

## **Mr. Brian I. Spaid**

Marquette University  
Curriculum Vitae

### **OFFICE ADDRESS:**

Department of Marketing  
Marquette University  
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### **Education**

- Ph D, University of Tennessee, 2014.  
Major: Marketing  
Dissertation Title: Exploring the Consequences of Shopper-Facing Technologies
- MBA, University of Tennessee, 2008.  
Major: Marketing
- BA, University of the Pacific, 1992.  
Major: Music Theory & Composition (BM)

### **Professional Experience**

#### **Professional**

- Vice President/Creative Director, Mediapulse, Inc. (2001 - 2007).
- IT Project Manager, Adaptec, Inc. (1999 - 2001).
- Senior eBusiness Executive, Hensley Segal Rentschler. (1995 - 1999).
- Sales Manager, ComputerLand. (1992 - 1994).

### **Licensures and Certifications**

- Adwords Certification, Google. (January 2018 - Present).
- Hootsuite Certification, Hootsuite. (January 2018 - Present).
- Preventing Discrimination and Sexual Violence: Title IX and the SaVE Act for Faculty, Staff and Student Employees, Marquette University. (December 2, 2017 - Present).
- Preventing Discrimination and Sexual Violence: Title IX, VAWA and Clery Act for Faculty and Staff, Marquette University. (April 13, 2017 - Present).
- Unlawful Harassment Prevention for Higher Education Faculty and Graduate Assistants, Marquette University. (April 13, 2017 - Present).
- ESRI ArcGIS Location Advantage Certification, ESRI. (May 10, 2016 - Present).
- Master Teacher Program, Georgia State University. (May 6, 2016 - Present).
- Protecting Human Research Subjects Certification, National Institutes of Health. (May 26, 2015 - Present).
- Unlawful Harassment Prevention Certification, Workplace Answers. (September 28, 2014 - Present).
- Facilitating an Online Course: Best Practices Certificate, Center for Teaching and Learning. (September 9, 2014 - Present).
- Social & Behavioral Research Basic Stage IRB Training, CITI. (October 23, 2017 - October 22, 2020).
- Inbound Marketing Certification, HubSpot. (June 2015 - July 2016).
- Preventing Sexual Discrimination and Sexual Violence, Workplace Answers. (September 28, 2014).

## Consulting

For Profit Organization, Simulation Studios, San Diego, CA. (June 19, 2018 - June 21, 2018).

## TEACHING

### Courses Taught

#### Marquette University

MARK 3001, Intro to Marketing, Undergraduate.  
MARK 4050, Digital Marketing, Undergraduate.  
MARK 4095, Retailing Management, Undergraduate.  
MARK 6125, Digital Marketing, Graduate.  
MBA 6030, Bus Essntls: MARK, IT & OSCM, Graduate.

## SCHOLARLY ACTIVITY

### Publications and Other Intellectual Contributions

#### Journal Article, Academic Journal, Refereed

Spaid, B. I. (2018). Exploring Consumer Collecting Behavior: A Conceptual Model and Research Agenda. *Journal of Consumer Marketing*, 35 (6), 653-662.

Dan, S., Spaid, B. I., Noble, C. (2018). Exploring the sources of design innovations: Insights from the computer, communications and audio equipment industries. *Research Policy*, 47 (8), 1495-1504.

Ow, T., Spaid, B. I., Wood, C. A., Ba, S. (2018). Trust and Experience in Online Auctions. *Journal of Organizational Computing and Electronic Commerce*, 28 (4), 297-311.

Esmark, C., Berazeale, M., Stevens, J., Spaid, B. I. (2018). Tell It Like It Is: The Effects Of Differing Responses To Negative Online Reviews. *Psychology and Marketing*, 35 (12), 891-901.

Stephens, J., Spaid, B. I., Breazeale, M., Esmark, C. (2017). Timeliness, Transparency, and Trust: A Framework for Managing Online Customer Complaints. *Business Horizons*, 61 (3), 375-384.

