports, monitored annual budgets, and developed and maintained working relationships with government officials, community leaders, University administration, economic developers, students and center stakeholders. Exercised problem-solving skills and generated content for projects and publications, marketing, public relations and external media engagement initiatives and campaigns.

Tennessee Tech University Football Program, Cookeville TN
Assistant to Academic and Compliance Coordinators

2012 – 2013

Acted as the primary liaison between the football staff and other administrative departments on campus, mentored student-athletics in areas related to undergraduate and graduate degree requirements, academic and professional development, NCAA eligibility and compliance, financial aid and enrollment issues.

University of New Mexico, Albuquerque NM
Assistant Director of Athletic Communications

2011 – 2012

Directed media relations for NCAA Division I athletic programs and conference affiliates on a local, regional and national level. Designed and distributed innovative promotional tools used to support institutional growth and popularity; organized and executed local and national events and assisted in the hosting of regional conference events. Enhanced program perception for recruiting, corporate sales, fundraising and development purposes.

PROFESSIONAL CERTIFICATIONS & AFFILIATIONS

- Tennessee Tech University Diversity and Inclusion Certification (2021)
- Kennesaw State University PhD in Business Administration CETL Workshops (2021)
- Doctoral Consortium Participant, *Society for Marketing Advances* (2019)
- Member, *Alpha Kappa Psi* professional business fraternity (2017 – Present)
- Member, *Leadership Health Care* (2016-2018, 2020)
- Graduate, *Highlands Leaders Program* (2017)
- Delta Gamma Fraternity (2006 – Present)

HONORS, AWARDS & GRANTS

- Finalist in the Wessex Innovations in Teaching Competition, *Society for Marketing Advances* (2021; 2022)
- Nicewicz & Gala (2021); *Coles College of Business Research and Development Committee* (RDC) grant funding (\$4,200)
- Faculty Advisor of the Year – Greek Life (2020-21)
- PDMA Doctoral Dissertation Proposal Competition participant (2020)
- National Feature Story of the Year, *College Sports Information Directors of America (CoSida)* (2012)

INTEGRATED MARKETING SKILLS AND SOFTWARE

- **Digital Marketing, Web Design and Video Production** – Adobe Suite (Photoshop, InDesign, Dreamweaver, Illustrator, Premiere, Lightroom); Apple Suite (iMovie, Final Cut Pro, Garageband); Web design (Wordpress, Crocobloc, Jetengine, Elementor)
- **Administration and Survey Design** – Microsoft Office Suite (Teams, OneNote, Stream, Sharepoint, OneDrive, Word, Excel, Powerpoint), Poll Everywhere, SurveyMonkey, Qualtrics
- **Enrollment and Customer Management** – Banner, Argos, AppReview, Radius, Hubspot CRM, MyEmma, Mailchimp
- **Social Media, Content Creation and Segmentation** – Instagram, Facebook, Snapchat, TikTok, Hootsuite, Issuu, media planning/buying, geofencing, Amazon ad targeting/retargeting, ad placement
- **Analytics** – Google Analytics, SEO

COMMUNITY INVOLVEMENT

- Volunteer, Manna's Hana Therapeutic Riding Center (2016 – 2021)
- Biz Foundry Business Development Consultant (2016 – 2022)

REFERENCES

Dissertation Committee

Dr. Mona Sinha	Dr. Saurabh Gupta	Dr. Jennifer Hutchins
Associate Professor of Marketing & Sales • Ph.D. in Marketing • Discipline Lead • Assistant Dept. Chair	Professor of Information Systems • Ph.D. in IS • Director, PhD in Business Administration Program	Associate Professor of Marketing & Sales • Ph.D. in Marketing
Kennesaw State University Coles College of Business Department of Marketing & Professional Sales	Kennesaw State University Coles College of Business Department of Information Systems	Kennesaw State University Coles College of Business Department of Marketing & Professional Sales
Phone: (470) 578 – 2997	Phone: (470) 578 – 4966	Phone: (470) 578 – 2395
Email: msinha1@kennesaw.edu	Email: sgupta7@kennesaw.edu	Email: jhutch35@kennesaw.edu

