

## J. MARK MAYER

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### QUALIFICATIONS

Ph. D. in Bus. Admin. (Major: Marketing with concentration in Mass Comm), University of Georgia (2011)

M.B.A. (Major: Marketing) Wake Forest University (2001)

B.S. in Management with 2nd major in English, State Univ of New York at Geneseo (1996)

### ACADEMIC EXPERIENCE

Assistant Professor of Marketing, Ball State Univ, Miller College of Business (2018-current)

Clinical Assistant Professor at Indiana Univ, Kelley School of Business (2015-2018).

Assistant Professor of Marketing at Indiana Univ, Kelley School of Business (2011-2015).

### TEACHING EXPERIENCE

#### Ball State Teaching Experience

Summary:

- Have taught seven different undergraduate courses: MKG 300 (Principles of Mkg), MKG 300h (Honors Principles), MKG 310 (Consumer Behavior), MKG 350 (Mkg Research & Analytics), MKG 420 (Integrated Mkg Communications), MKG 429 (Sales Tech Application), MKG 480 (Mkg Strategy)
- Thesis advisor for 7 BSU Honors students and one Independent Study (all with 400-level classes)
- Current participant in the BSU Teacher-Scholar program, working on research with two BSU first-years
- Rated as "excellent" in teaching performance for all years to date, with teaching evaluations statistically higher (at 95% confidence level) than department average
- Have taught in-person, online, and hybrid (including with attendance rotation during COVID semesters)

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#### Ball State Teaching Detail

Semester	Section	Description	# in Class	# Responses	Overall, I would rate instructor – Mean	Average of all questions
Spring 2023	MKG 300-800	Principles of Mkt	60	current		
Spring 2023	MKG 350-1	Mkt Res & Analytics	25	current		
Spring 2023	MKG 350-2	Mkt Res & Analytics	40	current		
Fall 2022	HONR 499	Senior Honors Project	1	0	N/A	N/A
Fall 2022	HONR 499	Senior Honors Project	1	0	N/A	N/A
Fall 2022	MKG 310-1	Consumer Behavior	36	13	5.00	4.89
Fall 2022	MKG 350-1	Mkt Res & Analytics	12	6	5.00	4.93
Fall 2022	MKG 350-2	Mkt Res & Analytics	25	7	5.00	4.70
Summer 2022	MKG 350-800	Mkt Res & Analytics	9	2	4.50	4.46
Summer 2022	MKG 420-800	Integrated Mkt Comm	28	5	4.00	3.98
Summer 2022	MKG 480-800	Mkt Strategy	17	4	4.50	4.54
Spring 2022	MKG 350-1	Mkt Res & Analytics	23	6	4.67	4.71
Spring 2022	MKG 350-800	Mkt Res & Analytics	39	14	4.86	4.83
Spring 2022	MKG 429-1	Sales Tech Application	26	9	4.78	4.63
Spring 2022	HONR 499	Senior Honors Project	1	0	N/A	N/A
Fall 2021	MKG 300h	Honors Principles of Mkt	16	8	5.00	4.88
Fall 2021	MKG 300-1	Principles of Mkt	50	21	4.52	4.61
Fall 2021	MKG 350-1	Mkt Res & Analytics	24	7	4.43	4.50
Fall 2021	HONR 499	Senior Honors Project	1	0	N/A	N/A
Summer 2021	MKG 480-800	Mkt Strategy	15	2	5.00	5.00
Summer 2021	MKG 429-800	Sales Tech Application	19	2	5.00	5.00
Summer 2021	MKG 420-800	Integrated Mkt Comm	25	4	4.75	4.79
Spring 2021	MKG 350-1	Mkt Res & Analytics	37	11	5.00	4.99

Spring 2021	MKG 350-2	Mkt Res & Analytics	38	16	4.88	4.87
Fall 2020	MKG 350-1	Mkt Res & Analytics	38	6	4.33	4.46
Fall 2020	MKG 350-2	Mkt Res & Analytics	38	10	4.70	4.65
Fall 2020	HONR 499	Senior Honors Project	2	0	N/A	N/A
Spring 2020	MKG 310-2	Consumer Behavior Took over from another instructor at request of MCOB leadership at end of Feb	42	8	4.13	4.13
Spring 2020	MKG 350-1	Mkt Res & Analytics	40	11	5.00	4.97
Spring 2020	MKG 350-2	Mkt Res & Analytics	36	8	4.75	4.68
Fall 2019	MKG 350-1	Mkt Res & Analytics	43	27	4.54	4.55
Fall 2019	MKG 350-2	Mkt Res & Analytics	43	36	4.34	4.40
Fall 2019	MKG 300-7	Principles of Mkt	45	29	4.59	4.60
Fall 2019	HONR 499	Senior Honors Project	1	0	N/A	N/A
Summer 2019	MKG 350-1	Mkt Res & Analytics	4	0	N/A	N/A
Summer 2019	MKG 480-1	Mkt Strategy	8	0	N/A	N/A
Spring 2019	MKG 350-1	Mkt Res & Analytics	39	30	4.23	4.41
Spring 2019	MKG 350-2	Mkt Res & Analytics	39	35	4.37	4.48
Spring 2019	MKG 497	Ind Study in Mkt	1	0	N/A	N/A
Fall 2018	MKG 350-1	Mkt Res & Analytics	40	30	4.43	4.46
Fall 2018	MKG 350-2	Mkt Res & Analytics	39	31	4.29	4.43

### **Indiana University (IUPUI) Teaching Experience**

Course Level abbreviations below: UG=undergraduate in-person, MBA= MBA in-person, MBA-H= MBA hybrid online/in-person course, KD-MBA=Kelley Direct online MBA course, EDP=Kelley Executive Degree Program online course.

