

MICHELLE ANDREWS

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APPOINTMENTS

Emory University, Assistant Professor of Marketing, 2015 – present

EDUCATION

Ph.D., Marketing, Temple University, 2015

J.D., M.B.A., B.A., University of Missouri, 2010, 2006

PUBLICATIONS

1. 'Is Distance Really Dead in the Online World? The Moderating Role of Geographical Distance on the Effectiveness of Electronic Word-of-Mouth' (with Vilma Todri & Panagiotis (Panos) Adamopoulos)
Journal of Marketing, forthcoming
2. 'Firms Behaving Badly? Investor Reactions to Corporate Social Irresponsibility' (with Vamsi K. Kanuri & Reza Houston)
Business and Society Review, 125 (1), 2020, pp. 41-70
3. 'The Unintended Consequences of Price-based Service Recovery Incentives' (with Vamsi K. Kanuri)
Journal of Marketing, 83 (5), 2019, pp. 57-77
 - Best Paper Award, AMA Retail & Pricing SIG 2021
4. 'Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products' (with 13 authors including Peter C. Verhoef, Andrew T. Stephen & P.K. Kannan)
Journal of Interactive Marketing, 40, 2017, pp. 1-8
 - Lead article
5. 'Ideator Expertise and Cocreator Inputs in Crowdsourcing-based New Product Development' (with John Jianjun Zhu & Stella Yiyang Li)
Journal of Product Innovation Management, 34 (5), 2017, pp. 598-616
 - Best Special Issue Paper Award, MSI 2017
6. 'Sociodemographic Versus Geographic Proximity in the Diffusion of Online Conversations' (with Beth L. Fossen & David A. Schweidel)
Journal of the Association for Consumer Research, 2 (2), 2017, pp. 246-266
7. 'Mobile Promotions: A Framework and Research Priorities' (with Jody Goehring, Sam Hui, Joseph Pancras & Lance Thornswood)
Journal of Interactive Marketing, 34, 2016, pp. 15-24
8. 'Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness' (with Xueming Luo, Zheng Fang & Anindya Ghose)
Marketing Science, 35 (2), 2016, pp. 218-233
 - Best Track Paper Award, AMA 2014
 - Best Conference Paper Award, AMA 2014
9. 'Cause Marketing Effectiveness' (with Xueming Luo, Zheng Fang & Jaakko Aspara)
Journal of Marketing, 78 (6), 2014, pp. 120-142
 - Best Track Paper Award, AMA 2014

10. 'Mobile Targeting' (with Xueming Luo, Zheng Fang & Chee Wei Phang)
Management Science, 60 (7), 2014, pp. 1738-1756
11. 'How Does CEO Tenure Matter? The Mediating Role of Firm-Employee and Firm-Customer Relationships' (with Xueming Luo & Vamsi K. Kanuri)
Strategic Management Journal, 35 (4), 2014, pp. 492-511
12. 'Group-Buying Deal Popularity' (with Xueming Luo, Yiping Song & Jaakko Aspara)
Journal of Marketing, 78 (2), 2014, pp. 20-33

OTHER PUBLICATIONS

1. 'Increasing the Effectiveness of Mobile Advertising by Using Contextual Information'
GfK Marketing Intelligence Review, 9 (2), 2017, pp. 37-41
2. 'Mobile Discounts: A Matter of Distance and Time' (with Zheng Fang, Xueming Luo & Chee Wei Phang)
Harvard Business Review, 92 (5), 2014, p. 30
3. 'Long CEO Tenure Can Hurt Performance' (with Xueming Luo & Vamsi K. Kanuri)
Harvard Business Review, 91 (3), 2013, p. 26

HONORS AND AWARDS

MSI Young Scholar, 2021
 AMA Retail & Pricing SIG Best Paper Award, 2021
 Journal of Marketing Outstanding Reviewer Award, 2020
 AMA Best Conference Paper Award, 2018
 AMA Best Track Paper Award (2 papers), 2018
 MSI Best Special Issue Paper Award, 2017
 SERVSIG Service Dissertation Award (Finalist), 2016
 AIM-AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2016, 2019, 2020
 Completed Dissertation Award (First Place), Temple University, 2015
 Dean's Outstanding Publication Award, Temple University, 2013, 2014, 2015
 AMA Best Conference Paper Award, 2014
 AMA Best Track Paper Award (2 papers), 2014
 DocSIG Matthew Joseph Emerging Scholar Award (Honorable Mention), 2014
 AMA-Sheth Foundation Doctoral Consortium Fellow, 2013
 ISMS Marketing Science Doctoral Consortium Fellow, 2012, 2013
 NCSM National Conference in Sales Management Doctoral Fellow, 2011
 NCSM National Conference in Sales Management Best Student Paper Award, 2011

