

**Jessica Zeiss**  
Department of Marketing  
Miller College of Business  
Ball State University Muncie, IN 47306  
(765) 285-5372  
jgmikeska@bsu.edu

## **QUALIFICATIONS**

Ph. D. in Business Administration (Major: Marketing), University of Nebraska–Lincoln (2014)  
M.B.A. in Business Administration, University of Central Oklahoman (2006)  
B.A. in Business Administration, University of Central Oklahoma (2004)

## **ACADEMIC EXPERIENCE**

Assistant Professor of Marketing at Ball State University (2018 – current).  
Assistant Professor of Marketing at Indiana State University (2015 – 2018).  
Assistant Professor of Marketing at University of Massachusetts Dartmouth (2014 – 2015).

**Teaching Experience** (Mean Student Evaluations, 1-5 scale)

### **Ball State University (4.36)**

MRK 325, Professional Selling

### **Indiana State University (4.2)**

BUS 100, Introduction to Business

MRKT 445, Business Negotiations

MRKT 545, Business Negotiations, Masters section

MRKT 630, Business Negotiations, Professional MBA section

### **University of Massachusetts Dartmouth (3.9)**

MRKT 311, Principles of Marketing

MRKT 490, Personal Selling, **online** section

### **University of Nebraska-Lincoln (3.9)**

MRKT 341, Principles of Marketing

MRKT 443, Consumer Behavior

MRKT 435, Sports Marketing

MRKT 345, Marketing Research

**Detailed, Recent Teaching Evaluations** (Overall I would rate this instructor mean rating and average of all questions)

<b>Semester</b>	<b>Section</b>	<b>Description</b>	<b>Number in Class</b>	<b>Number Responding*</b>	<b>Average of all questions</b>
Fall 2018	MKG 325-7	Professional Selling	34	9	4.52
Fall 2018	MKG 325-8	Professional Selling	31	12	4.01
Spring 2019	MKG 325-2	Professional Selling	28	7	4.60
Spring 2019	MKG 325-3	Professional Selling	28	10	4.30
Fall 2019	MKG 325-2	Professional Selling	21	10	4.55
Fall 2019	MKG 325-7	Professional Selling	22	7	4.11
Fall 2019	MKG 325-8	Professional Selling	22	5	4.44

### **Directed Student Learning**

Assistant Coach, National Collegiate Sales Competition, University of Nebraska-Lincoln Student Team (January – March 2013).

Assistant/Competition Judge, National Collegiate Sales Competition, University of Nebraska-Lincoln Student Team (January – March 2014).

Competition Judge, University of Toledo Invitational Sales Competition (February 2016).

Competition Judge, University of Toledo Invitational Sales Competition (February 2016).

Impact Sales Team Competition, Coaching Assistance, Miller College of Business, Ball State University (Fall 2019).

AT&T National Sales Team Competition, Coaching Assistance, Miller College of Business, Ball State University (Fall 2019).

Ball State University Regional Sales Team Competition, Coach, Miller College of Business, Ball State University (Fall 2018, 2019).

Sales Team Competition, Coach, John Chambers College of Business & Economics, West Virginia University (Fall 2019).

## RESEARCH EXPERIENCE

### *Refereed Articles*

1. Mikeska, J. G., Ball, D. Carlson, L. (2019). Uncalculated First-Party Externalities Given a Beverage Tax. *Social Science Quarterly*, 100(3). Basic or Discovery Scholarship (BDS)

With many characterizing obesity as a national priority, the U.S. Government is considering a one, two, or three cents-per-ounce federal sin tax on soda products. Objective. Because prior research finds that consumers substitute equally, if not more, dangerous nicotine products with a tobacco sin tax and common alcohol-like household goods with alcohol prohibition, this research sets out to determine whether the imposition of a soda sin tax produces similar first-party externalities. Method. Adaptive conjoint analysis is utilized among respondents across several regions of the U.S., including actual soda consumers. Results. This study finds that given a soda sin tax soda consumers do not substitute healthier beverages, i.e. beverages with relatively fewer calories and grams of sugar and sodium, such as water, pure fruit juice, or unsweetened tea. Instead, soda consumers switch to other sugary beverages not considered in most legislation, such as sweetened coffees, teas, or sports drinks, or continue consuming soda at tax rates of two and three cents-per-ounce after the shock of a one cent tax wears off. Conclusion. Unlike prior research examining decreased soda consumption across a general marketplace, this research offers insight into potential externalities among the key transacting actors in such an exchange: soda consumers.

2. Mikeska, J. G., Walker, D., Carlson, L. (2019), Reassessing the Influence of Parents and Advertising on Children's BMI, *Journal of Current Issues & Research in Advertising*, 40(3). Basic or Discovery Scholarship (BDS)

With many rendering child obesity as a national priority, researchers are calling for transformative approaches to investigating the precursors of child obesity, including persuasion, and parental and media socialization, among others. This research utilizes a matched parent-child survey to test a multi-faceted model of child obesity, with child reports on targeted food advertising evidencing marketplace influences. Findings support the proactive role that parents assume based on their perceptions of the inappropriateness of child-targeted food marketing. While this parental response is negatively related to children's BMI, the promising relationship is attenuated by the extent of child exposure to food marketing.

