

MILLER COLLEGE OF BUSINESS
VITA – AACSB
September 1, 2019 – August 31, 2024

PROFESSIONAL BACKGROUND

Name: Dr. Kesha Coker

Rank: Assistant Professor

Involvement: Participating

Qualification: Scholarly Academic

Brief Description for Basis of Qualification: SA because of at least 3 peer-reviewed journal publications in last 5 years.

Office Address: WB 318

Area of Academic Discipline Specialization: Marketing

Degrees

Ph.D. Degree:

Name of Degree: Ph.D.

Year Conferred: 2010

Degree-Granting Institution: Southern Illinois University Carbondale

Principal Academic Units:

Major Fields of Study: Marketing

Minor Field of Study:

Dissertation Title: Social Contextual Influences on Consumer Behavior: The Impact of Group Composition and Coviewing Context on Recall of and Attitude Toward Placed Brands

M.B.A. Degree:

Name of Degree: M.B.A.

Year Conferred: 2003

Degree-Granting Institution: Southern Illinois University Carbondale

Principal Academic Units:

Major Fields of Study:

Minor Field of Study:

Dissertation Title:

B.S. Degree:

Name of Degree: B.S.

Year Conferred: 2000

Degree-Granting Institution: The University of the West Indies

Principal Academic Units:

Major Fields of Study: Management

Minor Field of Study:
Dissertation Title:

SCHOLARLY ACTIVITIES

Refereed Journal Articles

1. Coker, K., Thakur, R. (2024). Alexa, May I Adopt You? The Role of Voice Assistant Empathy and User-Perceived Risk in Customer Service Delivery. *Journal of Services Marketing, Tier 2*, 38(3), 301-311. **Tier 2**/Basic or Discovery Scholarship, Goal 12 - Responsible Consumption and Production, Goal 3 - Good Health and Well Being, Goal 9 - Industry, Innovation and Infrastructure
2. Coker, K., Zeiss, J.G., Albinsson, P. (2024). The Consumer on Stage: Toward a Typology of Improvisation in Consumption Contexts. *Journal of Business Research, Tier 1*, 170. **Tier 1**/Basic or Discovery Scholarship, Goal 12 - Responsible Consumption and Production, Goal 3 - Good Health and Well Being, Goal 9 - Industry, Innovation and Infrastructure
3. Flight, R.L., Coker, K.K. (2022). Birds of a Feather: Brand Attachment through the Lens of Consumer Political Ideologies. *Journal of Product & Brand Management, Tier 2*, 31(5), 731–743. **Tier 2**/Basic or Discovery Scholarship, Goal 12 - Responsible Consumption and Production, Goal 3 - Good Health and Well Being
4. Coker, K.K., Flight, R.L., Baima, D.M. (2021). Video Storytelling Ads vs Argumentative Ads: How Hooking Viewers Enhances Consumer Engagement. *Journal of Research in Interactive Marketing, Tier 3*, 15(4), 607–622. **Tier 3**/Basic or Discovery Scholarship, Goal 12 - Responsible Consumption and Production, Goal 9 - Industry, Innovation and Infrastructure
5. VanMeter-Brown, R.A., Nesson, E.T., Coker, K.K. (2020). The Dark and the Light: Investigating the Impact of Social Media Addiction and Attachment on Student Performance. *Journal of the Academy of Business Education, Tier 4*, 21, 69–87. **Tier 4**/Teaching and Learning Scholarship, Goal 12 - Responsible Consumption and Production, Goal 3 - Good Health and Well Being, Goal 9 - Industry, Innovation and Infrastructure

Work-in-Progress

Journal Article

1. Coker, K., Thakur, R. Actions Speak Louder than Words: Social Media in the News. *Journal of the Academy of Marketing Science, Elite*.

Working Paper

2. Coker, K., Thakur, R. *Shake It Off? Cancel Culture and Your Brand*. Journal of the Academy of Marketing Science.
3. Coker, K., Thakur, R. *TikTok on the Clock! Managerial Perceptions of TikTok Influencers*. Industrial Marketing Management.
4. Coker, K., Thakur, R. *We See You! Brand Outcomes of TikTok Influencer Marketing*. Journal of the Academy of Marketing Science.
5. Coker, K., Thakur, R. *Welcome to the Dark Side: Societal Implications of TikTok Influencer Marketing*. Journal of Business Research.
6. Fisher, J.A., Coker, K. *The AI Touch: Transparency and Social Value in Consumer Acceptance of AI-Co-Created Products*. Journal of Business Research.

