

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., B.A., University of Missouri, 2010, 2006

PUBLICATIONS

1. 'How Consumer Digital Signals are Reshaping the Customer Journey' (with 11 authors including David A. Schweidel, Yakov Bart & J. Jeffrey Inman)
Journal of the Academy of Marketing Science, 50 (6), 2022, pp. 1257–1276
2. '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, 86 (4), 2022, pp. 118–140
3. '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
4. '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
5. 'Increasing the Effectiveness of Mobile Advertising by Using Contextual Information'
GfK Marketing Intelligence Review, 9 (2), 2017, pp. 37–41
6. '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
7. '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
8. '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
9. '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
10. 'Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness' (with Xueming Luo, Zheng Fang & Anindya Ghose)
Marketing Science, 35 (2), 2016, pp. 218–233

- Best Conference Paper Award, AMA 2014
 - Best Track Paper Award, AMA 2014
11. 'Cause Marketing Effectiveness and the Moderating Role of Price Discounts' (with Xueming Luo, Zheng Fang & Jaakko Aspara)
Journal of Marketing, 78 (6), 2014, pp. 120–142
 - Best Track Paper Award, AMA 2014
 12. 'Mobile Targeting' (with Xueming Luo, Zheng Fang & Chee Wei Phang)
Management Science, 60 (7), 2014, pp. 1738–1756
 13. 'Mobile Discounts: A Matter of Distance and Time' (with Zheng Fang, Xueming Luo & Chee Wei Phang)
Harvard Business Review, 92 (5), 2014, p. 30
 14. '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
 15. 'Group-Buying Deal Popularity' (with Xueming Luo, Yiping Song & Jaakko Aspara)
Journal of Marketing, 78 (2), 2014, pp. 20–33
 16. 'Long CEO Tenure Can Hurt Performance' (with Xueming Luo & Vamsi K. Kanuri)
Harvard Business Review, 91 (3), 2013, p. 26

HONORS AND AWARDS

International Journal of Research in Marketing Outstanding Reviewer Award, 2023
 PhD Alumni Outstanding Early-Career Award, Temple University, 2023
 MSI Young Scholar, 2021
 AMA Retail & Pricing SIG Best Paper Award, 2021
 Journal of Marketing Outstanding Reviewer Award, 2020
 AIM-AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2016, 2019, 2020
 AMA Best Conference Paper Award, 2014, 2018
 AMA Best Track Paper Award (2 papers), 2014; (2 papers), 2018
 MSI Best Special Issue Paper Award, 2017
 SERVSIG Service Dissertation Award (Finalist), 2016
 Completed Dissertation Award (First Place), Temple University, 2015
 Dean's Outstanding Publication Award, Temple University, 2013, 2014, 2015
 DocSIG Matthew Joseph Emerging Scholar Award (Honorable Mention), 2014
 AMA-Sheth Foundation Doctoral Consortium Fellow, 2013
 INFORMS 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. Indiana University, Kelley School of Business, November 2022
2. Bocconi University, School of Management, April 2022
3. Lehigh University, College of Business, Online, December 2021
4. Monash University, Monash Business School, Online, November 2021
5. Temple University, Fox School of Business, Online, October 2020

6. Frankfurt School of Finance and Management, April 2020 (cancelled)
7. University of Tennessee, Haslam College of Business (Business Analytics), March 2020 (cancelled)
8. University of Oxford, Saïd Business School, Marketing Research Camp, September 2019
9. IDC Herzliya, Arison School of Business, March 2019
10. North Carolina State University, Poole College of Management, November 2018
11. University of Georgia, Grady College of Journalism, January 2017
12. Erasmus University, Rotterdam School of Management (Information Systems), June 2016
13. MIT, Sloan School of Business, March 2015
14. Emory University, Goizueta Business School, October 2014
15. Singapore Management University, Lee Kong Chian School of Business, October 2014
16. Miami University, School of Business, October 2014
17. Erasmus University, Rotterdam School of Management, September 2014
18. University of North Carolina at Charlotte, Belk College of Business, September 2014
19. Indiana University, Kelley School of Business, September 2014
20. Columbia University, Columbia Business School, September 2014
21. University of Southern California, Marshall School of Business, September 2014

