

# **PAMELA A. KENNETT-HENSEL, PH.D.**

## **EDUCATION**

Ph.D. in Marketing – 1995

Georgia State University, Atlanta, Georgia

Dissertation: The Role of Service Guarantees in the Consumer's Evaluation Process

Committee Chair, Kenneth L. Bernhardt

M.B.A. – 1990

University of Maine, Orono, Maine

B.B.A. in Marketing and Management – 1989

Loyola University, New Orleans, Louisiana

## **ACADEMIC EXPERIENCE**

Chair (Fall 2014 – present)

University of New Orleans, Department of Management & Marketing

Chair (December 2010 – Summer 2014)

University of New Orleans, Department of Marketing & Logistics

Freeport Mc-Mo-Ran Professor of Corporate Social Responsibility (Fall 2017 – present)

University of New Orleans, Department of Management & Marketing

Chase Endowed Professorship II (Fall 2013 – present)

University of New Orleans, Department of Management & Marketing

Professor of Marketing (Fall 2009 – present)

University of New Orleans, Department of Management & Marketing

Associate Professor of Marketing (Fall 2004 – Summer 2009)

University of New Orleans, Department of Marketing & Logistics

Assistant Professor of Marketing (Fall 2000 – Summer 2004)

University of New Orleans, Department of Marketing & Logistics

Assistant Professor Marketing (Fall 1995 – Spring 2000)

University of South Alabama, Department of Marketing and Transportation

*Completed a successful mid-tenure review in Spring 1998.*

Instructor (Fall 1994 – Spring 1995)

Georgia State University, Marketing Department

Graduate Teaching Assistant (Summer 1992 – Summer 1994)  
Georgia State University, Marketing Department

## RESEARCH AND PUBLICATIONS

### Research Interests

- The impact of event-induced stress and natural disasters on consumer behavior.
- Understanding the role of corporate social responsibility (CSR) initiatives.
- The impact of service guarantees on consumer decision making.
- Advancing marketing education.

### Journal Publications

**Kennett-Hensel, Pamela A.** and Dinah Payne (2018), “Guiding Principles for Ethical Change Management,” Journal of Business and Management, forthcoming.

**Kennett-Hensel, Pamela**, Kemp, Elyria, Williams, Kim and Aberdeen L. Borders (2018), “The Path to Adoption and Advocacy: Exploring Dimensions of Brand Experience and Engagement at Trade Shows,” Event Management, forthcoming.

Payne, Dinah and **Pamela A. Kennett-Hensel** (2017), “Combatting Identity Theft: A Proposed Ethical Policy and Best Practices,” Business and Society Review, Vol. 122 (3), 393-420.

Lacey, Russell and **Pamela A. Kennett-Hensel** (2016), “How Expectations and Perceptions of Corporate Social Responsibility Impact NBA Fans Relationships,” Sport Marketing Quarterly, Vol. 25 (1), 21-33.

Lacey, Russell, **Kennett-Hensel, Pamela A.** and Chris Manolis (2015), “Is Corporate Social Responsibility a Motivator or Hygiene Factor? Insights Into Its Bivalent Nature”, Journal of the Academy of Marketing Science, Vol. 43 (3), 315-332.

Kemp, Elyria, **Kennett-Hensel, Pamela A.** and Kim H. Williams (2014), “The Calm Before the Storm: Emotion Regulation Consumption in the Face of an Impending Disaster,” Psychology & Marketing, Vol. 31 (11), 933-945.

Sneath, Julie Z., Lacey, Russell and **Pamela A. Kennett-Hensel** (2014), “Chronic Negative Circumstances and Compulsive Buying: Consumer Vulnerability After a Natural Disaster,” Journal of Global Scholars of Marketing Science, Vol. 24 (2), 129-147.

Hensel, Paul J., **Kennett-Hensel, Pamela A.** and Julie Z. Sneath (2013), “Community-Based Destination Governance in a Developing Economy: The Jamaican Experience,” International Journal of Hospitality & Tourism Administration, Vol. 14 (4), 358-376.

Pressley, Milton P. and **Pamela A. Kennett-Hensel** (2013), "Succeeding in the Corporate Arena: The Evolution of College Students' Perceptions of the Necessary Ethical Orientation," Journal of Education for Business, Vol. 88 (4), 223-229.

Kemp, Elyria A., **Kennett-Hensel, Pamela A.** and Jeremy Kees (2013), "Pulling on the Heart-Strings: Examining Persuasive Appeals that Encourage Charitable Giving Behavior," Journal of Advertising, Vol. 42 (1), 69-79.

