

DIONNE A. NICKERSON
Goizueta Business School – Emory University
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ACADEMIC POSITIONS

Goizueta Business School, Emory University Assistant Professor of Marketing	July 2024-present
Kelley School of Business, Indiana University, Bloomington Assistant Professor of Marketing	July 2019-May 2024

EDUCATION

Georgia Institute of Technology – Scheller College of Business, Atlanta, GA
Ph.D. Marketing, 2019

Providence College, Providence, RI
M.B.A. Marketing

Brown University, Providence, RI
A.B. Engineering

RESEARCH INTERESTS

Substantive: Sustainability, Corporate Social Responsibility, ESG, DEI, Brand Strategy
Methodological: Panel Data Econometrics, Causal Inference, Multi-methods

PUBLICATIONS

- Rodriguez-Vila, Omar, Dionne Nickerson, and Sundar Bharadwaj (2024), “[How Inclusive Brands Fuel Growth](#),” *Harvard Business Review*, May-June.
- Nickerson, Dionne, Michael Lowe, Adithya Pattabhiramaiah, and Alina Sorescu (2022), “[The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective](#),” *Journal of Marketing*, 86(2), 5-28.
 - *Lead article*
 - *Finalist for 2022 Shelby D. Hunt/Harold H. Maynard Award*
 - *Finalist for 2022 AMA/Marketing Science Institute/H. Paul Root Award*
 - *Top 10 most read JM Scholarly Insights from 2021*
 - *Invited for webinar by Editor-in-Chief of Journal of Marketing*
 - *Taught in Donald Lichtenstein’s (University of Colorado Boulder) Marketing Strategy Doctoral Seminar*
 - *Best Paper Award – Sustainability, Social Responsibility, and Ethics Track 2020 Winter AMA Conference*
 - *Media coverage: The Conversation, Fast Company, IR Magazine, The Daily Record, Corporate Secretary, National Affairs, Connected World*
 - *Emerald/EFMD Outstanding Doctoral Research Award*
- Horne, Daniel R., Dionne Nickerson, and Mark DeFanti. (2015), “[Improving Supply Chain Efficiency through Electronic Payments: The Case of Microentrepreneurs in Kenya and Tanzania](#),” *Journal of Marketing Channels*, 22(2), 83-92. (Article accepted prior to doctoral program)
 - *Media coverage: Payments Afrika*

WORKING PAPERS AND RESEARCH IN PROGRESS

- Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “Antecedents and Consequences of An Inclusive Brand Marketing Strategy.” (In preparation for resubmission at *Journal of Marketing*).
 - *Marketing Science Institute Working Paper*
- Nickerson, Dionne and Karen Wallach, “Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” (In preparation for journal submission).
- Nickerson, Dionne, Saeed Janani, and Atanas Nikolov, “Corporate Social Performance: Does the Chief Marketing Officer Matter?” (In preparation for resubmission at *Journal of Marketing*).
- Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “Societal Benefits: A Brand Equity View on CSR Value.” (In preparation for journal submission).

INVITED SPEAKER

Women in Marketing Strategy (WIMS) Special Session Winter AMA, Panelist, February 2025

University of Illinois Chicago, Marketing Seminar Series, September 2024

University of Texas at El Paso, Marketing Strategy Doctoral Seminar, April 2024

Indiana University, Kelley Honors Faculty Lunch and Learn, April 2024

Marketing Science Institute Webinar, April 2024

Georgia State University, Marketing Strategy Doctoral Seminar, March 2024

Indiana University, Black Women in STEM, Panelist, March 2024

The “Greening” of Marketing Education Special Session Winter AMA, Panelist, February 2024

Northwestern University, Kellogg School of Management, Behavioral Brown Bag, October 2023

Perspectives on Sustainable Marketing Intensive Workshop Summer AMA, Panelist, August 2023

Sustainable Business Panel, Plenary Session, Business Association for Latin American Studies Conference, Mexico City, Mexico, June 2023

