

**REBECCA A. VANMETER**

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**EMPLOYMENT**

Associate Professor of Marketing, Ball State University	Aug. 2021 – present
Assistant Professor of Marketing, Ball State University	Aug. 2014 – July 2021
Adjunct Instructor, Bluegrass Community & Technical College	May 2005 – Dec. 2009

**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**

citations: **856**  
h-index: 6

**Refereed Articles**

- Syrdal, H. A., Vander Schee, B. A., VanMeter, R. A., & Woodroof, P. J. (2023). The Pedagogy of Vulnerability and Marketing Education: Cultivating Self-expansion in a Time of Separation. *Journal of Marketing Education*, 02734753211041743.
- VanMeter, Rebecca and Brian Vander Schee (2021), "MerchMeNot: Applying Merchandising Concepts with Active Learning," *Marketing Education Review*, 31(2), 111-118.
- VanMeter, Rebecca, Erik Nesson, and Kesha Coker (2020), "The Dark and the Light: Investigating the Impact of Social Media Addiction and Attachment on Student Performance" accepted June 26, 2020, *Journal of the Academy of Business Education*, 21, 69-87
- Woodroof, Parker, Kathrine Howie, Holly A. Syrdal, and Rebecca VanMeter (2020), "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*, Vol. 29(5), 675-688.
- Manegold, Jennifer, Rebecca VanMeter, and Wendy Casper (2019), "Looking on the Bright Side: Rewarding Civil Behavior in Academia." *Industrial and Organizational Psychology*, 12(4), 376-380.
- VanMeter, Rebecca, Stacey Schetzle, and Kathrine Howie (2019), "The Not So Passé MBA: Podcasts as Marketing Cases." *Marketing Education Review*, 29(2), 142-146.

- 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*, 117 (1), 93-109.

#### **Invited Publication**

- VanMeter, Rebecca, Holly A. Syrdal, Susan Powell Mantel, Douglas B. Grisaffe, and Erik T. Nesson (2019), "If You Want More than Just "Likes," Attachment is Better than Attitude." *Keller Center Research Report*, 12 (3), 5-9.

#### **Articles Under Review**

- "The Effect of Influencer Marketing on Firm Value: A Reference Group Perspective" with Parker Woodroof, Michael Peasley & Eric D. Boyd, R & R to *Journal of Marketing* (Tier Elite, ABDC A\*) on May 9, 2023, submitted February 2023.
- "It's TIME: Establishing an Authentic Pedagogical Disposition," with Brian Vander Schee, Parker Woodroof, and Holly Syrdal, submitted to *Journal for Advancement of Marketing Education*, on February 3, 2023.
- "The Self-assessment Project: The Enneagram as a tool for personal branding," with Brian Vander Schee and Joshua Coleman, submitted to *Marketing Education Review*, on May 4, 2023.
- "Does Cause-Related Marketing Matter to Investors? Findings from the Bonds Market," with Parker Woodroof, Reza Houston, Chang (Anna) Liu, and David Maslar, Target: *European Journal of Marketing* (ABDC A, Tier 1), Summer 2023.

#### **Working Papers**

- "How the Congruity of Construal Level and Psychological Distance in Messaging Affects

Persuasion: A Meta-Analytic Review of Construal Level Theory Research," with Ryan Freling, and Rhiannon Mesler, *Target: Psychology and Marketing* (ABDC A, Tier 2), Summer 2024.

### **Presentations**

Vander Schee, B. A., & VanMeter, R. A., and Coleman, J. (2023). The self-discovery activity Using self-expansion to foster personal brand development at the *MMA Spring Educators Conference*, March 9-10, virtual.

Vander Schee, B. A., & VanMeter, R. A. (2022). The Enneagram self-assessment: Initiating a personal brand with self-awareness and personal growth motivation. *Marketplace Simulations Teaching Innovation Competition* summary published in the proceedings at the *MMA Fall Educators Conference*, September 21 - 23, in San Antonio, TX.