**Kennett-Hensel, Pamela A.**, Min, Kyeong Sam and Jeff W. Totten (2012), "The Impact of Healthcare Service Guarantees on Consumer Decision-making: An Experimental Investigation," Health Marketing Quarterly. Vol. 29 (2), 146-162.

**Kennett-Hensel, Pamela A.**, Sneath, Julie Z. and Russell Lacey (2012), "Responding to Loss and Change: Liminality and Consumption in the Aftermath of a Natural Disaster," Journal of Consumer Marketing, Vol. 29 (1), pp. 52-63. *Awarded Best Paper.*

**Kennett-Hensel, Pamela A.**, Neeley, Concha R. and Kyeong Sam Min (2011), "Uncorking the Mystery of Marketing Wine to Generation Y: Lessons from Consumer Psychology," Marketing Management Journal, Vol. 21 (2), 54-69.

**Kennett-Hensel, Pamela A.**, Hensel, Paul J. and Stephanie Dellande (2010), "The Marketing Research Portfolio: A Pedagogical Alternative for Improving Student Learning," Journal for Advancement of Marketing Education, Vol. 16 (Summer), pp. 27-35.

Lacey, Russell and **Pamela A. Kennett-Hensel** (2010), "Longitudinal Effects of Corporate Social Responsibility on Customer Relationships," Journal of Business Ethics, 97: 581-597.

Neeley, Concha, Min, Kyeong Sam, and **Pamela A. Kennett-Hensel** (2010), "Contingent Consumer Decision Making In the Wine Industry: The Role of Hedonic Orientation," Journal of Consumer Marketing, Vol. 27 (4), pp. 324-335.

**Kennett-Hensel, Pamela A.**, Sneath, Julie Z. and Paul J. Hensel (2010), "Developing Sustainable Tourism: Managers' Assessment of Jamaica's Ten-Year Master Plan," International Journal of Culture, Tourism and Hospitality Research, Vol. 4 (2), 143-155.

Sneath, Julie Z., Russell Lacey, and **Pamela A. Kennett-Hensel** (2009), "Coping With a Natural Disaster: Losses, Emotions and Impulsive and Compulsive Buying," Marketing Letters, V 10 (20), 45-60.

**Kennett-Hensel, Pamela A.**, Sneath, Julie Z., and Milton P. Pressley (2007), "PowerPoint and Other Publisher-Provided Supplemental Materials: 'Oh Lord, What Have We Done?'," Journal for Advancement of Marketing Education, V 10 (Summer), 1-11.

**Kennett, Pamela A.**, Henson, Steve W., Crow, Stephen, and Sandra Hartman (2005), "Key Tasks in Healthcare Marketing: Assessing Importance and Current Level of Knowledge." Journal of Health and Human Services Administration, V 27 (4), 414-427.

**Kennett, Pamela A.,** Sneath, Julie Z. and A. Leila Borders (2004). "High-Tech or High-Touch Positioning for the Regional Business Market: The Case of County Community Bank." Journal of Business and Industrial Marketing, V19 (7), 484-495.

Henson, Steve W., **Kennett, Pamela A.**, and Karen Norman Kennedy (2003), "Web-Based Cases in Strategic Marketing," Journal of Marketing Education, V 25, 250-259.

Sneath, Julie Z., **Kennett, Pamela A.**, and Carol M. Megehee (2002), "The Self- versus Full-Service Decision: Gender-Based Differences in Assessment of Risk," Journal of Targeting, Measurement and Analysis for Marketing, V 11 (1), 56-67.

**Kennett, Pamela A.**, Sneath, Julie Z., and Steve Henson (2001), "Fan Satisfaction and Segmentation: A Case Study of Minor League Hockey Spectators," Journal of Targeting, Measurement and Analysis for Marketing, V 10 (2), 132-142.

Sneath, Julie Z., Hoch, R. Michael, **Kennett, Pamela A.**, and Joel W. Erdmann (2000), "College Athletics and Corporate Sponsorship: The Role of Intermediaries in Successful Fundraising Efforts," Cyber-Journal of Sport Marketing, V 4 (2 & 3), <http://fulltext.ausport.gov.au/fulltext/2000/cjism/v4n2-3/sneath42.htm>.

Bernhardt, Kenneth L., Donthu, Naveen and **Pamela A. Kennett** (2000), "A Longitudinal Analysis of Satisfaction and Profitability," Journal of Business Research, V 47 (2), 161-171.

**Kennett, Pamela A.**, Bernhardt, Kenneth L., and Julie Z. Sneath (1999), "The Impact of Service Guarantees on Consumers' Assessments of Service Providers," Journal of Customer Service in Marketing & Management, V 5 (4), 1-16.