Emory University, Goizueta Business School, March 2023

Indiana University, Kelley School of Business, Hudson Holland Scholars’ Program, September 2022

University of California Riverside, Marketing Seminar Series, May 2022

Lancaster University, April 2022

Indiana University, Kelley School of Business, Marketing Department Brown Bag Seminar Series, April 2022

Indiana University, Kelley School of Business, Women and Co. Student Chapter, Faculty Panel, April 2022

Michigan State University, Open Minds Doctoral Brown Bag Seminar Series, March 2022

Indiana University, American Marketing Association Student Chapter, February 2022

Indiana University, Kelley Institute for Social Impact, Conversations with KISI, March 2021

Indiana University, Business Economics & Public Policy Department Brown Bag Seminar Series, January 2021

ESSEC Business School, October 2018

San Diego State University, Fowler College of Business, September 2018

Indiana University, Kelley School of Business, September 2018

University of Georgia, Terry College of Business, September 2018

University of Notre Dame, Mendoza College of Business, August 2018

CONFERENCE PRESENTATIONS

Nickerson, Dionne and Karen Wallach, “Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets,” Marketing Science Conference, June 2024.

Nickerson, Dionne and Karen Wallach, “Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets,” *Marketing Science: Diversity, Equity and Inclusion Conference*, March 2023.

Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “Antecedents and Consequences of An Inclusive Brand Marketing Strategy,” *Marketing Science: Diversity, Equity and Inclusion Conference*, March 2023.

Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “Antecedents and Consequences of An Inclusive Brand Marketing Strategy,” *Marketing Science: Diversity, Equity and Inclusion Conference*, March 2023.

Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “Antecedents and Consequences of An Inclusive Brand Marketing Strategy,” *American Marketing Association, Winter Conference*, February 2023.

Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “Antecedents and Consequences of An Inclusive Brand Marketing Strategy” *Marketing Strategy Meets Wall Street Conference*, August 2022.

Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “Antecedents and Consequences of An Inclusive Brand Marketing Strategy” *AMA Marketing and Public Policy Conference*, June 2022.

Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “Antecedents and Consequences of An Inclusive Brand Marketing Strategy” *Theory+Practice in Marketing Conference*, May 2022.

Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “Societal Benefits: A Brand Equity View on CSR Value,” *2021 AMA Marketing and Public Policy Conference*, June 2021.

Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “What is an Anti-Racist Brand?,” *JACR “Racism and Discrimination in the Marketplace” Boutique Conference*, June 2021.

Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “What is an Anti-Racist Brand?,” *2021 INFORMS Marketing Science Virtual Conference*, June 2021.

Nickerson, Dionne, Omar Rodriguez-Vila, and Sundar Bharadwaj, “Societal Benefits: A Brand Equity View on CSR Value,” *Marketing Strategy Consortium, Fellow*, December 2020.

Nickerson, Dionne, “Rejecting the Status Quo,” *ISMS: Reflecting on Equity and Inclusion in Marketing Academia, ISMS Marketing Science Conference*, June 2020.

Nickerson, Dionne, Adithya Pattabhiramaiah, and Michael Lowe, “Correct, Compensate, Cultivate: A Framework of Firm Responsibility and Consumer Responsiveness to CSR Initiatives,” *American Marketing Association, Winter Conference*, February 2020.

Nickerson, Dionne, Adithya Pattabhiramaiah, and Michael Lowe, “Correct, Compensate, Cultivate: A Framework of Firm Responsibility and Consumer Responsiveness to CSR Initiatives,” *PhD Project – Baruch College Research Symposium*, May 2019.

Nickerson, Dionne, Adithya Pattabhiramaiah, and Michael Lowe, “Does It Pay to Be Virtuous? Examining Whether and Why Firms Benefit from Their CSR Initiatives” *INFORMS Marketing Science Conference Annual Conference*, June 2018.

Nickerson, Dionne and Atanas Nikolov, “Corporate Social Responsibility and Financial Performance: Does the Chief Marketing Officer Matter?” *PhD Project – Baruch College Research Symposium*, April 2018.