Spaid, B. I., Flint, D. J. (2014). The Meaning of Shopping Experiences Augmented by Mobile Internet Devices. *Journal of Marketing Theory and Practice*, 22 (1), 73-90.

Spaid, B. I. (2013). Profiting from Our Past: Evoking Nostalgia in the Retail Environment. *The International Review of Retail, Distribution and Consumer Research*, 23 (4), 418-439.

Dabholkar, P. A., Spaid, B. I. (2012). Service failure and recovery in using technology-based self-service: effects on user attributions and satisfaction. *The Service Industries Journal*, 32 (9), 1415-1432.

#### Patent, Non-refereed

Spaid, B. I. (2007). *Website Visit Quality Measurement System*. Washington, DC: U.S. Patent and Trademark Office.

[scholar.google.com/citations?view\\_op=view\\_citation&hl=en&user=rYrWp6YAAAAJ&citation\\_for\\_view=rYrWp6YAAAAJ:u-x6o8ySG0sC](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=rYrWp6YAAAAJ&citation_for_view=rYrWp6YAAAAJ:u-x6o8ySG0sC) [\[Link\]](#)

## External Grants

### Grant

Spaid, B. I. (Principal), Flint, D. J. (Supporting), "The Meaning of Shopping Experiences Augmented by Mobile Internet Devices," Sponsored by Marketing Sciences Institute & Association for Consumer Research, Private, \$5,000.00. (May 2010 - May 2012).

## Intellectual Contributions under Review

### Journal Article, Academic Journal, Refereed

Spaid, B. I., Ow, T., Facilitation of In-Store Mobile Internet Device Use: Empowering Shoppers and Driving Retailer Repatronage Intentions. *Journal of Interactive Marketing*.

### Journal Article, Professional Journal, Refereed

Spaid, B. I., O'Neill, B., Ow, T., The Upside of Showrooming: How Online Information Creates Positive Spill-Over for the Brick-and-Mortar Retailer. *Journal of Organizational Computing and Electronic Commerce*.

## Presentations

### National/International Academic

Spaid, B. I. (Presenter & Author), Matthes, J. (Author Only), 2018 SMA Conference, "Drivers and Outcomes of Consumer Collecting Behavior," Society for Marketing Advances, West Palm Beach, FL. (November 1, 2018).

Spaid, B. I. (Presenter & Author), Matthes, J. (Presenter & Author), AMA Summer Educator Conference, "Exploring Shape in the Retail Environment," American Marketing Association, Boston, MA. (August 10, 2018).

Spaid, B. I., Ow, T., DMA Marketing EDGE, "Facilitation of In-Store Mobile Internet Device Use: Empowering Shoppers and Driving Retailer Repatronage Intentions," Los Angeles, CA. (October 15, 2016).

Spaid, B. I. (Presenter & Author), Ow, T. (Author Only), DSI Conference, "Antecedents of Self-Service Technology Use Decisions," Decision Sciences Institute, Tampa, FL. (November 23, 2014).

Spaid, B. I. (Presenter & Author), AMS World Marketing Congress Doctoral Consortium, "Exploring the Consequences of Shopper-Facing Technologies: Their Effect on Shopper Experiences and Shopping Outcomes," Academy of Marketing Sciences, Melbourne, AUS. (July 2013).

Dabholkar, P. A. (Author Only), Spaid, B. I. (Presenter & Author), European Institute of Retailing and Services Science 2011 Summer Conference, "Technology-Based Self-Service Failure Attribution," European Institute of Retailing and Services Science, San Diego, CA. (July 2011).

Spaid, B. I. (Presenter & Author), Dabholkar, P. A. (Author Only), International Academy of Business and Public Administration Disciplines 2011 Winter Conference, "Sources of Trusted Information in the Retail Environment," International Academy of Business and Public Administration Disciplines, Orlando, FL. (2010).