**Kennett, Pamela A.**, Sneath, Julie Z., and Joel W. Erdmann (1998), "The Quantitative and Qualitative Benefits of Sponsoring the 1996 Summer Olympics: An Exploratory Study," International Sports Journal, V 2 (1), 115-126.

**Kennett, Pamela A.**, Sneath, Julie Z., and Joel W. Erdmann (1997), "Market Segmentation in the Sports Industry: Does Generation X Really Exist?," International Sports Journal, V 1 (1), 54-62.

Moschis, George P., Bellenger, Danny N., **Kennett, Pamela A.**, and Linda A. Aab (1996), "Targeting the Mature Consumer Market," Health Services Management Research, V 9, 90-97.

**Kennett, Pamela A.**, Moschis, George P., and Danny N. Bellenger (1995), "Marketing Financial Services to Mature Consumers", Journal of Services Marketing, V 9 (2), 62-72.

### **Book Chapter**

**Kennett-Hensel, Pamela A.**, Lacey, Russell W. and Matt Biggers (2010), "The Impact of Corporate Social Responsibility on NBA Fan Relationships: A Conceptual Framework," book

chapter in Consumer Behavior Knowledge for Effective Sports Marketing, Lynn R. Kahle and Angeline Close, eds., Routledge, Taylor & Francis Publishers.

### **Conference Proceedings, Abstracts & Presentations**

**Kennett-Hensel, Pamela** and Russell W. Lacey (2018), “The Importance of CSR in Professional Sports: Key Take-Aways from a Multi-Season Research Partnership with an NBA Team,” Proceedings of NASSM 2018.

**Kennett-Hensel, Pamela**, Kemp, Elyria, Williams, Kim H. and Aberdeen L. Borders (2018), Singled Out in the Crowd: Exploring Dimensions of Brand Experience at Trade Shows, Proceedings of the 2018 Winter American Marketing Association Conference.

**Kennett-Hensel, Pamela** (2017), “Social Media and Cultural Context Case Study: A Tale of a Mardi Gras Facebook Post,” Proceedings of the 2017 Society for Marketing Advances Conference. *\*\*This teaching moment has since been featured in “Teaching Moments: Rapidly Diffusing Pedagogical Advances,” in Marketing Education Review.\*\**

Cho, Woohyun, Min, Dong-Jun, and **Pamela A. Kennett-Hensel** (2016), The Varying Impact of Service Product Attributes on Customer’s Quality Assurance Behavior in the U.S. Airline Industry,” Proceedings of INFORMS.

Aguerri, Valeria, Silva, Francisco, Solorzano, Bellakarina and **Pamela A. Kennett-Hensel** (2016), “Social Media Monitoring as a Tool to Assess Customer Satisfaction: The Case of Spotify”, Proceedings of the Customer Satisfaction/Dissatisfaction and Complaining Behavior Conference.

**Kennett-Hensel, Pamela A.** and Elyria Kemp (2016), “Trade Show Engagement and Brand Experience: The Impact on Retailer and End Consumer Adoption and Advocacy”, Proceedings of the 2016 EIRASS Conference.

Milewicz, Chad and **Pamela A. Kennett-Hensel** (2015), “Exploring Student Self-Efficacy Facets in Marketing”, Proceedings of the Marketing Management Association’s 2015 Fall Educators’ Conference, p. 84-85.

**Kennett-Hensel, Pamela A.**, Geringer, Susan, Giulian, Karl, Naylor, Gillian and Judy Wiles (2015), “Being a Department Chair: Challenges and Opportunities”, Panel Session at the Marketing Management Association’s 2015 Fall Educators’ Conference.

Graeff, Tim, **Kennett-Hensel, Pamela**, Milewicz, Chad and Gail Zank (2015), “This is Not Your Father’s Marketing Research Class: Innovative Approaches to Teaching Graduate and Undergraduate Marketing Research,” Panel Session at the Marketing Management Association’s 2015 Spring Conference.

Anderson, Beverlee B., Hoel, Anne, Johnson, Carol, **Kennett-Hensel, Pamela** and Dan Rjaratnam (2014), "Successful Strategies in Mentoring Junior Faculty," Proceedings of the Marketing Management Association's 2014 Fall Educators' Conference.

**Kennett-Hensel, Pamela A.** (2014), "Consumption Behavior and Disaster Recovery: Insights from Eight Years In a Living Laboratory," Proceedings of the XVII ISA World Congress of Sociology.

**Kennett-Hensel, Pamela A.,** Kemp, Elyria and Amanda Sutton-Davis (2014), "In Pursuit of a Model of Arts Engagement and Satisfaction: A Multi-Phase Investigation," Proceedings of the Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference.