M450 (Marketing Strategy)	2017-2018	3 sections	UG core
M303 (Marketing Research)	2015	2 sections	UG core
M415 (Advertising & IMC)	2011-2018	13 sections	UG elective
M405 (Consumer Behavior)	2011	1 section	UG elective
M544 (Managing Adv. & Sales)	2011-2016	5 sections	MBA elective
M501 (Strategic Marketing Mgmt)	2015-2018	6 sections	MBA-H core
C570 (Strategic Marketing Mgmt)	2015-2016	1 section	KD-MBA core
C570 (Strategic Marketing Mgmt)	2015-2017	4 sections	EDP core
<b>Total Student Course Ratings (mean, out of 7): undergraduate 6.28, graduate 5.20</b>			

Additional instruction (all pro-bono):

- Supervised Kelley undergraduate 3-credit "Special Studies in Marketing" courses for:
  - Bridget Barbara, Honors undergraduate (2017)
  - Amadin Agho, undergraduate (2016)
  - Kristin Pierce, "Outstanding Undergraduate Student" (2014)
  - Karey Hammond, "Outstanding Undergraduate Marketing Student" (2012)
- Independent study with Jamie Goodwin, Lilly School of Philanthropy doctoral student and CEO of Global Indiana non-profit (2017)
- Honors 1-credit independent study with Don McCraig, Kelley Diversity Scholar (2015)

### **University of Georgia Teaching Experience**

Undergraduate Courses Taught (all in-person):

M4100 (Consumer Behavior)	2007-2011	9 sections
M4500 (Services Marketing)	2011	2 sections

*Student Course Ratings (mean, out of 5): 4.77*

Additional instruction:

- Taught invited session on "Humor in Marketing Efforts" in introductory Marketing course at California State University-San Bernardino, Fall 2010.
- Served as teaching assistant for a hybrid executive-MBA class in Spring 2007 (EMBA 7250—Marketing Management). 65 Executive MBA students. Instructor: Dr. Srinivas Reddy.
- Guest taught 25 sessions, at graduate & undergraduate levels, in courses at the Terry College of Business, Grady School of Journalism and Mass Communication, & Hodgson School of Music.

- Courses included Introduction to Marketing, Marketing Fundamentals, Consumer Behavior, Application of Marketing Research Techniques I, Application of Marketing Research Techniques II, Marketing Research, Professional Selling, Sales Strategy, Marketing Strategy, Advertising and Sales Promotion, Issues in the Music Business, and Principles of Advertising.
- Sessions included: "Inside a Real-World New Product Launch," "Humor and Consumer Behavior," "A Brand Management Overview," "The Advertising Process: An Inside View," "The Marketing Magic of Harry Potter," "Brand Management and the Sales Force," "Managing the Sales Function During a New Product Launch"

## RESEARCH EXPERIENCE

### Refereed Journal Articles

11. Zeiss, Jessica and Mark Mayer, conditionally accepted 2023, "Applying Media-Rich Concepts for the Optimization of Industrial Negotiations," conditionally accepted at *Journal of Higher Education Theory & Practice*. (This Journal is ranked as "Tier 4" in the department's journal list, ABDC n/a ranking).

10. Mayer, Mark, Abby Mayer, and Plamen Peev, 2022, "Exploring Valence and Word Choice in Childhood Obesity Reduction-Focused Advertising," *Journal of Managerial Issues*. (This Journal is ranked as "Tier 3" in the department's journal list, ABDC "C" ranking).

9. Mayer, Mark, Abby Mayer, and Plamen Peev, 2021, "Women on Top...In Advertising? An Exploration of Female Responses to Different Sexual Position Portrayals in Sexually-Themed Advertising," *Journal of Business Diversity*, 21(1), 43-54. This Journal is ranked as "Tier 4" in the department's journal list, ABDC n/a ranking).

8. Mayer, Mark, Piyush Kumar, and Hye Jin Yoon, 2019, "Does Sexual Humor Work on Mars, But Not on Venus? Exploring Consumer Acceptance of Sexually Humorous Advertising," *International Journal of Advertising*, 38(7), 1000-1024. (This Journal is ranked as "Tier 2" in the department's journal list, ABDC "A" ranking).

7. Mayer, Abby and Mark Mayer, 2019 "America, Let's Get Real" about Stigmatization of Obese Individuals--A Discourse Analysis of the Opening Sequence of *The Biggest Loser*," *Journal of Managerial Issues*, 31(3), 246-59. (This Journal is ranked as "Tier 3" in the department's journal list, ABDC "C" ranking).

