

REBECCA A. VANMETER

QUALIFICATIONS

Doctorate in Business Administration (Major: Marketing), University of Texas-Arlington (May 2014)

Masters of Business Administration, University of Kentucky, KY (June 2009)

Bachelors of Business Administration in Management, Minor in Spanish; University of Pikeville (May 2004)

RESEARCH EXPERIENCE

Refereed Articles

Woodroof, Parker, Kathrine Howie, Holly A. Syrdal, and Rebecca VanMeter, forthcoming, "What's Done in the Dark Will be Brought to the Light: Consumer Response to Influencer Marketing Transparency on Social Media." *Journal of Product and Brand Management*.

Manegold, Jennifer, Rebecca VanMeter, and Wendy Casper, forthcoming, "Looking on the Bright Side: Rewarding Civil Behavior in Academia." *Industrial and Organizational Psychology*, Oct. 6, 1-10.

VanMeter, Rebecca, Stacey Schetzslle, and Kathrine Howie, 2019, "The Not So Passé MBA: Podcasts as Marketing Cases." *Marketing Education Review*, May 9, 1-5.

VanMeter, Rebecca, Holly Syrdal, Susan Powell-Mantel, Douglas B Grisaffe, and Erik T. Nesson, 2018, "Don't Just 'Like' Me, Promote Me: How Attachment and Attitude Influence Brand Related Behaviors on Social Media," *Journal of Interactive Marketing*, 43 (Aug.), 83-97.

Douglas Grisaffe, Rebecca VanMeter, and Chonko, Lawrence, 2016, "Serving First for the Benefit of Others: Preliminary Evidence for a Hierarchical Conceptualization of Servant Leadership," *Journal of Personal Selling and Sales Management*, 36 (1), 40-58.

VanMeter, Rebecca, Douglas Grisaffe, Larry Chonko and Emily A. Goad, 2016, "In Search of Clarity on Servant Leadership: Domain Specification and Reconceptualization," *Academy of Marketing Science Review*, 6 (1), 59-78.

VanMeter, Rebecca, Douglas Grisaffe, and Larry Chonko, 2015, "Of "Likes" and "Pins": The Effects of Consumers' Attachment to Social Media," *Journal of Interactive Marketing*, 32 (Nov.), 70-88.

VanMeter, Rebecca, Douglas Grisaffe, Lawrence Chonko, 2013, "Generation Y's Ethical Ideology and Its Potential Workplace Implications," 117 (1), *Journal of Business Ethics*.

Presentations

Matthew, Lucy, Diane Edmondson, and Rebecca VanMeter (2020), "Does the Type of Sales Position Matter? A Multi-Group Analysis of Inside vs. Outside Sales." *International Conference on Partial Least Squares Structural Equation Modeling*, March 16-19, in Beijing, China. **POSTPONED TBD**