Kemp, Elyria, **Kennett-Hensel, Pamela A.** and Kim H. Williams (2013), "Emotion Regulation Consumption in the Face of Disaster," In Rebecca Slotegraaf and David Griffith, 2013 AMA Summer Educators' Conference Proceedings, Chicago, IL., 10.

Bacon, Donald and **Pamela A. Kennett-Hensel** (2013), "Publishing in Marketing Education Journals," Proceedings of the 37<sup>th</sup> Annual Marketing Educators' Association Conference.

Williams, Kim H., **Kennett-Hensel, Pamela A.** and Harsha E. Chacko (2012), "Using Destination Image Perceptions to Segment the African-American Tourism Market: An Application of Cluster Analysis," in the Proceedings of the 6<sup>th</sup> World Conference for Graduate Research in Tourism, Hospitality and Leisure.

**Kennett-Hensel, Pamela A.,** Totten, Jeff W. and Thomas Lipscomb (2012), "When Bad Things Happen to Good Marketing Professors: An Investigation of Stressors and Coping Strategies," Proceedings of the 2012 Marketing Management Association's Fall Educators' Conference.

Sneath, Julie Z., Lacey, Russell W. and **Pamela A. Kennett-Hensel** (2012), "Chronic Negative Circumstances and Compulsive Buying: Consumer Vulnerability After a Natural Disaster," Proceedings of the Society for Marketing Advances 2012 Conference, *Awarded Best Paper in the Public Policy Track.*

Lacey, Russell W. and **Pamela A. Kennett-Hensel** (2012), "The Role of Corporate Social Responsibility in Consumer Relations: An Application of the Motivator-Hygiene Theory," in the Proceedings of the American Marketing Association's 2012 Summer Educators' Conference.

**Kennett-Hensel, Pamela A.** and Milton M. Pressley (2011), "Job Politics in the Corporate World: Twenty-Five Years Later Have Students' Perceptions Changed?," 2011 Marketing Management Association Fall Educators' Conference Proceedings.

Christo-Baker, Anne, Edmunds, Paulette, Hoel, Anne and **Pamela A. Kennett-Hensel** (2011), "Class Attendance: Record it, Reward it or Ignore it?," 2011 Marketing Management Association Fall Educators' Conference Proceedings.

Sneath, Julie Z., Hensel, Paul J. and **Pamela A. Kennett-Hensel** (2010), "Repositioning a Country's Brand Image: The Case of 'Brand Jamaica'," 2010 Society for Marketing Advances Conference Proceedings.

**Kennett-Hensel, Pamela A.** and Paul J. Hensel (2010), "The Marketing Research Portfolio: A Marriage of Content and Project-Based Approaches to Teaching Marketing Research," 2010 Marketing Management Association Proceedings.

**Kennett-Hensel, Pamela A.** (2010), "The Value of Service Learning: Providing a Meaningful Educational Experience Post-Katrina," 2010 Marketing Management Association Fall Educators' Conference Proceedings.

Lacey, Russell, **Kennett-Hensel, Pamela A.** and Julie Z. Sneath (2009), "Consumer Behavior Research in the Aftermath of a Natural Disaster: Lessons Learned," in Marketing Theory and Applications, Kristy Reynolds and J. Chris White, eds. 2009 AMA Winter Educators Conference Proceedings, 259-260.

**Kennett-Hensel, Pamela A.**, Lacey, Russell W., Sneath, Julie Z. and Cherie Coursealt Trumbach (2009), "Hurricane Katrina and Retail Therapy: Tales of Devastation and Shopping", 2009 EIRASS Conference.

**Kennett-Hensel, Pamela A.** (2009), "Get Connected With Merlot," Special Session, Marketing Management Association 2009 Conference.

**Kennett-Hensel, Pamela A.**, Sneath, Julie Z. and Russell Lacey (2008), "'Traumatized' Consumers: Examining Marketing Stakeholder Responsibility in the Aftermath of Hurricane Katrina," Society for Marketing Advances 2008 Proceedings. *Awarded Best Paper in Case Writing and Research Track*.

**Kennett-Hensel, Pamela A.**, Lacey, Russell W., and Julie Z. Sneath (2008), "Impulsive and Compulsive Buying Behavior: the Aftermath of Hurricane Katrina", in the Society for Consumer Psychology 2008 Conference Proceedings. *Awarded Honorable Mention for Best Competitive Paper*, 371-373.

**Kennett-Hensel, Pamela A.** (2008), "Avoiding Career Interruptus: How to Manage One's Academic Career in the Face of a Stressful Life-Changing Event," Special Session, Society for Marketing Advances 2008 Conference.