6. Mayer, Mark, Tae Hyun Baek, Abby Mayer, and Plamen Peev (2019), "A Retrospective Examination of Female Model Portrayals in Male Youth-Targeted Cigarette Advertising Through the Lens of Objectification Theory," *Journal of Business Diversity*, (19) 4, 41-52. (This Journal is ranked as "Tier 4" in the department's journal list, ABDC n/a ranking).

5. Mayer, Mark and Plamen Peev 2017, "Do sexy mouthwash ads leave a bad taste behind? The effects of sexual-self schema and brand positioning fit on female-targeted sexual advertising efficacy," *Marketing Letters*, (28) 2, 321-33. (This Journal is ranked as "Tier 1" in the department's journal list, ABDC "A" ranking).

4. Peev, Plamen and Mark Mayer 2017, "Consumer perceptions of precise vs. just-below prices in retail settings," *Journal of Promotion Management*, (23) 5, 673-88. (This Journal is ranked as "Tier 3" in the department's journal list, ABDC "B" ranking).

3. Mayer, Mark and Tae Hyun Baek 2017, "The moderating effect of appearance self-esteem on females' identification of and reactions to sexually-themed advertising," *Journal of Business Diversity*, (17) 1, 10-20. (This Journal is ranked as "Tier 4" in the department's journal list, ABDC n/a ranking).

2. Yoon, Hye Jin and Mark Mayer 2014, "Do humor and threat work well together? The moderating effect of need for cognition in humorous threat persuasion advertisements," *International Journal of Advertising*, 33 (4), 707-24. (This Journal is ranked as "Tier 2" in the department's journal list, ABDC "A" ranking).

1. Baek, Tae Hyun and Mark Mayer 2010, "Sexual imagery in cigarette advertising before & after the master settlement agreement," *Health Communication*, 25 (8), 747-57. (This Journal is ranked as "Tier 3" in the department's journal list, ABDC B ranking).

### Work-in-Progress Under Review

"Marketing the Accounting Major: The Impact of Job-Specific Messaging on Student Interest in the Major," with Ben Angelo and Dan Royer, both Ball State University. Under review at Marketing Management Association 2023 Spring Conference. (Will be submitted to Tier 2 journal once conference review is complete.)

"Efficacy of Humor in Anti-Childhood Obesity Advertising." Solo authored. Under review at Marketing Management Association 2023 Spring Conference. (Will be submitted to Tier 1 journal once conference review is complete).

"Fear Appeal Efficacy in Young-Adult Targeted Data Privacy Public Service Announcements," with Kirsten Ballard (undergraduate Honors program graduate, Ball State University.) Under review at Marketing Management Association 2023 Spring Conference. (Will be submitted to Tier 2 journal once review is complete.)

"Exploring Testimonial Efficacy in Vaping Ads," with Megan Smolinske, Kelly Lage, McKenna Maes (undergraduate Honors program graduates, Ball State University). Under review at Marketing Management Association 2023 Spring Conference. Will be submitted to Tier 3 journal once review is complete.

"The Efficacy of Threat Appeals in Anti-Vaping Public Service Announcements," with Rachel Landis (undergraduate Honors program graduate, Ball State University). Under review at Marketing Management Association 2023 Spring Conference. (Will be submitted to Tier 3 journal once review is complete).

### **Other Work-in-Progress**

"Media Richness' Influence on Relational Outcomes in Digital Negotiations," with Jessica Zeiss, Ball State University. (All data collected).

"Individual Differences in Humor and Threat," with Hye Jin Yoon (University of Georgia). One study collected.

"Perceptions of Diverse Advertising Models: The Role of Individual Differences," with Rachel Vogelsang (Ball State University undergraduate Honors student.) Currently fielding experiment.

"Is Mean-Spirited Humor Sexy? Exploring Efficacy of Incongruity-Based and Disparagement-Based Sexual Humor." Solo authored. All data collected.

"A Further Exploration of Just Below and Pricing," with Plamen Peev. All data collected.

### **Other Publications—Book Chapter**

Mayer, Mark, Piyush Kumar, and Hye Jin Yoon 2021, "Does Sexual Humor Work on Mars, But Not On Venus? An Exploration of Consumer Acceptance Of Sexually Humorous Advertising," in *Humor in Advertising: Classic Perspectives and New Insights* (Routledge, 2021). See journal publication above for abstract.

### **Other Publications—Full Papers in Refereed Conference Proceedings**

9. Mayer, Mark and Plamen Peev 2017, "The Role of Female Sexual-Self Schema in Reactions to Non-Explicit Sexual Advertising Imagery," in *Developments in Marketing: Proceedings of the Academy of Marketing Science*, Maximilian Stieler (ed.), New York: Springer, 1201-11.

8. Mayer, Abby and Mark Mayer 2015, "The Master Settlement Agreement (MSA) and Cigarette Advertising in America: History, Implications, and Outlook," in *Advances in Marketing: Real Time Marketing*, Rebecca VanMeter and Jeri Weiser, (ed.), San Antonio, TX: Society for Marketing Advances, 218-26.