INVITED SEMINARS

1. Monash University, Monash Business School, November 2021 (scheduled)
2. Temple University, Fox School of Business, October 2020
3. University of Oxford, Saïd Business School, Marketing Research Camp, September 2019
4. IDC Herzliya, Arison School of Business, March 2019
5. North Carolina State University, Poole College of Management, November 2018
6. University of Georgia, Grady College of Journalism, January 2017
7. Erasmus University, Rotterdam School of Management, Information Systems, June 2016
8. MIT, Sloan School of Business, March 2015

9. Emory University, Goizueta Business School, October 2014
10. Singapore Management University, Lee Kong Chian School of Business, October 2014
11. Miami University, School of Business, October 2014
12. Erasmus University, Rotterdam School of Management, September 2014
13. University of North Carolina at Charlotte, Belk College of Business, September 2014
14. Indiana University, Kelley School of Business, September 2014
15. Columbia University, Columbia Business School, September 2014
16. University of Southern California, Marshall School of Business, September 2014

CONFERENCE PRESENTATIONS

1. EMAC, Online, 2021
2. MIT Sloan Sports Analytics Conference, Online, 2021
3. AIM-AMA Sheth Foundation Doctoral Consortium, New Delhi, India, 2020
4. INFORMS, Marketing Science, Rome, Italy, 2019
5. Marketing Effectiveness Along the Customer Journey, Bologna, Italy, 2019
6. 11th Triennial Invitational Choice Symposium, Cambridge, MD, 2019
7. MSI, Marketing Analytics Transforming the Media Landscape, New York, NY, 2019
8. AMA, Austin, TX, 2019
9. AIM-AMA Sheth Foundation Doctoral Consortium, Ahmedabad, India, 2019
10. MSI, Board of Trustees Meeting Science Fair, San Francisco, CA, 2018
11. INFORMS, Marketing Science, Philadelphia, PA, 2018
12. EMAC, Glasgow, Scotland, 2018
13. AMA (2 papers), New Orleans, LA, 2018
14. WISE, Seoul, South Korea, 2017
15. INFORMS, Marketing Science (2 papers), Los Angeles, CA, 2017
16. SERVSIG, Maastricht, Netherlands, 2016
17. 10th Triennial Invitational Choice Symposium, Alberta, Canada, 2016
18. Emory Marketing Analytics Conference, Atlanta, GA, 2016
19. AIM-AMA Sheth Foundation Doctoral Consortium, Delhi, India, 2016
20. INFORMS, Marketing Science, Baltimore, MD, 2015
21. EMAC (2 papers), Leuven, Belgium, 2015
22. Thought Leadership on Mobile Marketing Conference, College Station, TX, 2015
23. Digital Analytics Association, Philadelphia, PA, 2014
24. AMA (2 papers), San Francisco, CA, 2014
25. INFORMS, Marketing Science (2 papers), Atlanta, GA, 2014
26. AMA (4 papers), Orlando, FL, 2014
27. ICIS, Milan, Italy, 2013
28. Big Data in Mobile Analytics Conference, Philadelphia, PA, 2013
29. Mapping Mobile Conference, New York, NY, 2013
30. CIIC, New York, NY, 2013
31. AMA, Chicago, IL, 2012
32. INFORMS, Marketing Science, Boston, MA, 2012
33. NCSM, Orlando, FL, 2011

SERVICE

Editorial Review Board

Journal of Marketing Research, 2020 – present

Journal of Marketing, 2018 – present

Referee

Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Management Science, Information Systems Research, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Interactive Marketing, Journal of Business Research, Journal of Retailing, Journal of the Association for Consumer Research, MIT Press, American Marketing Association Educators' Conference, International Conference on Information Systems, International World Wide Web Conference, National Conference in Sales Management, Alden G. Clayton Doctoral Dissertation Proposal Competition, American Association for the Advancement of Science Research Competitiveness Program, Israel Science Foundation

Conferences

Track Co-chair, Winter AMA, 2022
Track Co-chair, Summer AMA, 2021
Moderator, Journal of Marketing Workshop, Hyderabad, India, 2020
Associate Editor, ICIS, 2019
Doctoral Symposium Co-chair, Winter AMA, 2018
Discussant, WISE, 2017
Associate Editor, Winter AMA, 2017
Special Session Co-chair, INFORMS, Marketing Science, 2015
Special Session Co-chair, EMAC, 2015
Track Co-chair, Winter AMA, 2015

DOCTORAL THESIS COMMITTEE

Wooyong Jo, Ph.D. in Marketing, Emory, 2022 (expected)
Buffy Mosley, Ph.D. in Marketing, Emory, 2020 Placement: Texas A&M University
Zhe Han, Ph.D. in Marketing, Emory, 2019 Placement: Tulane University (Visiting)

GRANTS

MSI Accelerator Award, 2016 (\$2,000)
Goizueta Business School Ad Hoc Research Grant, 2015 (\$8,500)

TEACHING

Marketing Management (BBA); Executive Education (Mobile Marketing)