Nickerson, Dionne and Sara L. Dommer, “Sustainably Chic: How Sustainability Claims Affect Consumer Attitudes toward Luxury Fashion Brands,” *Marketing Strategy Consortium, Featured Presenter*, March 2018.

Nickerson, Dionne and Omar Rodriguez-Vila, “CSR is Central: The Effect of CSR Claim Centrality on

Brand Benefits and Brand Attitude," American Marketing Association, Summer Conference, August 2017.

Nickerson, Dionne and Sara L. Dommer, "Sustainably Chic: How Sustainability Claims Affect Consumer Attitudes toward Luxury Fashion Brands," Sustainable Fashion Consumption Symposium, Ulm, Germany, June 2017.

Nickerson, Dionne, Atanas Nikolov, and Phi Cong Hoang, "Corporate Social Responsibility and Financial Performance: Does the Chief Marketing Officer Matter?" INFORMS Marketing Science Conference Annual Conference, June 2017.

Nickerson, Dionne and Omar Rodriguez-Vila, "Benefitting from Sustainability: How Sustainability Claims Affect Brand Attitude through Product Benefits," American Marketing Association, Winter Conference, February 2017.

Nickerson, Dionne, "Sustainable Fashion: How Sustainability Claims Affect Consumer Attitudes towards Fashion Brands," Ray C. Anderson Center for Sustainable Business Seminar Series – Scheller College of Business, Atlanta, GA February 2017.

Nickerson, Dionne, "Luxurious Sustainability: How Sustainability Attributes Affect Consumer Attitudes towards Luxury Brands," LVMH-SMU Luxury Research Conference, Singapore, Singapore, June 2016.

AWARDS, HONORS, AND GRANTS

AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, The Ohio State University, June 2025

Goizueta Business School Ad Hoc Grant (\$3,000), 2025

Finalist for Robert Lusch Early Career Research Award Finalist, 2024

Runner-up for Dr. Ilana Shanks Emerging Scholar Award, 2023

Marketing Strategy Consortium Faculty Fellow, 2023

Nominee for Most Engaging Business Professor, Alpha Kappa Psi Business Fraternity Indiana University, 2023

Finalist for Shelby D. Hunt/Harold H. Maynard Award, 2022

Finalist for AMA/Marketing Science Institute/H. Paul Root Award2022

AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, University of Texas Austin, 2022

Marketing Strategy Consortium Faculty Fellow, 2022

Best Paper Award – Sustainability, Social Responsibility, and Ethics Track Winter AMA Conference 2020

Marketing Strategy Consortium Fellow, 2018, 2019, 2020

Ford Motor Company, "Go Further" Scholarship (\$5,000), 2018

NBMBAA-Atlanta Doctoral Scholarship (\$2,500), 2017, 2018

Emerald/EFMD Outstanding Doctoral Research Award in Marketing (€1,000), 2018

Serve Learn Sustain Course Support Funding (\$1,000), 2018

ISMS Doctoral Consortium Fellow 2018

Marketing Strategy Consortium Fellow and Selected Presenter, University of Missouri, 2018

Baruch College PhD Project Doctoral Research Fellow, 2018

Bentley University Strategies for Success in the College Classrooms, 2018

AMA-Sheth Doctoral Consortium Fellow, 2017

Serve Learn Sustain Course Support Funding (\$2,000), 2017

Georgia Institute of Technology Diversity and Inclusion Fellow (\$1,000), 2017

American Marketing Association Valuing Diversity Scholarship (\$1,000), 2016

Ray C. Anderson Center for Sustainable Business Research Grant (\$1,000), 2016

Beta Gamma Sigma, National Business Collegiate Honor Society

Outstanding Graduate 2013 and Highest GPA – Providence College School of Business MBA Program