CONFERENCE PRESENTATIONS

1. MSI, Accelerator, Boston, MA, 2022
2. INFORMS, Marketing Science, Online, 2022
3. MSI, Young Scholars, Boulder, CO, 2022
4. EMAC, Budapest, Hungary, 2022
5. EMAC, Online, 2021
6. MIT Sloan Sports Analytics Conference, Online, 2021
7. AIM-AMA Sheth Foundation Doctoral Consortium, New Delhi, India, 2020
8. INFORMS, Marketing Science, Rome, Italy, 2019
9. Marketing Effectiveness Along the Customer Journey, Bologna, Italy, 2019
10. 11th Triennial Invitational Choice Symposium, Cambridge, MD, 2019
11. MSI, Marketing Analytics Transforming the Media Landscape, New York, NY, 2019
12. AMA, Austin, TX, 2019
13. AIM-AMA Sheth Foundation Doctoral Consortium, Ahmedabad, India, 2019
14. MSI, Board of Trustees Meeting Science Fair, San Francisco, CA, 2018
15. INFORMS, Marketing Science, Philadelphia, PA, 2018
16. EMAC, Glasgow, Scotland, 2018
17. AMA (2 papers), New Orleans, LA, 2018
18. WISE, Seoul, South Korea, 2017
19. INFORMS, Marketing Science (2 papers), Los Angeles, CA, 2017
20. SERVSIG, Maastricht, Netherlands, 2016
21. 10th Triennial Invitational Choice Symposium, Alberta, Canada, 2016
22. Emory Marketing Analytics Conference, Atlanta, GA, 2016
23. AIM-AMA Sheth Foundation Doctoral Consortium, Delhi, India, 2016
24. INFORMS, Marketing Science, Baltimore, MD, 2015
25. EMAC (2 papers), Leuven, Belgium, 2015
26. Thought Leadership on Mobile Marketing Conference, College Station, TX, 2015
27. Digital Analytics Association, Philadelphia, PA, 2014
28. AMA (2 papers), San Francisco, CA, 2014
29. INFORMS, Marketing Science (2 papers), Atlanta, GA, 2014
30. AMA (4 papers), Orlando, FL, 2014
31. ICIS, Milan, Italy, 2013
32. Big Data in Mobile Analytics Conference, Philadelphia, PA, 2013

33. Mapping Mobile Conference, New York, NY, 2013
34. CIIC, New York, NY, 2013
35. AMA, Chicago, IL, 2012
36. INFORMS, Marketing Science, Boston, MA, 2012
37. NCSM, Orlando, FL, 2011

SERVICE

Editorial Review Board

Journal of Retailing, 2022 – present
International Journal of Research in Marketing, 2021 – present
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*, *PLOS One*, *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*, *John A. Howard/AMA Doctoral Dissertation Award*, *American Association for the Advancement of Science Research Competitiveness Program*, *Israel Science Foundation*

Conferences

Faculty Research Mentor, AMA Global Marketing SIG Conference, 2022
 Track Co-chair, Winter AMA, 2015, 2017, 2022; 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
 Special Session Co-chair, INFORMS, Marketing Science, 2015
 Special Session Co-chair, EMAC, 2015

DOCTORAL THESIS COMMITTEE

Kyeongbin Kim, Ph.D. in Marketing, Emory, 2025 (expected)	
Da Young Kim, Ph.D. in Marketing, Emory, 2023 (expected)	
Wooyong Jo, Ph.D. in Marketing, Emory, 2022	Placement: Purdue University
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)

TEACHING

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