- VanMeter, Rebecca and Holly Syrdal (2018), "Measuring Up: Teaching Marketing Research & Analytics: Preconference Workshop." *Society for Marketing Advances*, October 31–November 3, in West Palm Beach, FL.
- VanMeter, Rebecca, Stacey Schetzle, and Kathrine Howie (2018), "Not So Passé MBA." *Marketing Management Association*, September 19-21, in Kansas City, MO.
- VanMeter, Rebecca, David Aron, Derik Steyn, Mark Wolters, Lynn M. Murray (2018), "Successes and Challenges with Client-Based Projects." *Marketing Management Association*, September 19-21, in Kansas City, MO.
- VanMeter, Rebecca, Hsin-Yi Liao, Myungjin Chung, Traci Freling, Leslie Vincent, and Gabriella L. Spence (2017), "How and When Do Construal Level and Psychological Distance Affect Consumer Behavior? A Meta-Analytic Review." *Society for Marketing Advances*, November 8-11, in Louisville, KY.
- VanMeter, Rebecca and Stacey Schetzle (2017), "Not So Passé MBA: A Teaching Moment." *Society for Marketing Advances*, November 8-11, in Louisville, KY.
- Howie, Katharine, Rebecca VanMeter, Parker Woodruff, Holly A. Syrdal, and Kesha Coker (2017), "Special Session: The Truth about Transparency and Authenticity on Social Media: How Brand Communicate & How Customers Respond." *Academy of Marketing Science Annual Conference*, May 24-26, in San Diego, California.
- VanMeter, Rebecca, Gabriella L. Spence, Erik Nesson (2016), "Social Media Attachment vs. Addiction: Distinction and Marketing Implications." *Society for Marketing Advances*, November 1-5, in Atlanta, Georgia.
- VanMeter, Rebecca, Eric Harvey, Melissa Clark, and Holly Syrdal (2016), "Applying Millennials' Digital Skills to the Local Business Community." *Society for Marketing Advances*, November 1-5, in Atlanta, Georgia.
- VanMeter, Rebecca, Eric Harvey, Melissa Clark, and Holly Syrdal (2016), "Utilizing the Millennial Generation's Skills as Digital Natives for Social Media Marketing Education in the Business Community." *American Marketing Association*, August 5-7, in Atlanta, Georgia.
- VanMeter, Rebecca (2015), "Innovations in Teaching Marketing Analytics." *Marketing Management Association Fall Educators' Conference*, September 16-19, in San Juan, Puerto Rico.
- Coleman, Josh, Howie, Katherine, Parker Woodruff, and Rebecca VanMeter (2015), "Advancing the Cause of Cause-Related Marketing." *Academy of Marketing Science Annual Conference*, May 12-15, in Denver, Co.
- VanMeter, Rebecca, Holly Syrdal, and Douglas Grisaffe (2014), "Does Attachment Drive Meaningful Social Media Interactions? Which Retail Customers are Talking and Are You Listening." *Society of Marketing Advances*, Nov. 4-Nov.8, in New Orleans, LA.

Classes Taught

Assistant Professor of Marketing at Ball State University (2014 - Present).

Undergraduate Courses	Format	Graduate Courses	Format
Marketing Research & Analytics	Synchronous	Survey of Marketing	Synchronous, Asynchronous, Hybrid
Principals of Marketing	Synchronous, Asynchronous,	Marketing Management	Hybrid
Social Media Marketing	Synchronous		
Retailing	Synchronous		

SERVICE

External Service

Executive Director, Society of Marketing Advances, 2015-2019.
Proceedings Editor, Society of Marketing Advances, 2014 & 2015.

Journals

Special Issue Guest Co-Editor, *Marketing Education Review*, 2020-2021
Editorial Review Board, *Journal of Marketing Theory & Practice*, 2019-present
Reviewer, *Journal of Marketing Education*, 2015-present.
Reviewer, *Journal of Interactive Marketing*, 2016-present.
Reviewer, *Journal of Research in Interactive Marketing*, 2017-present.
Reviewer, *Journal of Business Research*, 2017-present.
Reviewer, *Journal of Personal Selling & Sales Management*, 2018-present.

Internal Service

Founder & Chair, Research Experience Program, MCOB Committee, 2018-present.
Co-Founder & Committee Member, Faculty Research Grant, MCOB 2018-present.
Faculty Advisor, Robyn Vuskalns' Honor's Thesis, 2018-2019.
Chair, Journal Revision Committee, Marketing Committee, 2014-2020.
Chair, Faculty Development Committee, MCOB Committee, 2015-2016.
Member, Faculty Development Committee, MCOB Committee, 2015-present.
Co-Advisor, Women in Business, Student Organization, 2017-2019.
Facilitator for Faculty Panel, Miller College Class of 2022 Kick Off, MCOB event, 2018.
Sole Faculty Representative, Miller College Class of 2021 Kick Off, MCOB event, 2017.
Member, Graduate Curriculum Committee, MCOB Committee, 2019-present.
Member, AOL Teamwork Committee, MCOB Committee, 2017-present.
Member, Candidate Selection Committee, BSU Marketing Committee, 2014-2017.
Member, Research Luncheon, BSU Marketing Committee, 2014-2017.
Member, Social Media Competition Committee, BSU Marketing Committee, 2014-2016. Member, Top Scholars Committee, BSU Marketing Committee, 2014-2016.
Faculty Advisor, Emily Halley's Honor's Thesis, 2015-2016.
Mentor, MCOB Women's Association, 2015-2017.
Member, MCOB Social Committee, 2014-2015.