Other Publications

1. Drehmer, C.E., Coker, K.K., Gala, P. (2020). Big Impact Teaching Moments in The Big Easy. *Marketing Education Review, Tier 3*, 30(2), 89-91. **Tier 3/Teaching and Learning Scholarship, Goal 4 - Quality Education**

Presentations at Conferences

1. Zahay, D., Parker, J., Close Scheinbaum, A., Coker, K., Tajvidi, M., Academy of Marketing Science Annual Conference, "Exploring the Dynamics of Cancel Culture, Brand Affiliations, and Social Media in Consumer Behavior: An Abstract," Coral Gables, Florida. (May 2024). Basic or Discovery Scholarship
2. Mantel, S. P. (Author), Borna, S. (Author), Coker, K. (Author), VanMeter-Brown, R. A., Association of Marketing Theory and Practice, "Designer Babies: Investigating Perceptions of CRISPR Technology in Humans Through the Lens of Construal." (March 7, 2024). Applied or Integration/Application Scholarship
3. Coker, K., Thakur, R., Society for Marketing Advances Annual Conference, "Customer Engagement with AI Service Technology," Fort Worth, Texas. (November 2023). Basic or Discovery Scholarship
4. Mantel, S. P. (Author), Barchetti, A. (Author), Borna, S. (Author), Coker, K. (Author), VanMeter-Brown, R. A., Society for Marketing Advances, "Designer Babies, Genetic Engineering for Health Vs. Cosmetic Reasons: How to Market This Innovation," virtual. (November 4, 2020). Applied or Integration/Application Scholarship
5. Coker, K., Society for Marketing Advances Annual Conference, "A Brand Audit Project with a Twist," New Orleans, Louisiana. (November 2019). Teaching and Learning Scholarship

Grants

1. Proposal Number:
Title: Domestic Travel AY 24, Aspire Faculty Grant
Agency: Office of the Provost and Executive Vice President for Academic Affairs,
Administered by the Sponsored Projects Administration (SPA) Aspire Grant
Program, Ball State University
Amount: \$ 500.00
Date submitted: October, 2023
Status: Funded
Starting and ending date:
Principal investigator:
Co-principal investigator(s):
Competitive vs. non-competitive:
Responded to:

Internal

2. Proposal Number: 24-0381
Title: Dometic Travel
Agency: Provost Domestic Travel
Amount: \$ 500.00
Date submitted: October, 2023
Status: Active
Starting and ending date: October 20, 2023 - January 20, 2024
Principal investigator:
Co-principal investigator(s):
Competitive vs. non-competitive:
Responded to:

Business and Other Professional Experience

1. Professional, Journal of Advertising Research, Ad-Hoc Reviewer. (2024 - Present).
2. Professional, Journal of Services Marketing, Ad-Hoc Reviewer. (2023 - Present).
3. Professional, Journal for Advancement of Marketing Education, Ad-Hoc Reviewer. (2021 - Present).
4. Professional, Journal of Advertising, Ad-Hoc Reviewer. (2020 - Present).
5. Professional, Marketing Education Review, Editorial Board Member. (2020 - Present).

6. Professional, Marketing Education Review, Ad-Hoc Reviewer. (2015 - Present).
7. Professional, Journal for Advancement of Marketing Education, Editorial Board Member. (2015 - Present).
8. Professional, Journal of Product & Brand Management, Ad-Hoc Reviewer. (2014 - Present).
9. Professional, Journal of Business Research, Ad-Hoc Reviewer. (2013 - Present).
10. Professional, Marketing Education Track, Society for Marketing Advances 2021 Annual Conference, Ad-Hoc Reviewer. (2021).
11. Professional, Marketing Pedagogy and Education, Academy of Marketing Science Annual Conference, Conference Track Coordinator. (2019 - 2020).
12. Professional, Marketing Management Journal, Editorial Board Member. (2018 - 2020).
13. Professional, Co-Editor, Marketing Education Review, Guest Editor (single issue). (March 2019 - April 2020).
14. Professional, Journal of Small Business Management, Ad-Hoc Reviewer. (2010 - 2019).
15. Professional, Teaching Moments, Society for Marketing Advances Annual Conference, Conference Track Coordinator. (2015 - November 2019).
16. Professional, Director of Electronic Communications, Society for Marketing Advances, Director. (2015 - November 2019).