3. Mikeska, J. G., Harrison, R., Carlson, L. (2017). A Meta-Analysis of Parental Style

and Consumer Socialization of Children. *Journal of Consumer Psychology*, 27(2).  
Basic or Discovery Scholarship (BDS)

This meta-analysis attempts to offer an overall cumulative effect estimate of the parental style–consumer socialization relationship(s) across 73 studies examining child outcomes, including 173 unique consumer socialization dependent variables – ranging from understanding advertising practices to weight status to theft – among approximately 200,000 child respondents. This meta-analysis offers two contributions to the consumer socialization literature. It systematically confirms the influence that parental Restrictiveness (relative to Permissiveness) has on raising children adept at positively interacting – and avoiding negative interactions – with the marketplace and related environments. Also, this meta-analysis supports prior literature’s depiction of the Authoritative parenting style as especially important to these positive interactions with the marketplace, in particular among older children and psychosocial-type outcomes. Finally, this research is the first to provide a comprehensive confirmation of differences in child thinking, believing, doing, choosing not to do, feeling, etc. as attributable to different parental styles.

4. Mikeska, J. G., Harrison, R., Carlson, L., Coryn, C. (2017). The Influence of Parental and Communication Style on Consumer Socialization: A Meta-Analysis. *Journal of Advertising Research*, 57(3). Basic or Discovery Scholarship (BDS)

The primary purpose of this study is to determine the degree to which the FCP and PS frameworks share underlying similarity across studies by focusing on their applicability and efficacy in a consumer socialization context. In doing so, the viability of both research streams as merged bases for understanding how parents may engage in at least part of the consumer socialization process (i.e., intervening in children’s media consumption) is ascertained. To that end, a meta-analysis of prior work is conducted that incorporates either FCPs or PSs as mediators of children’s media consumption. The findings indicate the usefulness of viewing these two theoretical bases as sharing equitable viability (with but one exception to be noted below) as explanatory factors for consumer socialization research that has a media consumption intervention focus.

5. Mikeska, J. G., Johansen-Harvey, E. (2015). The Political CEO: An Event Study Comparing Consumer Attributions of CEO Behavior. *Social Science Quarterly*, 96(1). Basic or Discovery Scholarship (BDS)

The objective of this study was to understand the attribution process consumers perform when CEOs become personally involved in politics. Tweets were analyzed both pre- and post-volitional (i.e. political CEO) and -situational (i.e. product lawsuit response) events. Our results indicate that knowledge about the CEO is linked to knowledge about the firm, and suggests that the political CEO can be a node within consumers’ schemas of the firm of semantic associations. In addition, we find that consumers do distinguish between volitional events, such as CEO politics, and situational events, such as firm reactions to a product-based lawsuit. Overall, the analysis revealed CEO political disapproval led to increased negative affect following the event.

6. Mikeska, J. G., Friend, S., Hamwi, A., Rutherford, B., Park, J. (2015). Artificial

Emotions Among Salespeople: Understanding the Impact of Surface Acting on Job Satisfaction and Organizational Commitment. *Marketing Management Journal*, 25(2), 54-70. Basic or Discovery Scholarship (BDS)

The present research studies workplace emotions in the sales context. In addition to extending surface acting within the sales literature, the findings contribute to personal selling and sales management literature gaps in two ways: it provides (1) insights into equivocal findings within job satisfaction models by studying the mediating role of surface acting with two offsetting variables – self-monitoring and social support – and (2) a theoretical link between display rules and salesperson emotional states through the process of surface acting. Findings demonstrate that surface acting emotions lead salespeople to experience reduced levels of job satisfaction, an important concept for salesperson retention. As some antecedents to job satisfaction in extant literature are equivocal, surface acting may play a role in these relationships procedurally. For example, while role stress is a symptom of spanning boundaries, surface acting should be considered as a boundary spanning routine. Thus, accounting for surface acting in models of workplace emotion could potentially explain additional variance in job satisfaction above and beyond that explained by the emotional state of role stress.

## **SERVICE ACTIVITIES**

### ***University, College, Departmental Committees***

1. University, Council on the Environment (COTE), Committee Member. (August 2019 – Present).
2. Academy for Sustainability Curriculum Committee, Committee Member. (August 2019 – Present).
3. Department/program, Center for Professional Selling, Sales Competition Coach. (August 2018 – Present).
4. College, Marketing Social Committee, Committee Member. (August 2018 - Present).
5. Department/program, Marketing Journal Ranking Committee, Committee Member. (August 2018 - Present).

### ***Marketing Field Service***

1. *Journal of Personal Selling & Sales Management*, Abstract Reviewer. (February 2020 – Present).

