

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

PROFESSIONAL BACKGROUND

Name: Dr. Rebecca A. VanMeter-Brown

Rank: Associate 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:

Area of Academic Discipline Specialization: Marketing

Degrees

Ph.D. Degree:

Name of Degree: Ph.D.

Year Conferred: 2014

Degree-Granting Institution: University of Texas-Arlington

Principal Academic Units:

Major Fields of Study: Marketing

Minor Field of Study:

Dissertation Title: "Of "Likes" and "Pins": The Effects of Consumers' Emotional Attachment to Social Media."

MBA Degree:

Name of Degree: MBA

Year Conferred: 2009

Degree-Granting Institution: University of Kentucky

Principal Academic Units:

Major Fields of Study: Business Administration

Minor Field of Study:

Dissertation Title:

B.S. Degree:

Name of Degree: B.S.

Year Conferred: 2000

Degree-Granting Institution: Pikeville University

Principal Academic Units:

Major Fields of Study: Management

Minor Field of Study: Spanish

Dissertation Title:

SCHOLARLY ACTIVITIES

Non-Credit Instruction

Independent Study

1. Faculty Advisor Olivia Quintar's Honor's Thesis. Ball State University. December 1, 2021 - May 1, 2022.

Refereed Journal Articles

1. VanMeter-Brown, R.A. (2023). The Pedagogy of Vulnerability and Marketing Education: Cultivating Self-expansion in a Time of Separation. *Journal of Marketing Education, Tier 3*.
<https://journals.sagepub.com/doi/full/10.1177/02734753211041743> **Tier 3/Teaching and Learning Scholarship**
2. VanMeter-Brown, R.A., Vander Schee, B.A. (2021). MerchMeNot: Applying Merchandising Concepts with Active Learning. *Marketing Education Review, Tier 4, 31(2)*, 111-118. **Tier 4/Teaching and Learning Scholarship**
3. 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**
4. Woodroof, P., Howie, K., Syrdal, H.A., VanMeter-Brown, R.A. What's Done in the Dark Will be Brought to Light: Effects of Influencer Transparency on Product Efficacy and Purchase Intentions. *Journal of Product & Brand Management, Tier 2*. **Tier 2/Teaching and Learning Scholarship**
5. Manegold, J., VanMeter, R.A., Casper, W. Looking on the Bright Side: Rewarding Civil Behavior in Academia. *Industrial and Organizational Psychology, Tier 3, 10*. **Tier 3/Applied or Integration/Application Scholarship**

Presentations at Conferences

1. 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
2. VanMeter-Brown, R. A., ANZMAC Conference, "Authenticity in marketing education for social change," Dunedin, New Zealand. (December 5, 2023). Teaching and Learning Scholarship

3. Vander Schee, B. A. (Author), VanMeter-Brown, R. A. (Author), Coleman, J. T. (Author), Marketing Management Association, "The self-discovery activity: Using self-expansion to foster personal brand development," Virtual. (March 9, 2023). Teaching and Learning Scholarship
4. Vander Schee, B. A. (Author), VanMeter-Brown, R. A. (Author), Marketing Management Association, "The Enneagram self-assessment: Initiating a personal brand with self-awareness and personal growth motivation," San Antonio, TX. (September 22, 2022). Teaching and Learning Scholarship
5. VanMeter-Brown, R. A., Association of Marketing Theory and Practice Conference, "Spending All Your Money on Me: Influencer Marketing's Impact on Engagement," Association of Marketing Theory and Practice Conference, Sandestin, FL. (March 25, 2022). Basic or Discovery Scholarship
6. VanMeter-Brown, R. A., Society for Consumer Psychology, "How the Congruity of Construal Level and Psychological Distance in Messaging Affects Persuasion: A Meta-Analytic Review of Construal Level Theory Research," Society for Consumer Psychology, virtual. (March 5, 2022). Basic or Discovery Scholarship
7. VanMeter-Brown, R. A., Society for Marketing Advances, "Does Cause-Related Marketing Matter to Investors? Findings from the Bonds Market," Society for Marketing Advances, Orlando. (November 3, 2021). Basic or Discovery Scholarship
8. VanMeter-Brown, R. A., Marketing Educator Association, "Self-expansion in marketing education: Using the Know Me Activity to foster connection and perseverance," Marketing Educator Association, virtual. (April 9, 2021). Teaching and Learning Scholarship
9. VanMeter-Brown, R. A., Association of Collegiate Marketing Educators, "The Know Me Activity: A self-expansion exercise to overcome instructor-student social isolation," Association of Collegiate Marketing Educators, virtual. (March 1, 2021). Teaching and Learning Scholarship
10. 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
11. Woodroof, P. (Author), VanMeter-Brown, R. A., Peasley, M. (Author), Berger, C. (Author), Society for Marketing Advances, "Influencer Marketing and Firm Value: An Event Study Analysis," virtual. (November 4, 2020). Applied or Integration/Application Scholarship
12. VanMeter-Brown, R. A., Vander Schee, B. A. (Author), MMA Virtual Conference Marketing Management Association, "The Merch Game: Going beyond transactions with active learning," Virtual. (October 28, 2020). Teaching and Learning