Professional Development and Participation

1. Training, Teaching, Spring 2024 High Impact Practices (HIPs) Mini Course. (2024)
2. Certification/Licensure, Research, Academy of Marketing Science (AMS) Excellence in Marketing Education Professional Development Series: Partial Least Squares Structural Equation Modeling (PLS-SEM). (May 2024)
3. Training, Teaching, Lunch & Learns to Support Student Success and Faculty Well-Being: Meaningful Ways to Incorporate Student Feedback. (January 2023)
4. Conference Program, Service, Destination 2040: Annual Leadership Conference. (May 2022)

5. Webinar, Teaching, Inclusive Product Management Summit: The Product Management Center at University of Washington. (2021)
6. Training, Teaching, Bootcamp for Multimodal Teaching and Learning. (June 2020)
7. Training, Teaching, HyFlex Assessments. (June 2020)
8. Training, Teaching, HyFlex Course Organization. (June 2020)
9. Training, Teaching, HyFlex Engagement Opportunities. (June 2020)
10. Training, Teaching, HyFlex Lecture Recording. (June 2020)
11. Training, Teaching, What is a HyFlex Course? (June 2020)
12. Professional Development Group, Research, Writing Challenge with Ball State University, Team: India. (2019)

SERVICE ACTIVITIES

Student Mentoring/Supervision

1. Courtney Berger, Honor's Thesis Advisor, Marketing, HONR 499 04N, 3.0 credit hours, "Keeping it Real: How Consumers Respond to Diversity in Storytelling Advertising," Completed. (May 2022).
2. Maddy Gross, Honor's Thesis Advisor, Marketing, HONR 499 01N, 3.0 credit hours, "Spreading Good News: An Empirical Study on Brand Evangelism in Christian Communities," Completed. (May 2020).

University, College, Departmental Committees

1. Department/program, Department of Marketing Admissions Yield Team, Undergraduate Admissions, Ball State University, Committee Member. (2023 - Present).
2. Department/program, Department of Marketing Recruitment Committee, Committee Member. (2023 - Present).
3. College, MCOB Societal Impact Committee, Committee Member. (2022 - Present).
4. Department/program, Department of Marketing Undergraduate Curriculum Committee, Committee Member. (2022 - Present).
5. College, MCOB Artificial Intelligence Taskforce, Committee Member. (2024).

6. Department/program, Department Campus Champion, Indy Chamber's "Life in Indy" ICL Day Classroom Engagements, Career Center, Ball State University. (2024).
7. Department/program, Department Representative, MCOB Business Living Learning Community Kickoff Event, Presenter. (August 2024).
8. Department/program, Department Campus Champion, CED Indiana Connection Lounge & Experience Day Classroom Engagements, Career Center, Ball State University. (2023).
9. University, Diversity, Equity, and Inclusion Promotion & Tenure Task Force, Committee Member. (2023).
10. University, Provost Search Committee, Committee Member. (2023).
11. Department/program, Department of Marketing Journal Ranking Committee, Committee Member. (2017 - 2023).
12. Department/program, Department Representative, MCOB Preview Day, Presenter. (December 2023).
13. University, Representative, Higher Learning Commission (HLC) Site Visit: Criteria 1 & 5, Representative, University Governance for Institutional Accreditation. (October 2023).
14. University, TEACHING: Responding to the Challenges and Needs of Our Students, Provost Faculty Summit, Ball State University, Panelist. (February 2023).
15. College, MCOB Faculty Awards Selection Committee, Committee Member. (2022).
16. Department/program, Marketing Professor Panel, American Marketing Association – Ball State University Chapter, Panelist. (2022).
17. Department/program, Marketing Professor Panel, American Marketing Association – Ball State University Chapter, Panelist. (2022).
18. University, Pilot Tester, EAB Navigate. (2022).
19. University, Presenter EAB/Navigate Advice to Faculty, Presenter. (2022).
20. University, Presenter, Demystifying Governance Session, Presenter. (2022).
21. University, TEACHING: Keynote Speaker (Closing), Inaugural Teaching and Technology Summit, Ball State University, Presenter. (2022).
22. Department/program, Department of Marketing External Chair Hiring Committee,

- Committee Member. (2021 - 2022).
23. University, University Senate, Committee Chair. (2021 - 2022).
 24. University, University Senate, Committee Member. (2020 - 2022).
 25. University, New Faculty Academy Panel, Panelist. (2020 - 2022).
 26. College, MCOB Representative, MCOB+ECAP Charrette Space Visioning. (2021 - February 2021).
 27. College, Moderator, MCOB Dialogue Days, Marketing Innovation in the COVID Era and Beyond. (2021 - February 2021).
 28. University, Productivity Panel, Panelist. (2021).
 29. University, Peer Review of Teaching Pilot Program, Participant. (2021).
 30. University, Task Force on Joint Appointments, Committee Member. (2020 - 2021).
 31. University, Faculty Ambassador, Live Near Your Work, Faculty Ambassador. (2020 - 2021).
 32. College, MCOB Undergraduate Curriculum/Assessment Committee, Committee Member. (2019 - 2021).
 33. Department/program, Department of Marketing Undergraduate Curriculum Committee, Committee Chair. (2019 - 2021).
 34. University, Alpha Day, Panelist. (2019 - 2021).
 35. Department/program, Department of Marketing Undergraduate Curriculum Committee, Committee Member. (2019 - August 2021).
 36. College, Moderator, MCOB Dialogue Days, Digital Marketing Analytics. (2020 - February 2020).
 37. College, MCOB Business Core Curriculum Review Committee, Committee Member. (2020).
 38. College, MCOB Mission Statement Task Force, Committee Member. (2020).
 39. College, MCOB Research Day Committee, Committee Member. (2020).
 40. College, MCOB Honors Scholar Interview Day Faculty Panel, MCOB Honors Committee, Panelist. (2020).