SERVICE & COMMUNITY INVOLVEMENT

Service to the Profession

- “Innovation and Inclusivity” Track, Co-Chair, Summer AMA 2025
- Journal of Business Research, Editorial Review Board, 2024-present
- Journal of Business Research, Associate Editor – CSR/Ethics, 2023-2024
- John A. Howard/AMA Doctoral Dissertation Award, Reviewer, 2023
- AMA Sustainable Marketing and Innovation Special Interest Group (SUSTSIG) – Vice Chair Finance, 2023-present
- “Social Responsibility, Sustainability, Policy and Consumer Culture Theory” Track, Co-Chair, Summer AMA 2023
- “Diversity, Equity, & Inclusion and Underrepresented Consumers” Track, Co-Chair, Winter AMA 2023
- Journal of Retailing, Editorial Review Board, 2022-present
- Journal of Marketing, Ad hoc Reviewer, 2022-present
- Journal of the Academy of Marketing Science, Ad hoc Reviewer, 2022-present
- International Journal of Research in Marketing, Ad hoc Reviewer, 2022-present

University Service

- Spring and Fall Marketing Camp Organizer, Marketing Area, Goizueta Business School, Emory University, 2024-2025
- Seminar Speaker Series Organizer, Marketing Area, Goizueta Business School, Emory University, 2025
- M450 Marketing Strategy Assessment Committee, Marketing Department, Kelley School of Business, Indiana University, 2022-2023
- PhD Dissertation Proposal Examination Committee, Zitai Wang, Finance, Kelley School of Business, Indiana University, 2023
- Marketing Department Doctoral Student Paper Reviewer, Kelley School of Business, Indiana University, 2019-2021, present
- Marketing Department Tenure-track Recruiting, Kelley School of Business, Indiana University Tenure-track Faculty Recruiting Committee, 2020-2022
- PhD Project Conference Faculty Representative for Indiana University, 2019, 2021
- Big10 DEI Doctoral Education Initiative, Panelist, February 2021
- Social Enterprise and Engagement at Kelley Case Competition, Judge, 2019
- Diversity and Inclusion Council, Georgia Institute of Technology (2017-2018)
- MBA Student Council, Providence College (2012-2013)

Other Service

- Inaugural AMA Diversity Leadership Institute, Facilitator, Summer 2022
- Vice Chair of Membership Insights, Doctoral Student SIG, American Marketing Association (2017-2018)
- Math and Science Tutor, Cristo Rey Atlanta Jesuit High School (2015-2016)

TEACHING EXPERIENCE

Instructor, Indiana University, Marketing Strategy (3 sections), Spring 2020 – Present

- Instructor Rating – 5.6/7 (Spring 2024)
- Instructor Rating – 6.3/7 (Spring 2023)
- Instructor Rating – 6.3/7 (Spring 2022)
- Instructor Rating – 6.5/7 (Spring 2021)

Instructor, Georgia Institute of Technology, Fall 2017, Fall 2018

- Sustainable Marketing (self-developed; first time offered, adopted as a Marketing elective and still ongoing)
- Course Overall effectiveness – 4.4/5 (Fall 2018)
- Course Overall effectiveness – 5/5 (Fall 2017)

Tech to Teaching Certification, Georgia Institute of Technology, 2017-2018

- Certificate program to develop graduate students' teaching skills through experience and evaluation

Adjunct Instructor, Providence College, Principles of Marketing (8 sections), 2013-2014

- Course Overall effectiveness – 3.8/5

SELECTED PROFESSIONAL EXPERIENCE

Foresight Science &Technology, Providence, RI, Team Leader & Commercialization Analyst, 2009 – 2013

- Prepared market research reports for clean energy start-ups funded by the EPA and DOE
- Provided training and on-going support to junior analysts and experienced professionals

French Ministry of Education, Troyes, France, Language Assistant, 2005 – 2008

- Provided English language instruction to elementary school students and education professionals

SKILLS

- Software Packages: Stata, SAS, R, SPSS
- French: Professional proficiency – Diplôme Approfondi de Langue Française (DALF) C1

REFERENCES

Available upon request.