7. Mayer, Mark 2015, "Consumer Responses to Negative National Brand and Private Label Brand Experiences," in *Advances in Marketing: Real Time Marketing*, Rebecca VanMeter and Jeri Weiser (eds.), San Antonio, TX: Society for Marketing Advances, 533-40.

6. Mayer, Mark 2015, "Revisiting the Relationship between Need for Cognition and Humor: Evidence from Multiple Manifestations of the Humorous Experience," *Proceedings of the 2015 Conf. of the American Academy of Advertising*, Michelle Nelson (ed.), Urbana, IL: University of Illinois, 193-200.

5. Mayer, Mark 2015, "A Structural Equation Modeling-Based Examination of the Private Label Brand Consumer Evaluation Process," in *Developments in Marketing: Proceedings of the Academy of Marketing Science*, Michael W. Obal, Nina Krey, and Christian Bushardt (eds.), New York: Springer, 496-507.
4. Mayer, Mark and Tae Hyun Baek 2015, "The Efficacy of Sexualized Female Models in Young Adult Male-Oriented Cigarette Advertising," in *Developments in Marketing: Proceedings of the Academy of Marketing Science*, Michael W. Obal, Nina Krey, and Christian Bushardt (eds.), New York: Springer, 484-95.
3. Mayer, Mark, Piyush Kumar and Plamen Peev 2015, "Contingent Effects of Humor Type and Cognitive Style on Consumer Attitudes," in *Developments in Marketing: Proceedings of the Academy of Marketing Science*, Michael W. Obal, Nina Krey, and Christian Bushardt (eds.), New York: Springer, 472-83.
2. Mayer, Mark and George Zinkhan 2009, "Retailers & Private Label Brands: Research Knowledge Bases and Opportunity Areas," *Marketing Theory and Applications: AMA Educators' Proceedings*, 20, 70-76.
1. Mayer, Mark and Michelle Roehm 2008, "*Tater Stiks* and *Sir Salty*: Two Mini-Cases in Brand Management Strategy," *Advances in Marketing: Issues, Strategies, and Theories: SMA Proceedings*, 83-85.

### **Other Publications—Teaching Innovations Published in Marketing Pedagogy Journal Articles**

2. Mayer, Mark and Judith Wright, "Teaching Moment: Two Exercises Bringing Real-World Context into the Classroom." Published in Coker, Kesha K. and Joel C. Whelan (2018), "Teaching Moments: Rapidly Diffusing Pedagogical Advances," *Marketing Education Review*, 28 (3), 155-58.
1. Mayer, Mark, "Teaching Moment: Buggin' Out--Setting a Level Playing Field for Student Teams' First Assignment." Published in Whelan, D. Joel and Kesha K. Coker (2016), "Outside the Box Teaching Moments: Classroom-Tested Innovations," *Marketing Education Review*, 26 (2), 119-23.

### **Presentations (Peer-Reviewed Conferences; presenter in bold, work with students is indicated)**

45. **Mayer, Mark**, Dan Royer, and Ben Angelo (2023), "Marketing the Accounting Major: The Impact of Job-Specific Messaging on Student Interest in the Major," Marketing Management Association Spring Conference (virtual).
44. **Mayer, Mark** (2023), "Efficacy of Humor in Anti-Childhood Obesity Advertising." (2023), Marketing Management Association 2023 Spring Conference (virtual).
43. **Mayer, Mark** and Kirsten Ballard (2023), "Fear Appeal Efficacy in Young-Adult Targeted Data Privacy Public Service Announcements," Marketing Management Association Spring Conference (virtual). Co-author was an undergraduate student.
42. **Mayer, Mark**, Megan Smolinske, Kelly Lage, and Megan Smolinske, (2023), "Exploring Testimonial Efficacy in Vaping Ads," Marketing Management Association Spring Conference (virtual). Co-author was an undergraduate students.
41. **Mayer, Mark** and Rachel Landis (2023), "The Efficacy of Threat Appeals in Anti-Vaping Public Service Announcements," Marketing Management Association Spring Conference (virtual). Co-author was an undergraduate students.
40. **Mayer, Mark** and Megan Smolinske (2021), "An Exploration of Differences in Efficacy of Vape Advertising Amongst Young Adults," Society for Marketing Advances (SMA) Conference, Orlando, FL. Co-author was an undergraduate student.
39. Mayer, Mark, **Abby Mayer**, and Plamen Peev (2020), "Framing and Word Choice in Childhood Obesity Reduction-Focused Advertising," National Communications Association (NCA) Conference, online due to COVID. (Second author was a doctoral student).