Scholarship

13. Matthews, L. (Author), Edmondson, D. (Author), VanMeter-Brown, R. A., International Conference on Partial Least Squares Structural Equation Modeling, "Does the Type of Sales Position Matter? A Multi-Group Analysis of Inside vs. Outside Sales," Beijing, China. (March 2020). Applied or Integration/Application Scholarship

Grants

Internal

1. Proposal Number:
Title: NVivo Student Branding Immersion
Agency: Dean's Innovation Fund
Amount:
Date submitted: October, 2023
Status: Funded
Starting and ending date: November 2023 - December 2023
Principal investigator:
Co-principal investigator(s): VanMeter-Brown, Rebecca A., Zeiss, Jessica G
Competitive vs. non-competitive: Non-competitive
Responded to: Open Application

Conferences and Meetings Attended

1. Association of Marketing Theory and Practice Conference, Association of Marketing Theory and Practice Conference. (March 2022 - March 2022). / Basic or Discovery Scholarship
2. Society for Consumer Psychology, Society for Consumer Psychology. (March 2022 - March 2022). / Basic or Discovery Scholarship
3. Society for Marketing Advances, Society for Marketing Advances. (November 2021 - November 2021). / Basic or Discovery Scholarship
4. Marketing Educator Association, Marketing Educator Association. (April 2021 - April 2021). / Teaching and Learning Scholarship
5. Association of Collegiate Marketing Educators, Association of Collegiate Marketing Educators. (March 2021 - March 2021). / Teaching and Learning Scholarship
6. Society for Marketing Advances, Society for Marketing Advances. (November 2020 - November 2020). / Basic or Discovery Scholarship
7. Marketing Management Association, Marketing Management Association. (October 2020 - October 2020). / Teaching and Learning Scholarship

8. Society for Marketing Advances, Society for Marketing Advances. (November 2019 - November 2019). / Basic or Discovery Scholarship

Business and Other Professional Experience

1. Professional, Journal of Business Research, Ad-Hoc Reviewer. (2022 - Present).
2. Professional, Marketing Letters, Ad-Hoc Reviewer. (2022 - Present).
3. Professional, International Journal of Advertising, Editorial Board Member. (2022 - Present).
4. Professional, Journal for Advancement of Marketing Education, Editorial Board Member. (2022 - Present).
5. Professional, Journal of Marketing Theory & Practice, Editorial Board Member. (2022 - Present).
6. Professional, Marketing Education Review, Editorial Board Member. (2022 - Present).
7. Professional, Journal of Research in Interactive Marketing, Ad-Hoc Reviewer. (January 2020 - Present).
8. Professional, Journal of Marketing Theory & Practice, Editorial Board Member. (November 2019 - Present).
9. Professional, Journal of Marketing Theory & Practice, Guest Editor (single issue). (November 2019 - Present).
10. Professional, Journal of Personal Selling & Sales Management, Ad-Hoc Reviewer. (January 2018 - Present).
11. Professional, Journal of Business Research, Ad-Hoc Reviewer. (January 2017 - Present).
12. Professional, Journal of Interactive Marketing, Ad-Hoc Reviewer. (February 2016 - Present).
13. Professional, Journal of Marketing Education, Ad-Hoc Reviewer. (January 2015 - Present).
14. Professional, PDMA Conference Reviewer, Reviewer/referee. (2022 - December 2023).
15. Professional, Society for Marketing Advances, Board of Govenors. (November 2015 - 2023).