Supervisor(s) and Colleagues

Dr. Lukas Forbes	Dr. Alice Camuti	Dr. Joanna Phillips-Melancon
Department Chair • Professor of Marketing • Ph.D. in Marketing	Associate Dean • Professor • Ph.D. in Education	MBA Director • Professor of Marketing • Ph.D. in Marketing
Western Kentucky University Gordon Ford College of Business	Tennessee Tech University College of Graduate Studies	Western Kentucky University Gordon Ford College of Business
Phone: (xxx) xxx – xxxx	Phone: (931) 372 – 6006	Phone: (xxx) xxx – xxxx
Email: lukas.forbes@wku.edu	Email: acamuti@tntech.edu	Email: joanna.phillips@wku.edu

APPENDIX

Kennesaw State University: Ph. D. in Business Administration, Marketing Concentration

Degree Milestones:

- The degree completion timeline is three to four years; two years of coursework and one to two years of dissertation writing.
 - Year 1: April 2018-May 2019
 - Year 2: Aug. 2019-May 2020
 - Year 3: Dissertation Research
 - Year 4: Dissertation Defense
- Qualifying exams held Spring 2020
- Dissertation Proposal – December 13, 2021
- Dissertation Defense – June 7, 2022

Program Objectives:

- Develop graduates that are intellectually informed and can apply newly acquired analytical skills needed to conduct business and research
- Expand second career options that build upon an individual's past experience and academic achievements to prepare for future job opportunities
- Leverage the latest educational technologies to provide students unique access to leading global scholars
- Create the most innovative doctoral program in the world that produces world-class scholars and educators with significant professional experience who can have substantive impact on businesses and business education through their research & teaching

Courses Include:

- | | |
|--|---|
| • Introduction to Research in Marketing | • Advanced Business Research Analysis |
| • Foundations of Business Research | • Qualitative Research Methods |
| • Seminar on Marketing Research | • Research Methods & Dissertation Design I |
| • Business Research Design and Analysis | • Research Methods & Dissertation Design II |
| • Seminar in Consumer Research | • Career Transition Strategies |
| • Seminar in Business-to-Business Research | • Doctoral Directed Study & Dissertation Research |

Bio

A native of upstate New York, Dr. Nicewicz Scott earned her undergraduate degree from the University of Rochester in 2009. After relocating south and spending several years working in college athletics, she completed her MBA at Tennessee Tech University in 2014. Shortly after completing the MBA program at Tech, she was asked to oversee it in an administrative capacity and spent eight years as the Director of Graduate Programs for the College of Business while simultaneously pursuing her Ph.D. in Business Administration through Kennesaw State University (KSU).

Dr. Nicewicz Scott graduated with her Ph.D. in Marketing from KSU in the spring of 2022. Her mixed-methods dissertation research focuses on creating a framework for consumer engagement with artificial intelligence technology, such as Amazon's Alexa and Google's Home devices. Other research projects include papers that have been published in Marketing Education Review, considered for Innovations in Teaching awards, and research the impact of consumer personality characteristics on responsible consumption practices. In addition to being an adept qualitative and quantitative researcher, she has also served as a student volunteer and track chair for the Society for Marketing Advances annual conference, a reviewer for the Academy of Marketing Sciences and American Marketing Association annual conferences, and is a member of the Editorial Board for the Journal of Global Scholars of Marketing Science.

Outside of the classroom, Dr. Nicewicz Scott is an avid horsewoman and cattle farmer. She enjoys barrel racing, rodeoing, and working her herds of black angus cattle. A lover of traveling, animals, and being outdoors, she also enjoys spending time at the lake, training for marathons, and traveling both domestically and abroad. She and her husband reside in Middle Tennessee and spend much of their time together managing their farms, boating on Center Hill lake, and escaping to warmer climates during the winter months.