38. Zeiss, Jessica and **Mark Mayer** (2020), "The Use of Digital Role-Plays in Teaching Sales: An Innovative Approach for Educators Responding to Negotiation Practice Demands," Marketing Management Association (MMA) Conference, online due to COVID.
37. **Mayer, Mark**, Abby Mayer, and Plamen Peev (2019), "An Exploration of the Efficacy of Different Sexual Position Portrayals in Sexually-Themed Advertising," Society for Marketing Advances (SMA) Conference, New Orleans, LA. Second author was a doctoral student.
36. **Mayer, Mark**, Plamen Peev, and Abby Mayer (2019), "Exploring Valence and Word Choice in Obesity Advertising: Guidance from the Literature" Society for Marketing Advances (SMA) Conference, New Orleans, LA. Third author was a doctoral student.
35. **Mayer, Mark** (2019), "Teaching Moment: Using a "Choose-Your-Own-Adventure" Book to teach Marketing Strategy", Society for Marketing Advances Conference (SMA), New Orleans, LA.
34. **Mayer, Mark** and Abby Mayer (2019), "Women on Top...In Advertising? An Exploration of the Differing Efficacy of Sexual Position Portrayal in Sexually-Themed Advertising," Marketing Management Association (MMA) Conference, Chicago, IL. Co-author was a doctoral student.
33. **Mayer, Mark** and Judith Wright (2017), "Two Exercises Bringing Real-World Context into the Classroom," Society for Marketing Advances (SMA) Conference, Louisville, KY.
- Featured in Coker, Keshia K. and Joel C. Whelan (2018), "Teaching Moments: Rapidly Diffusing Pedagogical Advances," *Marketing Education Review*, 28 (3), 155-58. Innovation was published in the article, with all collateral materials available in online appendix.
32. Mayer, Abby and **Mark Mayer** (2017), ""America, Let's Get Real" about Stigmatization of Obese Individuals--A Discourse Analysis of the Opening Sequence of *The Biggest Loser*," Society for Marketing Advances (SMA) Conference, Louisville, KY. Co- author was a doctoral student.
31. Agho, Amadin and **Mark Mayer** (2017), "The Roles Gender and Service Experience Play in Tipping Behavior Among Millenials," Society for Marketing Advances (SMA) Conference, Louisville, KY. Co-author was an undergraduate student.
30. **Barbara, Bridget** and Mark Mayer (2017), "The Impact of Valence on Anti-Childhood Obesity Advertising," IUPUI Multidisciplinary Undergraduate Research Institute, Indianapolis, IN. Co-author was an undergraduate student.
29. **Agho, Amadin** and Mark Mayer (2016), "The Roles Gender and Service Experience Play in Tipping Behavior Among Millenials," IUPUI Multidisciplinary Undergraduate Research Institute, Indianapolis, IN. Co-author was an undergraduate student.
28. **Mayer, Mark** and Plamen Peev (2016), "The Role of Female Sexual-Self Schema in Reactions to Non-Explicit Sexual Advertising Imagery," Academy of Marketing Science (AMS) Conference, Orlando FL.
27. **Mayer, Mark** and **Wright, Judith** (2016), "Bringing Real-World Professional Experience into the Classroom—It's More than Just Telling Stories," Association of American Colleges and Universities (AAC&U) LEAPin Indiana Faculty Collaborative Conference, Indianapolis, IN.
26. **Mayer, Mark** (2016), "Buggin' Out--Setting a Level Playing Field for Student Teams' First Assignment," Association of American Colleges and Universities (AAC&U) LEAPin Indiana Faculty Collaborative Conference, Indianapolis, IN.
25. Mayer, Abby and **Mark Mayer** (2015), "The Master Settlement Agreement (MSA) and Cigarette Advertising in America: History, Implications, and Outlook," Society for Marketing Advances (SMA) Conference, San Antonio, TX. Co-author was a Master's student.
24. Baek, Tae Hyun and **Mark Mayer** (2015), "The Moderating Effect of Appearance Self-Esteem on Females' Identification of and Reactions to Sexually-Themed Advertising," Society for Marketing Advances (SMA) Conference, San Antonio, TX.