16. Professional, Society for Marketing Advances President, President. (2021 - 2022).
17. Professional, Society for Marketing Advances, Conference Chair. (November 2021).
18. Professional, Marketing Education Review, Guest Editor (single issue). (January 2020 - April 2021).
19. Professional, Journal of Marketing Theory and Practice, Guest Editor (single issue). (November 2019 - March 2021).
20. Professional, Executive Director-Society for Marketing Advances. (June 2015 - November 2019).

Professional Development and Participation

1. Professional Development Group, Administration, LEAD Academy Fall Cohort 2023. (August 2023 - December 2023) / Other
2. Faculty Learning Community, Teaching, LEAP Indiana Spring 2023 Book Club. Colleagues from across Indiana as we gather during spring semester 2023 to dialogue about an NPR favorite book of the year, *The Privileged Poor.*, by Anthony Jack. Facilitated by Molly Hare, Director of the Faculty Center for Teaching Excellence at Indiana State University and co-chair of LEAP Indiana's programming subcommittee, the **Spring 2023 LEAP Indiana Book Club** will meet on Zoom Fridays at 2:00 pm on the following dates:
 Friday, January 27 (Introduction through page 50)
 Friday, February 17 (pages 51-100)
 Friday, March 24 (pages 101-150)
 Friday, April 14 (pages 137-197). (January 2023 - April 2023) / Teaching and Learning Scholarship
3. Professional Development Group, Teaching, Ball State's Active Learning Academy (ALA) supports faculty in transforming their teaching and courses to actively engage students through successful pedagogical practices and evidence-based educational innovations. The goal of the ALA is to promote teaching excellence resulting in greater student engagement, improved learning outcomes, and higher retention rates.

Research shows that active learning promotes the valuable and critical proficiencies for student success including verbal and written communication, time on task, problem solving, collaboration, initiative, and interpersonal skills. (Prince, 2004) Furthermore, active learning can support all students by promoting an inclusive instructional environment. (Johnson, 2019) At its core, instructors can see students doing things and thinking about what they are doing. (Bonwell & Eison, 1991) Active learning incorporates a variety of techniques and engagement experiences including but not limited to:

- One Minute Reflections
- Think-Pair-Share

- Gallery Walk
- Concept Mapping
- Cumulative Brainstorming
- Peer Review Work
- Visual Lists and Presentations
- Role Playing and Structured Debates

Faculty selected for the Active Learning Academy—ALA Fellows—will collaborate in a robust faculty development program organized and supported by Ball State’s Strategic Learning Team—Faculty Engagement, Instructional Support, and Research and Development—engaging in the following sample activities:

- Kick off with an innovative mini-design sprint to generate new ideas for teaching and learning
- Review and workshop existing course syllabi
- Receive personalized one-on-one consultation for course redesign
- Explore and experiment with your teaching approach
- Reflect on your teaching approach
- Share ideas and breakthroughs with colleagues in a Community of Practice
- Observe colleagues
- Work with expert consultants in identifying teaching approaches authentic to your discipline and courses. (September 2019 - May 2020)

SERVICE ACTIVITIES

University, College, Departmental Committees

1. Department/program, Department of Management, Committee Member. (August 2024 - August 2025).
2. Department/program, Marketing Department Salary Committee, Committee Member. (2022 - August 2025).
3. Department/program, Department of Marketing, Committee Member. (August 2021 - August 2025).
4. Department/program, Department of Marketing Promotion & tenure committee, Committee Chair. (August 2023 - August 2024).
5. College, MCOB Faculty Success/Digital Measures, Committee Member. (2022 - 2023).
6. College, Research Experience Program Committee, Committee Member. (June 2021 - 2023).
7. College, MCOB Salary & Benefits Committee, Secretary. (August 2022 - August 2023).
8. College, MCOB Dean's Search Committee, Committee Member. (September 2022 - May 2023).