VanMeter, Rebecca, Michael Peasley, and Parker Woodroof (2022), "Spending All Your Money on Me: Influencer Marketing's Impact on Engagement" *Association of Marketing Theory and Practice Conference*, March 23 - 26, in Sandestin, FL.

VanMeter, Rebecca, Ryan Freling, and Rhiannon Mesler (2022), "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*, March 3 - 5, virtual.

VanMeter, Rebecca, Parker Woodroof, and Michael Peasley (2021), "Are Influencers Worth the Investment?" *Society for Marketing Advances*, November 3- November 6, in Orlando, FL.

Woodroof, Parker, Rebecca VanMeter, Reza Houston, and David Maslar (2021), "Does Cause-Related Marketing Matter to Investors? Findings from the Bonds Market." *Society for Marketing Advances*, November 3- November 6, in Orlando, FL.

VanMeter, Rebecca, Katie Howie, Pia Albinsson, Joanne Cao, Dana Harrison, Emily Tanner (2021), "Panel: Being the Girl in the Room." *Society for Marketing Advances*, November 3- November 6, in Orlando, FL.

Syrdal, H. A., Vander Schee, B. A., VanMeter, R. A., & Woodroof, J. P. (2021). The Know Me Activity: A self-expansion exercise to overcome instructor-student social isolation. *AxcessCapon Teaching Innovation Competition Association of Collegiate Marketing Educators*, March 1, virtual.

Syrdal, H. A., Vander Schee, B. A., VanMeter, R. A., & Woodroof, J. P. (2021). Self-expansion in marketing education: Using the Know Me Activity to foster connection and perseverance. *Marketing Educator Association*, April 9-10, virtual.

Woodroof, Parker, Rebecca VanMeter, Michael Peasley and Courtney Berger (2020),

"Influencer Marketing and Firm Value: An Event Study Analysis." *Society for Marketing Advances*, Nov. 4-7, virtual.

Mantel, Susan Powell, Alberto Barchetti, Shaneen Borna, Kesha Coker and Rebecca VanMeter (2020) "Designer Babies, Genetic Engineering for Health Vs. Cosmetic Reasons: How to Market This Innovation." *Society for Marketing Advances*, November 4-7, virtual.

VanMeter, R. A., & Vander Schee, B. A. (2020). "The Merch Game: Going beyond transactions with active learning." MMA Virtual Conference *Marketing Management Association*, October 28-30, virtual.

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. CANCELLED.

VanMeter, Rebecca and Holly Syrdal (2018), "Measuring Up: Teaching Marketing Research & 7: 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.

## Under Consideration

## GRANTS

VanMeter, Rebecca and Robyn Vuskalns. "Robyn's Honor's Thesis." MCOB Behavioral Research Grant. **Awarded October 18, 2018, ~\$500.00.**

VanMeter, Rebecca. "Meta-analysis of the impact construal level and psychological distance has on perceptions, attitudes, and behaviors." ASPIRE Junior Faculty Research Award. **Awarded March 2016, \$14,000.**

## AWARDS

MMA Best Paper in Marketing Education Track, 2023

MMA Marketplace Simulations Teaching Innovation Competition Winner, 2022

ACME AxxessCapon Teaching Innovation Competition Winner, 2021

MEA Conference Best Refereed Paper Award, 2021

## TEACHING

### Classes Taught

Ball State University

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, Asynchronous,	Introduction to Healthcare	Asynchronous
Retailing	Synchronous	Administration	
Integrated Marketing Communications	Asynchronous	Customer Relationship Management	Asynchronous

**With BSU Center for International Development:**

Marketing Management in MBA Program, co-taught with Najibullah Haddad at Kabul University, Kabul Afghanistan, Synchronous Live via WebEx, May - July 2017

**SERVICE**

*External Service*

President, Society for Marketing Advances, 2021 - 2022  
 Program Chair & President Elect, Society of Marketing Advances, 2020 - 2021  
 Executive Director, Society for Marketing Advances, 2015-2019.  
 Board of Governors, Society for Marketing Advances, 2015 - present.  
 Proceedings Editor, Society of Marketing Advances, 2014 & 2015.