23. **Mayer, Mark** (2015), "Consumer Responses to Negative National Brand and Private Label Brand Experiences," Society for Marketing Advances (SMA) Conference, San Antonio, TX.
22. **Mayer, Mark** and Hye Jin Yoon (2015), "Humorous Threat Appraisal: The Moderating Role of Need for Humor," Society for Marketing Advances (SMA) Conference, San Antonio, TX.
21. **Mayer, Mark** (2015), "Teaching Moment: Buggin' Out--Setting a Level Playing Field for Student Teams' First Assignment," Society for Marketing Advances (SMA) Conference, San Antonio, TX.
- Featured in Whelan, D. Joel and Kesha K. Coker (2016), "Outside the Box Teaching Moments: Classroom-Tested Innovations," *Marketing Education Review*, 26 (2), 119-23. Innovation was published in the article, with all collateral materials available in online appendix.
20. Mayer, Mark and **Plamen Peev** (2015), "Do Sexy Mouthwash Ads Leave a Bad Taste Behind? An Exploration of Sexual-Self Schema and Perceived Product-Positioning Fit as Determinants of Female-Targeted Sexual Advertising Efficacy," American Marketing Association (AMA) Summer Educators' Conference, Chicago, IL.
19. **Mayer, Mark** and Plamen Peev (2015), "The Role of Female Sexual-Self Schema in Reactions to Non-Explicit Sexual Advertising Imagery," American Academy of Advertising (AAA) Conference, Chicago, IL.
18. **Mayer, Mark** (2015), "Revisiting the Relationship between Need for Cognition and Humor: Evidence from Multiple Manifestations of the Humorous Experience," American Academy of Advertising (AAA) Conference, Chicago, IL.
17. **Mayer, Mark** (2015), "A Retrospective Examination of Female Model Portrayals in Male Youth-Targeted Cigarette Advertising," American Academy of Advertising (AAA) Conference, Chicago, IL.
16. **Mayer, Mark**, Piyush Kumar & Plamen Peev (2014), "Contingent Effects of Humor Type and Cognitive Style on Consumer Attitudes," Academy of Marketing Science (AMS) Conference, Indianapolis, IN.
15. **Mayer, Mark** (2014), "A Structural Equation Modeling-Based Examination of the Private Label Brand Consumer Evaluation Process," Academy of Marketing Science (AMS) Conference, Indianapolis, IN.
14. **Mayer, Mark**, Piyush Kumar, & Hye Jin Yoon (2014), "Does Sexual Humor Work On Mars, But Not on Venus? Exploring Consumer Acceptance of Sexually Humorous Advertising by Gendered Brands," Academy of Marketing Science (AMS) Conference, Indianapolis, IN.
13. **Mayer, Mark** and Tae Hyun Baek (2014), "The Efficacy of Sexualized Female Models in Young Adult Male-Oriented Cigarette Advertising," Academy of Marketing Science (AMS) Conference, Indianapolis, IN.
12. Roehm, Michelle, Michael Brady, and **Mark Mayer** (2013), "Send in the Clowns? An Exploratory Study of the Efficacy of Humor in Service Encounters," Association for Consumer Research (ACR) Conference, Chicago, IL.
11. **Mayer, Mark** (2012), "Contextual Effects of Humor Type in the Relationship Between Cognitive Processing and Attitudinal Efficacy of Humor Type," Society for Marketing Advances (SMA) Conference, Orlando, FL.
10. **Mayer, Mark** (2012), "A Retrospective Look at the Portrayals of the Female in Male-Targeted Cigarette Print Advertising," Society for Marketing Advances (SMA) Conference, Orlando, FL.
9. Yoon, Hye Jin and **Mark Mayer** (2012), "Do Humor and Threat Work Well Together? The Moderating Effect of Need for Cognition in Humorous Threat Persuasion Advertisements," American Marketing Association (AMA) Winter Educators' Conference, St. Petersburg, FL.
8. **Mayer, Mark**, Piyush Kumar, and Hye Jin Yoon (2012), "Does Sexual Humor Work on Mars, But Not on Venus? Exploring Consumer Acceptance of Sexually Humorous Advertising by Gendered Brands," American Marketing Association (AMA) Winter Educators' Conference, St. Petersburg, FL.
7. Mayer, Mark and **Piyush Kumar** (2009), "Asymmetric Consumer Responses to National Brand and Private Label Brand Scandals," Advances in Consumer Research Asia-Pacific (ACR-AP) Conference, Hyderabad, India.
- Extended abstract available at [http://www.acrwebsite.org/volumes/ap08/ap\\_2009\\_vol8\\_69.pdf](http://www.acrwebsite.org/volumes/ap08/ap_2009_vol8_69.pdf)

**6. Mayer, Mark**, Piyush Kumar and Plamen Peev (2009), "Need for Cognition and Humor Revisited: Why *This is Funny* Doesn't Always Mean *I Like This*," American Marketing Association (AMA) Winter Educators' Conference, Tampa, FL.

5. Mayer, Mark and **George M. Zinkhan** (2009), "Retailers & Private Label Brands: Research Knowledge Bases and Opportunity Areas," American Marketing Association (AMA) Winter Educators' Conference, Tampa, FL.

**4. Mayer, Mark** (2009), "Viewing Private Label Brands through Three Stakeholder Lenses: Consumers, Retailers, and Manufacturers," Society for Marketing Advances (SMA) Conference, New Orleans, LA.

3. **Mayer, Mark** (2009), "Revisiting the Relationship between Need for Cognition and Humor: Evidence from Multiple Manifestations of the Humorous Experience," Society for Marketing (SMA) Advances Conference, New Orleans, LA. (Awarded Best Paper in Doctoral Student Track).

2. Zinkhan, George and **Mark Mayer** (2008), "The Coca-Cola Center for Marketing Studies: A Model for Marketing Research and Education," Society for Marketing Advances (SMA) Conference, St. Petersburg, FL. (Awarded Best Paper in Marketing Education Track)

**1. Mayer, Mark** and Michelle Roehm (2008), "*Tater Stiks* and *Sir Salty*: Two Mini-Cases in Brand Management Strategy," Society for Marketing Advances (SMA) Conference, St. Petersburg, FL.

### **Invited Presentations of Research (non peer-reviewed; work with students is indicated)**

13. "Designing Ads to Fight Childhood Obesity," presented at Miller College of Business Cutting Edge Conversations Series hosted by Dean Ferris, virtual, 2022.