9. Department/program, Marketing Chair Search Committee, Committee Member. (June 2022 - March 2023).
10. College, MCOB Research Day, Committee Member. (August 2021 - 2022).
11. College, Undergraduate Curriculum Committee, Committee Member. (August 2021 - 2022).
12. College, Graduate Curriculum Committee, Committee Member. (August 2019 - 2022).
13. College, Subject Pool: Research Experience Program, Committee Chair. (February 2018 - May 2021).
14. College, Research Experience Program Committee, Committee Chair. (January 2018 - May 2021).
15. College, Behavioral Research Funding Committee, Committee Member. (September 2018 - 2020).
16. College, MCOB Faculty Research Grant Committee, Committee Member. (August 2018 - 2020).
17. College, Faculty Development Committee- MCOB Committee, Committee Member. (January 2017 - 2020).
18. Department/program, Journal Revision Committee-Department of Marketing, Committee Chair. (October 2014 - January 2020).
19. College, AOL Teamwork Committee-MCOB, Committee Member. (August 2017 - 2019).
20. College, Immersive Learning Committee, Committee Member. (August 2017 - 2019).
21. College, Faculty Development Committee, Committee Member. (August 2015 - 2019).

International Experience

1. Professional, Journal of Business Research, Ad-Hoc Reviewer. (2022 - Present).
2. Professional, Marketing Letters, Ad-Hoc Reviewer. (2022 - Present).
3. Professional, International Journal of Advertising, Editorial Board Member. (2022 - Present).
4. Professional, Journal for Advancement of Marketing Education, Editorial Board

- Member. (2022 - Present).
5. Professional, Journal of Marketing Theory & Practice, Editorial Board Member. (2022 - Present).
 6. Professional, Marketing Education Review, Editorial Board Member. (2022 - Present).
 7. Professional, Journal of Research in Interactive Marketing, Ad-Hoc Reviewer. (January 2020 - Present).
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 20. Professional, Executive Director-Society for Marketing Advances. (June 2015 - November 2019).

Professional Education Instruction

1. Institute, Ball State University, Committee Member. (August 2024 - Present).
2. Institute, Office of Research | Ball State University, Science Fair Judge. (May 2024 - Present).
3. Institute, BSU Academic Technology Committee, Committee Member. (September 2022 - 2025).

Other Professional and/or Academic Organization Activities

1. Other, Women in Business, Faculty Mentor. (May 2017 - 2019).

Honors, Awards, and Recognitions

1. MMA Best Paper in Marketing Education Track, Marketing Management Association (2024)
2. Departmental Champion for Student Retention, Office of Student Success & Engagement (August 16, 2024)
3. Institutional Winner of the Outstanding Faculty Award for Student Success, Ball State University (March 2024)
4. Nominee Mid-America Conference Outstanding Faculty Award for Student Success, Mid-America Conference (March 2024)
5. Marketplace Simulations Teaching Innovation Competition Winner, Marketing Management Association (September 2022)
6. MEA Conference Best Refereed Paper, Marketing Educator Association (April 10, 2021)
7. ACME AxxessCapon Teaching Innovation, Association of Collegiate Marketing Educators (March 1, 2021)

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>	0	1	4	5
<i>Books/Monographs (Mono)</i>	0	0	0	0
<i>Conference</i>	0	0	0	0

<i>Proceedings in Scholarly Meetings (Proc)</i>				
<i>Presentations at Conferences</i>	3	4	6	13
<i>Professional Presentations (Pres)</i>	0	0	0	0
<i>Grants</i>	0	1	0	1
<i>Textbooks</i>	0	0	0	0
<i>Conferences and Meetings attended</i>	5	0	3	8
<i>Professional Development and Participation</i>	0	0	1	1
<i>Consulting</i>	0	0	0	0