Lacey, Russell W., **Kennett-Hensel, Pamela A.** and Christine Morgan (2008), "Assessing the Impact of an NBA Franchise's CSR Initiatives on Consumer Behavior," in the 2008 Summer Marketing Educators' Conference, Special Session (Consumer Behavior and Sports Marketing SIGs).

**Kennett, Pamela A.** and Julie Z. Sneath (2007), “The Challenges of Multiple Markets in Healthcare Services Marketing: The Case of Public Access Defibrillation Programs,” QUIS 10 – 10<sup>th</sup> International Research Symposium on Service Excellence Proceedings, 200-202.

Sneath, Julie Z., Pressley, Milton P. and **Pamela A. Kennett** (2005). “Traditional and Technology-Based Supplemental Materials: The Marketing Academic’s Perspective,” in the Society for Marketing Advances 2005 Conference Proceedings, 94-95.

**Kennett, Pamela A.** and Jeff W. Totten (2004). “Service Guarantees in the Healthcare Industry: Current Use and Proposed Relationships,” in the Society for Marketing Advances 2004 Proceedings, 318-319.

Sneath, Julie Z. and **Pamela A. Kennett** (2004). “Case Study: Marketing a Public Access Defibrillation Program,” in the Society for Marketing Advances 2004 Proceedings, 101-103.

Sneath, Julie Z. and **Pamela A. Kennett** (2004). “Technology-Driven versus Need-Driven New Product Development: Implications for Public Access Defibrillation Programs,” in the Midwest Business Administration Association (MBAA) Proceedings. *Awarded Best Healthcare Marketing Paper*, published on CD-rom.

Sneath, Julie Z. and **Pamela A. Kennett** (2004). “Marketing Collegiate Athletic Programs: Do College Athletics Have Multiple Target Markets?” Proceedings of the Sport Marketing Association Conference.

Neeley, Concha R. and **Pamela A. Kennett** (2003), "Overcoming Consumer Ethnocentrism through Cultural Openness: The Role of Travel Experience," Proceedings of the Ninth Cross Cultural Research Conference, published on CD-rom.

Sneath, Julie Z., **Kennett, Pamela A.**, and Susan F. Sieloff (2003). “Recent Developments in Title IX Legislation: Implications for the Marketing of Collegiate Athletic Programs,” in the Society for Marketing Advances 2003 Conference Proceedings, 206-207.

**Kennett, Pamela A.** (2003) “Integrating the International Experience Into the Marketing Curriculum,” Special Session, Society for Marketing Advances 2003 Conference, 166.

**Kennett, Pamela A.** (2003) “Mardi Gras: Marketing, Money & Mayhem,” Special Session, Society for Marketing Advances 2003 Conference, 262.

Sneath, Julie Z. and **Pamela A. Kennett** (2002), “The Impact of Explanatory Style on Event-Induced Stress: Buying-Related Manifestations of Coping Behavior,” in the Society for Marketing Advances 2002 Proceedings, 198-201.

**Kennett, Pamela A.**, Crow, Stephen M., Hartman, Sandra J., and Steve W. Henson (2002), “Key Tasks in Healthcare Marketing: Assessing Importance and Current Level of Knowledge,” in the Society for Marketing Advances 2002 Proceedings, 202-203.



**Kennett, Pamela A.**, Sneath, Julie Z., and Anita Balogh (2002), "Battle of the Sexes: Marketing, Title IX and Gender," in the 6th ACR Conference on Gender, Marketing and Consumer Behavior Proceedings, 123-134.

**Kennett, Pamela A.** and Julie Z. Sneath (2002), "Perceptions of Title IX: The Role of Marketing," American Marketing Association Consortium on Sports Marketing.

Megehee, Carol M. and **Pamela A. Kennett** (2001), "Self- vs. Full-Service: The Impact of Risk Perception on Service Choice," in the Society for Marketing Advances 2001 Conference Proceedings, 256-259.

Henson, Steve W., Kennedy, Karen and **Pamela A. Kennett** (2001), "Web-based Cases in Strategic Marketing," in the AMA 2001 Summer Marketing Educators' Conference Proceedings, 148-149.

Sneath, Julie Z. and **Pamela A. Kennett** (2001). "The Impact of Explanatory Style on Event-Induced Stress and Buying-Related Manifestations of Coping Behavior," poster presentation at the 2001 ACR Conference Proceedings, 251-253.

Grant, James, **Kennett, Pamela A.**, Erdmann, Joel W., and Kathryn Dobie (2000), "Collegiate Athletic Issues: The Student Perception," in the 2000 Atlantic Marketing Association Proceedings, Outstanding Paper in Sport & Event Marketing Track, 435-440.

