

Dr. Brian I. Spaid

Marquette University
Curriculum Vitae

Department of Marketing
Marquette University
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Milwaukee, WI 53233
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EDUCATION

PhD, 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

2022 – present Department Chair, Department of Marketing
Marquette University – Milwaukee, WI

2020 – present Associate Professor of Marketing
Marquette University – Milwaukee, WI

2014 – 2020 Assistant Professor of Marketing
Marquette University – Milwaukee, WI

2001 – 2006 Vice President & Creative Director
Mediapulse, Inc. – Knoxville, TN

1999 – 2001 Senior Information Technology Project Manager
Adaptec, Inc. – Milpitas, CA

1995 – 1999 Senior Internet Marketing Executive
Gyro (formerly Hensley Segal Rentschler) – Cincinnati, OH

SCHOLARLY ACTIVITY

Publications and Other Intellectual Contributions

Journal Article, Academic Journal, Refereed

Milovic, A., Das Gyomlai, M., **Spaid, B.I.**, & Dingus, R. (2024). SELL ME THIS ARTIFICIAL PEN: USING CHATGPT TO ENHANCE SALES ROLE PLAYS. *Marketing Education Review*, 34(2), 137-143.

Spaid, B.I., & Matthes, J. (2021). Consumer collecting identity and behaviors: underlying motivations and impact on life satisfaction. *Journal of Consumer Marketing*, 38(5), 552-564.

Spaid, B. I., O'Neil, B., Ow, T.T. (2019). The Upside of Showrooming: How Online Information Creates Positive Spill-over for the Brick-and-Mortar Retailer. *Journal of Organizational Computing and Electronic Commerce*, 29(4), 294-315.

Esmark Jones, C. L., Stevens, J. L., Breazeale, M., & **Spaid, B. I.** (2018). Tell it like it is: The effects of differing responses to negative online reviews. *Psychology & Marketing*, 35(12), 891-901.

Ow, T.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), 294-314.

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.

Spaid, B. I. (2018). Exploring consumer collecting behavior: a conceptual model and research agenda. *Journal of Consumer Marketing*, 35(6), 653-662.

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.

Research Currently in Progress

Spaid, B. I., Obsession on Display: Experiences and Meaning in the Sharing of Collections. Targeted to *Journal of Consumer Research*.

Spaid, B. I., Flint, D., Technology-Induced Shopper Ambivalence. Targeted to *Journal of Consumer Research*.

Spaid, B. I., O'Neill, B., Ow, T.T., Driving Loyalty and Repurchase with In-Store Information Targeted to *Journal of Interactive Marketing*.

Matthes, J., **Spaid, B. I.**, Ow, T.T., Barratt, M., Omni-channels: Competitive Advantage or Idealistic Strategy. Targeted to *Journal of Marketing Management*.

Presentations

National/International Academic

Fenik, Anton, **Spaid, B. I.** (Presenter & Author), Esmark Jones, Carol, Powell, Adam, Shaner, Matthew, and Chakar, Nawar. 2022 SMA Conference, "The Impact of Physical Store's Website Presence on Increasing Physical Store Visits," Society for Marketing Advances, Charlotte, NC. (October 2022).

Spaid, B. I. (Presenter & Author), Matthes, J., 2021 SMA Conference, "Real Stores Have Curves: How Organic Shapes Attract and Influence Shoppers," Society for Marketing Advances, Orlando, FL. (November 2021). *Winner of Best Paper in Retail, Logistics, and Supply Chain Management Track*.

Spaid, B. I. (Presenter & Author), Waites, S., 2019 SMA Conference, "Moderating Influences on Checkout Charity Round-Up Donations," Society for Marketing Advances, New Orleans, LA. (November 2019).

Matthes, J., Ow, T. T., **Spaid, B. I.**, Barratt, M. (Author only). 2019 SMA Conference, "Omni-Channels: Competitive Advantage or Idealistic Strategy," Society for Marketing Advances, New Orleans, LA. (November 2019).

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

Spaid, B. I. (Presenter & Author), Ow, T. 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. T. 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).

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

Dabholkar, P. A., **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., 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).