*Journals*

Editorial Review Board, *Journal for Advancement of Marketing Education*, 2023-present  
 Editorial Review Board, *Journal of Marketing Theory & Practice*, 2019-present  
 Editorial Review Board, *Marketing Education Review*, 2020-present  
 Editorial Review Board, *International Journal of Advertising*, 2020-present  
 Special Issues (2) Guest Co-Editor, *Journal of Marketing Theory & Practice*, 2020-2021  
 Special Issue Guest Co-Editor, *Marketing Education Review*, 2020-2021  
 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 Ethics*, 2017-present.  
 Reviewer, *Journal of Business Research*, 2017-present.  
 Reviewer, *Journal of Personal Selling & Sales Management*, 2018-present.  
 Reviewer, *Marketing Letters*, 2022 - present  
 Reviewer, *PDMA Conference Reviewer*, 2022 - present  
 Reviewer, *Journal of Research in Interactive Marketing*, January 2020 - present.

*Departmental Service*

Member, Chair Search Committee, 2022 - 2023.  
 Member, Promotion & Tenure Committee, 2021 - present.  
 Chair, Salary Committee, 2021 - present.  
 Member, Journal Ranking Committee, 2020 - present.  
 Member, Research Symposium Luncheon, 2014 - present

Chair, Journal Ranking Committee, 2014 - 2020.  
Member, Candidate Selection Committee, 2014 - 2017.  
Member, Research Luncheon, 2014 - 2017.  
Member, Social Media Competition Committee, 2014 - 2016.  
Member, Top Scholars Committee, 2014 - 2016.

### ***Miller College of Business Service***

Member, Dean's Search Committee, 2022-2023  
Member, MCOB Research Day, 2021 - present.  
Member, Undergraduate Curriculum Committee, 2021 - present.  
Member, Graduate Curriculum Committee, 2019 - present.  
Member, Research Experience Program Committee, 2021 - present.  
Founder & Chair, REP (Subject Pool), 2018-2021.  
Co-Founder & Committee Member, Faculty Research Grant, 2018-present.  
Member, Graduate Curriculum Committee, 2019-present.  
Member, AOL Teamwork Committee, 2017-present.  
Member, Immersive Learning Committee, 2017-present.  
Member, Faculty Development Committee, 2015-present.  
Chair, Faculty Development Committee, 2015-2016.  
Facilitator for Faculty Panel, Miller College Class of 2022 Kick Off, 2018.  
Sole Faculty Representative, Miller College Class of 2021 Kick Off, 2017.  
Member, MCOB Social Committee, 2014-2015.

### ***Ball State University***

Member, Academic Technology Committee, 2022 - present

### ***Student Engagement & Enrichment Service***

Guest Speaker, AMA Ball State Chapter, 2022  
Faculty Advisor, Olivia Quinter Honor's Thesis, 2021-2022.  
Faculty Advisor, Robyn Vuskalns' Honor's Thesis, 2018-2019.  
Member, PhD Pathways, Ball State University Organization, 2016-2019.  
Co-Advisor, Women in Business, Student Organization, 2017-2019.  
Faculty Advisor, Emily Halley's Honor's Thesis, 2015-2016.  
Mentor, MCOB Women's Association, 2015-2017.

### **GROWTH INITIATIVES**

LEAD Academy, Ball State University Human Resource Services, Fall 2023  
LEAP Indiana Book Study-- Privileged Poor, Spring 2023.  
Inclusive Excellence Training, BSU Office of Inclusive Excellence, Spring 2021.  
Active Learning Academy, BSU Division of Online & Strategic Learning, 2019 - 2020.  
Skills Infusion Implementation Pilot Program, BSU Career Center, 2020