**Kennett, Pamela A.**, Sneath, Julie Z. and Joel W. Erdmann (2000). "Market-Driven Components Impacting Athletic Spectator Satisfaction and Intent to Return," in the North American Society for Sport Management Proceedings.

Menon, Mohan K. and **Pamela A. Kennett** (1999), "Consumer Ethnocentrism: An Exploratory Study of Influencing Factors," in the 1999 Atlantic Marketing Association Proceedings, 336-341.

Erdmann, Joel W., **Kennett, Pamela A.**, and Julie Z. Sneath (1999), "The Sponsorship Audit: A Collegiate Athletics Case Study," in the 1999 Atlantic Marketing Association Proceedings, 256-261.

**Kennett, Pamela A.**, Sneath, Julie Z., and Mohan K. Menon (1999), "Service Guarantees as Marketplace Signals in the Consumer Choice Process," in the 28th EMAC Conference Proceedings, published on CD-rom, 23 pages.

Erdmann, Joel W., **Kennett, Pamela A.**, and Julie Z. Sneath (1999), "The Effect of Event Attendance Motivation on the Conspicuous Consumption of Sport-Related Apparel: The Professional Versus the Collegiate Fan," in the Proceedings of the 1999 NASSM Conference, 32.

Erdmann, Joel W., **Kennett, Pamela A.**, and Julie Z. Sneath (1999), "Athletic Corporate Sponsorships: An Examination of Corporate Expectations and the Influence of Perceived Outcomes on the Decision to Renew or Relinquish Sponsorships," in the Proceedings of the

1999 AAHPERD National Convention and in Research Quarterly for Exercise and Sport, V 70 (1), A-121.

Sneath, Julie Z. and **Pamela A. Kennett** (1998), "The Impact of Stress and Gender on Impulsive and Compulsive Buying Behaviors: A Life Event Perspective," Gender, Marketing, and Consumer Behavior, Fourth Conference Proceedings, 81-98.

Erdmann, Joel W., **Kennett, Pamela A.**, Sneath, Julie Z., and James Grant (1997), "Event Attendance Motivation: Its Effect on Conspicuous Consumption of Sport-Related Apparel," in the Thirteenth Annual Atlantic Marketing Association Conference Proceedings, 374-380.

Goodnight, J.E. and **Pamela A. Kennett** (1997), "Customer Switching Behavior in the Clinical Investigator Site Industry," in the Thirteenth Annual Atlantic Marketing Association Conference Proceedings, 107-114.

Sneath, Julie Z. and **Pamela A. Kennett** (1997). "Power-Dependency in Channels of Distribution: The Battle of Equities," in the International Conference on Recent Advances in Retailing and Services Science Proceedings, 79.

Erdmann, Joel W., **Kennett, Pamela A.**, and Julie Z. Sneath (1996), "A Study of NCAA Division I-A Athletic Booster Organizations: The Role of the University in Successful Fundraising Efforts," in the Academy of Business Administration 1996 Global Trends Conference Proceedings, 368-376.

Erdmann, Joel W. and **Pamela A. Kennett** (1996), "An Examination of Organizational Structure and Fundraising Performance of NCAA Division I-A University Athletic Booster Organizations," in the Twelfth Annual Atlantic Marketing Association Conference Proceedings, 134-140.

**Kennett, Pamela A.** and Julie Z. Sneath (1994), "Existing Measures of Brand Equity: Are They Appropriate for the Service Sector?" in the Seventh Bi-Annual World Marketing Congress Proceedings, 13-151-157.

**Kennett, Pamela A.** and Julie Z. Sneath (1994), "Brand Equity in the Service Sector: An Empirical Investigation," in the Southern Marketing Association 1994 Conference Proceedings, Awarded Best Student Paper, 496-499.

## TEACHING

### Courses Taught

#### Executive MBA Courses

MKT 6503 & 6595 (Strategic Marketing Management) for instruction in New Orleans and Kingston, Jamaica

### MBA Courses

MKT 6503 (Strategic Marketing Management)  
MKT 5535/6535 (Advanced Services Marketing Management)  
MKT 5546 (International Marketing Management)  
MKT 6555 (Marketing Research Methods)

### Undergraduate Courses

MKT 2501/3501 (Principles of Marketing)  
MKT 3505 (Consumer Behavior)  
MKT 3590 (Special Topics – Sport & Event Marketing)  
MKT 3510 (Intro to Marketing Research)  
MKT 3530 (Sales Management)  
MKT 4535 (Services Marketing)  
MKT 4580 (Marketing Management)

## **GRANTS AND CONTRACTS**

2011-12 Board of Regents Support Fund Grant, “Using Technology Based Active Learning to Enhance Student Success,” awarded \$50,000.