Teaching

Undergraduate

MARK4095 – Retailing Management
MARK4050 – Digital Marketing

Graduate

MBA6030 – Business Essentials: Marketing, Information Technology, and Operations & Supply Chain Management
MARK6125 – Digital Marketing

Training

- Stepping Up Your D2L Game (2022)
- Deciding when to use videos and synchronous sessions, Marquette University Center for Teaching and Learning (2020)
- Selecting and creating instructional materials, Marquette University Center for Teaching and Learning (2020)
- Rethinking Learning Activities & Assessments, Marquette University Center for Teaching and Learning (2020)
- Reimaging Your Course Online Training, Marquette University Center for Teaching and Learning (2020)
- Visiting Professor Program, Advertising Education Foundation (2020)
- Midwest Great Teachers Seminar, four-day teaching workshop (2019)
- How Learning Works, Marquette University Center for Teaching and Learning (2019)
- Partial Least Squares Structural Equation Modeling, Society for Marketing Advances Conference (2018)
- Georgia State University Master Teacher Program, four-day teaching workshop (2016)
- Qualitative Research Methods, two-day NVivo Workshop (2014)

Patents

Spaid, Brian I. (2007), "Website Visit Quality Measurement System" U.S. Patent 7,269,643. Filed Dec. 17, 2002, Issued Sept. 11, 2007

Awards and Honors

- *Real Stores Have Curves: How Organic Shapes Attract and Influence Shoppers*, Winner Best Paper in Retail, Logistics, and Supply Chain Management Track, Society for Marketing Advances Conference, 2021
- Shopper Marketing Fellow, Shopper Marketing Forum, 2014
- Doctoral Fellow, AMS World Marketing Congress Doctoral Consortium, Melbourne, AU 2013
- Doctoral Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Washington, 2012
- Michael J. Stahl and Gregory M. Bounds Graduate Research Award Finalist, 2012
- Alma and Hal Reagan MBA Fellow, 2006
- Phi Kappa Phi, Omicron Delta Kappa, and Golden Key honor societies

Grants

- Research Mini-Grant (\$2500), April 2022
- Research Mini-Grant (\$200), February 2020
- Miles Research Productivity Grant, Marquette University College of Business Administration (\$5000), October 2019
- Research Mini-Grant (\$1900), May 2018
- Research Mini-Grant (\$1500), November 2017
- Flipped Classroom Grant, Marquette University College of Business Administration (\$3000), May 2019
- Experiential Learning Grant, Marquette University College of Business Administration (\$5000), March 2016
- Research Mini-Grant (\$1350) with Terence Ow, October 2015
- Research Mini-Grant (\$695), September 2015
- Research Mini-Grant (\$670), September 2014
- Research Mini-Grant (\$630), September 2014
- Research Grant “The Meaning of Shopping Experiences Augmented by Mobile Internet Devices,” MSI and ACR Shopper Marketing research grant (\$5000), May 2010

SERVICE ACTIVITIES

Student Mentoring

- Student Startup – AnydayCasual, Faculty Mentor, 2019
- Student Startup – Inflight Drone, Faculty Mentor, 2019
- Chartered Financial Analyst Investment Research Challenge, Faculty Mentor, 2019
- Retail Dashboard Guidance, Faculty Mentor, 2019
- Prospective Student, Faculty Mentor, 2018
- Kohl’s Invitational Case Competition, Faculty Mentor, 2017

College Service

- COBA Graduate Curriculum Committee, Delivery Working Group, Committee Member
- COBA Teaching Committee, Committee Member
- COBA Undergraduate Core Curriculum Committee, Committee Member
- COBA Marketing Analytics Certificate Committee, Committee Member
- COBA Dean’s Scholarship Essay Grader
- COBA GSM Steering Committee Delivery and Technology Working Group, Committee Member

University Service

- Innovation Alley, M-Teams, Committee Member
- COBA/College of Communication Collaboration Committee, Committee Member

Community Service

- Neighborhood House of Milwaukee Board of Directors, Member (10 years)
- Neighborhood House of Milwaukee Marketing Committee, Member (6 years)

Reviewer

- Journal of Consumer Marketing, Ad hoc reviewer
- American Marketing Association Conference, Ad hoc reviewer
- Society for Marketing Advances, Ad hoc reviewer

Professional Associations

- Society of Marketing Advances
- American Marketing Association