12. "Student Honors Thesis-based Co-authored Work: 2021-22," (authors: Mark Mayer, Kirsten Ballard, Kelly Lage, Rachel Landis, McKenna Maes) presented at Miller College of Business Research Colloquium Series, Ball State University, 2022. Co-authors were all undergraduate students

11. "An Exploration of Differences in Efficacy of Vape Advertising Amongst Young Adults," (authors: Mark Mayer, Megan Smolinske) presented at Miller College of Business Research Colloquium Series, Ball State University, 2021. Co-authors were all undergraduate students

10. "Exploring Valence and Word Choice in Childhood Obesity-Focused Advertising," presented at Ball State University, (authors: Mark Mayer, Abby Mayer, Plamen Peev) presented at Miller College of Business Research Colloquium Series, Ball State University, 2020. Second author was a doctoral student

9. "Humor in Advertising," presented at Ball State University, *job interview presentation*), 2017

8. "Marketing Strategy for the 21<sup>st</sup> Century: The Importance of the Client-Based Point-of-View," presented at Society for Marketing Professional Services (SMPS), Indianapolis, IN, 2016

7. "Zoom: A New Tool for Online Teaching," presented at Kelley School of Business Teaching Excellent Seminar, Indianapolis, IN, 2016.

6. "Early Teaching Successes, Lessons Learned, and Opportunities," (*Clinical track appointment presentation*) presented at Kelley School of Business Seminar, Indianapolis, IN, 2015.

5. "Do Humor and Threat Work Well Together? The Moderating Effect of Need for Cognition in Humorous Threat Persuasion Advertisements," (authors: Hye Jin Yoon, Mark Mayer), presented at Indiana University, Kelley School of Business-Indianapolis, 2012.

1-4. "Gender-Based Differences in Sexually Humorous Advertising's Efficacy," (*job market paper*); authors: Mark Mayer, Piyush Kumar) at (1) Indiana University (IUPUI), (2) Oregon State University, (3) San Diego State University, (4) Illinois State University, 2010.

### **GRANTS/STIPENDS**



8. Ball State Teacher Scholar Program (research collaboration with two BSU first-year students), \$500, 2023
7. Phi Sigma Epsilon National Fraternity, Outstanding Ball State Prof. \$250 research/teaching stipend, 2022
6. Ball State Career Center, Faculty Skills Infusion Training (NACE partnership); \$500 stipend, 2021
5. Ball State Accounting Department—awarded \$1000 research fund grant from peer department for aiding their department task force in designing and implementing a research project exploring best practices in messaging the Acct. major to BSU first-year students, 2021
4. Ball State Division of Online and Strategic Learning, Faculty Bootcamp for Multimodal Teaching and Learning; received \$250 stipend for completion, 2020
3. IUPUI Center for Research and Learning's Undergraduate Research Opportunity Program (UROP) Grant; as mentor, received \$500 grant (mentee received \$1000) to conduct research on anti-childhood obesity advertising, 2017
2. IUPUI Center for Research and Learning's Undergraduate Research Opportunity Program (UROP) Grant; as mentor, received \$500 grant (mentee received \$2000) to conduct research on tipping behavior, 2016
1. Awarded \$5000 stipend by Wyeth Consumer Healthcare to prepare national MBA recruiting case presentation on new product launch, 2006

## RECOGNITIONS

Ball State University Outstanding Professor, Sigma Phi Epsilon National Fraternity, 2022  
 One of BSU faculty members chosen to appear in "We Fly 2.0" Advertising Campaign, 2019-22  
 Student Organization Advisor of the Year from Kelley School of Business at IUPUI, 2018  
 Selected as Keynote Speaker for Kelley-IUPUI Honors Program Medal Awarding Ceremony, 2017  
 Kelley-IUPUI Schuyler F. Otteson Undergraduate Teaching Excellence Nominee, 2016 and 2014  
 Trustee's Teaching Award winner (included \$2500 prize) from Indiana University, 2015  
 Named Outstanding Professor by IUPUI Athletics, 2014 and 2011  
 Excellence in MBA Teaching Award from Kelley School of Business at IUPUI, 2013  
 Kelley-IUPUI Delta Sigma Pi Business Fraternity honored faculty member, 2011  
 University of Georgia Center for Teaching and Leadership "Thank a Teacher at UGA" Recipient, 2010  
 Best Paper in Doctoral Student Track, Society for Marketing Advances Conference, 2009  
 Outstanding Teaching Assistant Award from University of Georgia, 2009  
 University of Georgia Excellence in Teaching Award nominee, 2009  
 University of Georgia Pi Sigma Eta Business Fraternity service honoree, 2009  
 Terry College at University of Georgia Summer Research Award, 2007-2009  
 Graduate School Committee Teaching Portfolio Certificate of Excellence from University of Georgia, 2008  
 Best Paper in Marketing Education, Society for Marketing Advances Conference, 2008  
 University of Georgia Competitive Fellowships: Comer 2006-2008, Terrell 2006-2008, McRae 2006

## SERVICE EXPERIENCE

### **Ball State University-Level Service**

Representative, Ball State University Faculty Council, Fall 2021-current  
 Representative, University Professional Personnel Council, Fall 2021-current  
 Representative, University Teaching Evaluation Committee, Fall 2022-current  
 Participated in filming of university-wide "Student Experience" advertising video per request of BSU Marketing and External Communications Group, 2022  
 Unit Rep, United Way Ball State University Campaign, 2020-current and Donor, BSU Leadership Giver Level, United Way, 2022, 2023  
 Member, Ball State University Academic Freedom & Ethics Committee, 2020-2021