## **ACADEMIC AWARDS**

Interpretive Simulations 2015 Journal for the Advancement of Marketing Education Reviewer of the Year Award.

2012 Best Paper in the *Journal of Consumer Marketing*.

Best Paper in Public Policy Track, 2012 Society for Marketing Advances Conference.

2011 Marketing Professor of the Year, awarded by CBEC

2010 Marketing Professor of the Year, awarded by CBEC.

Sabbatical awarded for Spring 2009 to investigate the long-term impact of Hurricane Katrina on consumer behavior.

Best Paper in Case Writing and Research Track, 2008 Society for Marketing Advances Conference.

Honorable Mention, Best Competitive Paper, 2008 Society for Consumer Psychology Conference.

Best Paper in Healthcare Marketing Track at the 2004 Midwest Business Administration Association Conference.

Outstanding Paper in Sport & Event Marketing Track at the 2000 Atlantic Marketing Association Conference.

Best Student Paper at the 1994 Southern Marketing Association Conference.

AMA Doctoral Consortium Fellow (Summer, 1994).

Marketing Department Nominee for College of Business Administration Teaching Award (Georgia State University, 1994-1995).

## **SERVICE**

### **Service to Academic Marketing Community**

Program Committee, Marketing Management Association 2018 Fall Educators' Conference.

Doctoral Consortium Faculty Participant, Society for Marketing Advances, Fall 2017.

Immediate Past President, Marketing Management Association, Spring 2017 – present.

Track Chair, Services, Sales & Retailing, Marketing Management Association Spring Conference (2017).

President, Marketing Management Association, Spring 2016 – Spring 2017.

President-Elect, Marketing Management Association, Spring 2015 – Spring 2016.

Vice-President of Marketing, Marketing Management Association, Spring 2014 – Spring 2015.

Program Committee, Marketing Management Association 2013 Fall Educators' Conference.

Board Member, Marketing Management Association, Spring 2010 – 2014.

Co-Editor, 'Cases for Classroom Section', Marketing Education Review, 2010 – 2014.

Vice-President for Member Services, Society for Marketing Advances, November 2008 – November 2010.

Member of the Business Editorial Board, MERLOT - the Multimedia Education Resource for Learning and Online Teaching, [www.merlot.org](http://www.merlot.org), 2006 – present.

Track Chair, Case Studies Track, Society for Marketing Advances Conference (2011, 2012).

Track Chair, Technology & Marketing, Marketing Management Association Conference (2010).

Track Chair, Sport & Event Marketing Track, Marketing Management Association Conference (2009).

Reviewer, MERLOT - the Multimedia Education Resource for Learning and Online Teaching, (2004 – present).

Session Chair, Discussant and/or Reviewer, Society for Marketing Advances Conferences (2001-present).

Reviewer and Discussant, Marketing Management Association Conference (2003-present).

Track Chair, Sport, Entertainment and Event Marketing, Society for Marketing Advances Conference (2005).

Reviewer for the Academy of Marketing Science (2003-2004, 2007).

Reviewer, 6<sup>th</sup> ACR Conference on Gender, Marketing and Consumer Behavior (2002).

Reviewer, American Marketing Association Educators' Conference (1999).

Discussant, Atlantic Marketing Association Conference (1996).

Session Chair, World Marketing Congress (1995).

Reviewer, Academy of Business Administration (1996).

### **Service On-Campus**

Chair, Associate Provost Search Committee, Fall 2015 – Spring 2016.

Member, Recruitment and Retention Committee, University of New Orleans, Spring 2015-Spring 2017.

Thesis Committee Member, Masters in Arts Administration Program, 2014.

Member, Search Committee, Director of Honors College, 2012.

Member of the Faculty and Academic Administration Budget Committee, University of New Orleans, 2012–2013.

Faculty Advisor, UNO Student Chapter, American Marketing Association, 2011-2013.

Member of Strategic Planning Committee, College of Business Administration, University of New Orleans, 2010-present.

Member of Academic Honors Committee, College of Business Administration, University of New Orleans, 2008-present.

Member of the Committee for Mission Effectiveness and Accreditation, College of Business Administration, University of New Orleans, 2004-present.

- Attended AACSB Assessment Seminar, May 15-16, 2008 in Denver, Colorado
- Attended AACSB Maintenance of Accreditation Seminar, June 6, 2008 in Tampa, Florida

Member of Task Force on Student Persistence & Pride, University of New Orleans, 2007-2010.

- Designed online surveys for Office of Admissions.
- Assisted in the marketing and promotion of the 'Ask Lafitte' initiative.