41. College, Draft Miller College of Business Mission and Vision Statements, MCOB Executive Advisory Board Meeting, Presenter. (2020).
42. Department/program, View From The Inside: A Faculty Panel on Majors in the Miller College of Business SOAR Program, Panelist. (2020).
43. College, MCOB Student Professional Development Program Committee (SOAR Initiative), Committee Member. (2019 - 2020).
44. College, Interviewer, Miller Honors Scholar Interview Day, MCOB Honors Committee. (2018 - 2020).
45. College, MCOB Faculty Development Committee, Committee Member. (2018 - 2020).
46. College, MCOB Honors Committee, Committee Member. (2018 - 2020).
47. College, Miller Honors Scholar for a Day Faculty Panel, MCOB Honors Committee, Panelist. (2018 - 2020).
48. University, Beta Tester, Writing Challenge Software, Office of the Vice Provost for Academic Affairs, Ball State University. (March 2020).
49. College, Panelist, Miller Kickoff Faculty Panel. (2019 - August 2019).
50. Department/program, Department Representative, Visiting Practitioner Program Classroom Engagement, Anna Whelchel, Vice President of Marketing at Indiana State Fairgrounds & Event Center, Career Center, Ball State University. (2019 - February 2019).
51. University, University Academic Ethics Hearing Panel, Office of the Vice Provost for Academic Affairs, Committee Member. (2019 - November 2019).
52. College, MCOB Dean Search Committee, Committee Member. (2018 - 2019).
53. Department/program, Department Representative, Alumni Awards and Marketing Advisory Board Meeting. (October 2019).
54. Department/program, Department Representative, Visiting Practitioner Program Classroom Engagement, Bill Bussick, President of DuraMark Technologies, MCOB Dean's Office. (September 2019).

International Experience

1. Professional, Co-Editor, Marketing Education Review, Guest Editor (single issue).

(March 2019 - April 2020).

Other Professional and/or Academic Organization Activities

1. Other, Interview, "Ball State Student Covers Tuition by Creating, Selling Blankets," Jake Williams, Ball State University, Quoted in Media. (2021).
2. Other, Interview, "Rawlings Winner Coker Leads Students Online Through Pandemic Year," Jack Williams, Ball State University, Quoted in Media. (2021).
3. Other, Interview, "IPL Places Big Bet on a Name Change," John Russell, Indianapolis Business Journal, Quoted in Media. (2021).
4. Public/community, Q&A Session, Junior Youth Salute High School, Haylie Riner, COMM452 Student, Ball State University, Panelist. (2019 - April 2019).

Honors, Awards, and Recognitions

1. Rawlings Outstanding Distance Education Teaching Award (COVID Year), Ball State University (2021)
2. Junior Faculty Excellence in Teaching Award, Miller College of Business at Ball State University (2020)
3. Delta Sigma Pi Faculty Initiate, Delta Sigma Pi - Ball State University Chapter (2019)
4. Recognition for Years of Outstanding Service and Dedication as SMA Director of Electronic Communications, Society for Marketing Advances (November 8, 2019)

Work History

1. Assistant Professor of Marketing. (August 2017 - Present).

Summary of Intellectual Contributions – AACSB Report

<u>Contribution Type</u>	<u>BDS</u>	<u>AIS</u>	<u>TLS</u>	<u>Total</u>
<i>Refereed Journal Articles (PRJ)</i>	4	0	1	5
<i>Books/Monographs (Mono)</i>	0	0	0	0
<i>Conference Proceedings in Scholarly Meetings (Proc)</i>	0	0	0	0

<i>Presentations at Conferences</i>	2	2	1	5
<i>Professional Presentations (Pres)</i>	0	0	0	0
<i>Grants</i>	1	0	0	1
<i>Textbooks</i>	0	0	0	0
<i>Conferences and Meetings attended</i>	0	0	0	0
<i>Professional Development and Participation</i>	0	0	0	0
<i>Consulting</i>	0	0	0	0