### **Ball State Miller College of Business School-Level Service**

Official mentor in Miller Mentoring Program for fellow Asst. Professor (Dr. Tereza Dean) in student thesis advising, 2022-23  
 Official mentor in Miller Mentoring Program for fellow Asst. Professor (Dr. Jess Zeiss) in online teaching effectiveness, 2021-22  
 Panelist, BSU Miller College of Business SOAR Program (representing Marketing Department to first-year MCOB students), 2022 (2 sessions), 2021 (2 sessions)  
 Advisor, Ball State University American Marketing Association Student Group, 2020-2022  
 Member, Ball State Miller College of Business Salary Reconsideration Committee, 2018-2021

### **Ball State Marketing Department-Level Service**

Prepared Ball State University Primary Syllabi for MKG 429 and MKG 350 per Chairperson request, 2022  
Recruiting Committee Member for Marketing Dept Chair External Search, 2021-22  
Interviewer, Marketing Department Lecture External Search, 2022  
Chairperson, Ball State Marketing Department Journal List Committee 2019-current, Committee Member 2018-2019  
Member, Ball State Marketing Department Curriculum Committee, 2020-2021  
Member, Ball State Marketing Department Colloquium Speaker Series Committee, 2019-20

### **Service to the Marketing Academic Field**

Reviewer, *Journal of Managerial Issues*, 2022  
Reviewer, *International Journal of Advertising*, 2022-23  
Reviewer, *European Journal of Humor Research*, 2021  
Reviewer, *International Journal of Advertising*, 2021  
Reviewer, *International Journal of Advertising*, 2020  
Reviewer, *American Journal of Business*, 2020  
Reviewer, *International Journal of Advertising* (2 papers), 2018-19  
Reviewer, Various Conferences (AAA, ACR, ACR-AP, AMA, AMS, ICA, MMA, SCP, SMA), 2011-2023  
Conference Session Chair, Marketing Management Association Conference, 2020  
Conference Session Chair, Society for Mkt Advances Conference, 2012, 2019 (2 sessions), 2021  
Conference Session Chair, American Marketing Association Conference, 2012

### **Service to Community (Media)**

Quoted Expert for News Media—  
Decatur (IL.) WSOY 1340AM/103.3 FM, DecaturNow.com, and Brevard (FL.) Business News, 2020  
Indianapolis Star, Indianapolis Business Journal, Association of National Advertisers Magazine, and TheStateHouseFile.com, 2017  
Featured on Ball State Blog, ("Professor: Major brands must behave in a positive manner during the COVID-19 crisis or face the wrath of customers"), 2020  
Featured Expert, Indianapolis area television--WISH-TV and RTV6 (twice), 2017

### **Indiana University Service**

Member, IUPUI Faculty Council (Student Affairs Committee), 2017-18  
Member, IUPUI Campus Advising Council, 2017-18  
Facilitator, pro-bono immersive student class consulting for various Indianapolis-area organizations--Performance Assessment Network, h.h. gregg, US Tennis Association Midwest, Hubbard & Cravens Coffee Company, Back on My Feet charity, Conner Prairie Historical Park, 2011-2018  
Faculty Coordinator, Kelley-IUPUI Business Minor Program, 2017-18  
Faculty Coordinator, Kelley-IUPUI Business Foundations Certificate Program, 2017-18  
Faculty Advisor, Kelley-IUPUI AMA Marketing Club, 2016-18  
Member, Kelley-IUPUI Marketing Dept. Undergraduate Policy Committee, 2015-18  
Member, Kelley-IUPUI Marketing Dept. Academic Fairness Committee, 2015-18  
Member, Kelley-IUPUI Marketing Dept. Scholarship Committee, 2011-2017  
Judge, IUPUI Top 100 Student Competition, 2017  
Member, Kelley-IUPUI Marketing Dept. Assessment Committee, 2016-2017  
Speaker (for Marketing Faculty), Kelley-IUPUI New Student Orientation, 2017  
Speaker & Contest Judge, representing Kelley-IUPUI in Carmel IN Schools, 2016-17  
Speaker, Society for Marketing Professional Services (donated \$500 honorarium to Kelley undergraduate scholarship fund) (2016)  
Member, Kelley-IUPUI Bus. Law (2 positions hired) faculty search committee, 2015  
Member, Kelley Diversity Committee, 2011-2015

### **University of Georgia Service**

Featured in "Diversity in Teaching and Learning," a video aimed at helping new University of Georgia faculty prepare themselves for teaching diverse student populations, 2010  
Guest Lecturer for 25 sessions in University of Georgia's Terry College of Business, Grady School of Journalism and Mass Communication, & Hodgson School of Music, 2006-2011

## INDUSTRY EXPERIENCE OVERVIEW

Six years of experience in brand management with major corporations (Kraft Foods, Wyeth Consumer Healthcare, and Sara Lee) managing various brands (e.g., Advil, Nabisco, Planters, CornNuts, L'eggs). My brand experiences included advertising campaign development, new product launches, and brand turnarounds and shutdowns. Final position was as Product Manager leading the successful nationwide launch of Advil PM for Wyeth. Received top-of-cohort performance ratings at all three corporations.