Member of the SPRI Subcommittee on Student-Faculty Engagement, University of New Orleans, 2007-2010.

Member of UNO Marketing Committee, University of New Orleans, 2007-2009.

Designed survey instrument for evaluation of the Vice-Chancellors at the request of the Chancellor, University of New Orleans, 2008.

Member of the Graduate Programs Committee, College of Business, University of New Orleans, 2002-2008.

Member of the Department Recruiting Team at the 2002 and 2007 American Marketing Association, Marketing Educators' Conference.

Member of the ad-hoc Committee for International Ph.D. Program Development, College of Business, University of New Orleans, 2006.

Member of the Search Committee for the Director of Marketing, University of New Orleans, 2005 & 2006.

Member of the Dean's Search Committee, College of Business, University of New Orleans, 2004.

Member of the Writing Intensive Curriculum Committee, University of New Orleans, 2001-present.

Member of the College of Business Technology Committee, University of New Orleans, 2001-2002.

Member of the Scholarship and Awards Committee, University of New Orleans, 2000-2001.

Member of the University Senate, University of South Alabama, 1999 - 2000.

Member of the Intercollegiate Athletics Task Force Subcommittee on Campus, Community, and Alumni Support, University of South Alabama, 1999.

Chair of Departmental Search Committee, Department of Marketing and Transportation, College of Business and Management Studies, University of South Alabama, 1998-1999.

Member of University Library Committee, University of South Alabama, 1997-2000.

Member of Task Force to Review the College's Committee Structure, College of Business and Management Studies, University of South Alabama, 1998-2000.

Member of Strategic Planning Committee, College of Business and Management Studies, University of South Alabama, 1997-2000.

Member of Recruitment Committee, Department of Marketing and Transportation, College of Business and Management Studies, University of South Alabama, 1997 - 2000.

Member of Research Committee, College of Business and Management Studies, University of South Alabama, 1996 - 2000.

Internship Coordinator, Department of Marketing and Transportation, College of Business and Management Studies, University of South Alabama, 1996 -2000.

Member of University Writing Committee, University of South Alabama, 1996-1997.

Member of Scholarship Committee, College of Business and Management Studies, University of South Alabama, 1995-1996.

### **Off-Campus and Community Service**

Supervisor of market research projects conducted for the following organizations: Tales of the Cocktail, Earl K. Long Library, Westwego Swamp Festival, Tennessee Williams Festival, Beacon of Hope, University of New Orleans Marketing Department, Go 4<sup>th</sup> on the River, New Orleans Hornets, New Orleans Musicians Clinic, The Jackson Brewery, UNO Athletic Department, and Parish National Bank.

Supervisor of service audits conducted for the following organizations: Ask Lafitte, UNO Student Health Services, N.O. Original Daiquiris, Aquarium of the Americas, CC's Coffeehouse, Cannon's Restaurant, Ritz Carlton Day Spa, Elmwood Fitness Center, LPO, Boudreaux's Jewelers, Café Roma, Audubon Zoo, N.O. Museum of Art, and the D-Day Museum.

Assisted undergraduate students in MKT 4580 with the writing of post-Katrina marketing plans for numerous small businesses in the New Orleans area.

Invited judge, Society for Marketing Professional Services – Southeast Louisiana Chapter, SeLabration Awards Gala.

Invited speaker at the Mississippi Recreation & Park Association Annual Meeting

Conducted membership surveys for NOMCVB through the Division of Business and Economic Research.

Conducted research for the New Orleans Hornets, Mobile Mysticks Minor League Hockey Team, and the Mobile BayBears Minor League Baseball Team.

Bayfest Music Festival, Media Team (1997-2000).

### **PROFESSIONAL SOCIETY MEMBERSHIPS**

American Marketing Association

Marketing Management Association

Society for Marketing Advances

Public Relations Association of Louisiana – New Orleans Chapter

### **BUSINESS EXPERIENCE**

The Jackson Brewery, Marketing Assistant (1990-1991)

Canadian-American Center, Researcher, University of Maine (1990)

Pro bono research and/or advisory roles for organizations including:

Krewe of Muses, Conduct Post-Parade Survey (2015 – present)

St. Joseph's Abbey, Covington, LA, Marketing & Communication Advisory Board (2013- 2015)

Acting Public Relations Director, University of New Orleans (Fall 2005)

New Orleans Hornets (2004-2005, 2007-2010)

New Orleans Musicians Clinic (2001)

New Orleans Metropolitan Convention and Visitors Bureau (2001-2002)

Mobile Mysticks Minor League Hockey Team (1998-2000)

Mobile BayBears Minor League Baseball Team (1997-1998)

Bayfest Music Festival, Media Team (1997-2000)