Spaid, B. I. (Presenter & Author), Society for Marketing Advances 2010 Winter Conference, "Identity Salience Model of Collecting Behavior," Society for Marketing Advances, Atlanta, GA. (2010).

### Regional and Other Academic

Spaid, B. I. (Presenter & Author), Flint, D. J. (Author Only), 2012 Southeast Marketing Symposium, "The Meaning of Shopping Experiences Augmented by Mobile Internet Devices," Southeast Marketing Symposium, Knoxville, TN. (February 2012).

## **Professional Affiliations and Editorial Board Service**

Society of Marketing Advances. (September 2018 - Present).  
Marketing EDGE. (April 2016 - Present).  
American Marketing Association. (2010 - Present).

## **Professional Service**

Reviewer, Conference Paper, Society of Marketing Advances. (July 1, 2018 - September 21, 2018).  
Reviewer, Conference Paper, DMA Marketing EDGE Conference. (February 2016).  
Reviewer, Conference Paper, American Marketing Association. (November 2014).

## **ACADEMIC AND UNIVERSITY SERVICE**

### **Department Service**

Kellstadt Speaker Attendee - Cait Lamberton. (April 20, 2018).  
Department Brown Bag Presenter. (April 6, 2018).

### **College Service**

Committee Member, Graduate Curriculum Committee. (October 2017 - Present).  
Committee Member, COBA Teaching Committee. (December 13, 2016 - Present).  
Committee Member, COBA/College of Communication Collaboration Committee. (October 6, 2016 - Present).  
Committee Member, Undergraduate Core Curriculum Committee. (October 4, 2016 - Present).  
Committee Member, Market Analytics Certificate Committee. (July 21, 2016 - Present).  
Dean's Scholarship Essay grader. (January 30, 2019 - February 6, 2019).  
Faculty Mentor, Prospective Student Visit Meeting. (January 25, 2019).  
Amazon Fulfillment Center Field Trip. (September 21, 2018).  
Attendee, May Graduation. (May 20, 2018).  
Organizer, Kohl's Fieldtrip for MARK4095. (October 13, 2017).  
Organizer and Chaperone, Amazon Fulfillment Center Field Trip. (September 29, 2017).  
Advisor, Kohl's Case Competition Faculty Advisor. (November 18, 2016 - February 2, 2017).  
Organizer, Kohl's Fieldtrip for MARK4095. (November 18, 2016).  
Committee Member, GSM Steering Committee Delivery and Technology Working Group. (November 19, 2014 - August 1, 2016).  
Faculty Presence, COBA Preview Lunch. (June 13, 2016).  
Attendee, May Graduation. (May 22, 2016).  
Speaker, COBA Honors Convocation. (April 17, 2016).  
Attendee, May Graduation. (May 17, 2015).

### **University Service**

Attendee, Special Event, Pere Marquette Dinner. (May 3, 2018).  
Attendee, Special Event, Pere Marquette Dinner. (April 30, 2015).  
Program Coordinator, Brennan-Kellstadt Marketing Speaker Series - The Future of Social Media Marketing. (September 2014 - November 14, 2014).  
Attendee, Special Event, Business Leaders Forum. (October 1, 2014).  
Attendee, Special Event, Presidential Inauguration. (September 14, 2014).  
Attendee, Convocation, New Colleagues Convocation. (August 18, 2014).

## **AWARDS AND HONORS**

2013 Doctoral Fellow, AMA-Sheth Foundation Doctoral Consortium. (2013).

Doctoral Fellow, Academy of Marketing Sciences - World Marketing Congress. (July 2013).

2012 Alma and Hal Reagan MBA Fellow, University of Tennessee College of Business Administration, Shopper Marketing Forum. (2012).

2012 Michael J. Stahl and Gregory M. Bounds Graduate Research Award Finalist, University of Tennessee College of Business Administration, Shopper Marketing Forum. (2012).

Shopper Marketing Fellow, University of Tennessee College of Business Administration, Shopper Marketing Forum. (2012).