

MAURA L. SCOTT

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Florida State University, College of Business
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EDUCATION Ph.D. Business Administration, (Marketing), 2008
W. P. Carey School of Business, Arizona State University
M.S. Management (Marketing Major)
Krannert School of Management, Purdue University
B.S. Economics, Purdue University

REFEREED JOURNAL PUBLICATIONS

- Scott, Maura L. and Gergana Y. Nenkov, (forthcoming 2015) "Using Consumer Responsibility Reminders to Reduce Cuteness-Induced Indulgent Consumption," *Marketing Letters*.
- Nenkov, Gergana Y. and Maura L. Scott, (2014) "So Cute I Could Eat It Up: Priming Effects of Cute Products on Indulgent Consumption," *Journal of Consumer Research*, 41 (2), 326-41.
- Hoegg, JoAndrea, Maura L. Scott, Andrea C. Morales, and Darren W. Dahl, (2014) "The Flip Side of Vanity Sizing: How Consumers Respond to and Compensate for Larger than Expected Clothing Sizes," *Journal of Consumer Psychology*, 24 (1), 70-78.
- 2010 MSI-ACR Shopper Marketing Grant Winner
- Scott, Maura L. and Stephen M. Nowlis, (2013) "The Effect of Goal Specificity on Consumer Goal Reengagement," *Journal of Consumer Research*, 40 (3), 444-59.
- Scott, Maura L., Martin Mende, and Lisa E. Bolton, (2013) "Are Consumers Judging the Book by Its Cover? How Consumers Decode Conspicuous Consumption Cues in Buyer-Seller Relationships," *Journal of Marketing Research*, 50 (3), 334-47.
- Montoya, Detra Y. and Maura L. Scott, (2013) "The Effect of Lifestyle-Based Depletion on Teen Consumer Behavior," *Journal of Public Policy & Marketing*, 32 (1), 82-96.
- Bublitz, Melissa G., Laura A. Peracchio, Alan R. Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G. Miller, Carol M. Motley, Paula C. Peter, Priyali Rajagopal, Maura L. Scott, Beth Vallen, (2013), "Food for Thought: Transforming Research into Actionable Information for Consumers," *Journal of Business Research*, 66 (8), 1211-18.
- Morales, Andrea C., Maura L. Scott, and Eric A. Yorkston, (2012) "The Role of Accent Standardness in Message Preference and Recall," *Journal of Advertising*, 40 (1), 33-46.
- Block, Lauren, Sonya Grier, Terry Childers, Brennan Davis, Jane Ebert, Shiriki Kumanyika, Russ Laczniak, Jane Machin, Carol Motley, Laura Peracchio, Simone Pettigrew, Maura L. Scott, and Mirjam van Ginkel Bieshaar (2011), "From Nutrients to Nurturance: A Conceptual Introduction to Food Well-Being," *Journal of Public Policy & Marketing*, 30 (1), 5-13.
- 2014 JPPM / Kinnear Award for Best Paper, Winner

Scott, Maura L., Stephen M. Nowlis, Naomi Mandel, and Andrea C. Morales (2008), “The Effect of Reduced Food Sizes and Packages on the Consumption Behavior of Restrained Eaters and Unrestrained Eaters,” *Journal of Consumer Research*, 35 (3), 391-405.

- 2009 JCR Robert Ferber Award, Honorable Mention
- 2006 ACR Grant for Transformative Consumer Research

BOOK CHAPTER

Mende, Martin, Maura L. Scott, Katherine N. Lemon, and Scott Thompson, (forthcoming 2015) “Consumer Judgments of Firm Integrity in Light of Firm-Initiated Relationship Ending,” in *Strong Brands, Strong Relationships*, ed. Susan Fournier, Michael Breazeale, and Jill Avery. Taylor & Francis / Routledge.

WORKING PAPERS AND RESEARCH IN PROGRESS

Mende, Martin, Maura L. Scott, Mary Jo Bitner, and Amy L. Ostrom, “Activating Customers for Better Coproduction Outcomes: The Interplay of Firm-Assigned Workload, Service Literacy, Eustress, and Organizational Support.”

- 2013 ACR-Sheth Foundation Transformative Consumer Research Grant

Mende, Martin, Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton, “What the Heart Wants: Consumer Attachment and Romantic Consumption.”

Scott, Maura L., Ravi Mehta, Marjan Jalali, Donnel Briley, and Darren W. Dahl, “Nonverbal Communication and Colorism: How Ethnic Nonverbal Signals Can Influence Feelings of Closeness and Subsequent Ethnic Judgments.”

Mende, Martin, Maura L. Scott, Lisa E. Bolton, “Conspicuous Consumption in a Service Setting.”

Nowlis, Stephen M. and Maura L. Scott, “Consumer Response to Product Performance Differences.”

Mead, James, Maura L. Scott, and David M. Hardesty, “Synonyms, Not So Similar: How Consumers Perceive and Respond to Structural Properties in Memory Networks.”

Mead, James, Maura L. Scott, and David M. Hardesty, “What’s Next? Anticipated Consumption Variety: Borrowing Affect to Slow Satiation in the Present.”

Skinner, Carrie, Martin Mende, and Maura L. Scott, “Judgments of Individual Over-Consumption.”

Kelley, Corinne, Martin Mende, and Maura L. Scott, “Consumer Pursuit of Status Goals.”

Nam, Boram, Stacey Finkelstein, and Maura L. Scott, “Consumer Entertainment Media Over-Consumption.”

RESEARCH HONORS AND AWARDS

- 2015 MSI Young Scholars Program
- 2014 – 2017 FSU College of Business, Dean’s Emerging Scholar Award (3-year award)
- 2014 Marketing and Society Special Interest Group (MASSIG) Emerging Scholar Award
- 2014 Thomas C. Kinnear / *Journal of Public Policy & Marketing*, Best Paper Award
- 2014 FSU University Wide Exemplary Research & Scholarship Recognition Dinner Invitee
- 2013 ACR Transformative Consumer Research Grant
- 2010 MSI-ACR Shopper Marketing Grant
- 2010 AMA Sheth Foundation Doctoral Consortium Faculty Presenter
- 2009 *Journal of Consumer Research*, Robert Ferber Award, Honorable Mention
- 2009 Von Allmen Center for Green Marketing, Research Grant
- 2007 ACR-MSI Transformative Consumer Research Conference, Best Abstract Award
- 2007 Boston College Food and Consumption Research Camp, Doctoral Student Travel Grant
- 2006 ACR Transformative Consumer Research Grant
- 2005 – 2006 American Marketing Association Foundation, Valuing Diversity Award
- 2005 – 2006 National Black MBA Association, F. Naylor Fitzhugh Doctoral Fellowship
- 2005 ASU Center for Services Leadership, Doctoral Research Fellowship
- 2004 – 2005 National Black MBA Association, Doctoral Research Fellowship

SERVICE TO THE DISCIPLINE

Editorial Review Board

- *Journal of Consumer Research*, July 2014 - present
- *Journal of Public Policy & Marketing*, June 2013 - present

Ad Hoc Journal Reviewing:

- Journal of Consumer Research
- Journal of Marketing Research
- Journal of Public Policy & Marketing
- Journal of Consumer Psychology
- Psychological Science
- Journal of Business Research
- Journal of the Academy of Marketing Science
- Journal of Consumer Affairs
- Journal of Retailing
- Journal of Service Research
- International Journal of Research in Marketing

Association for Consumer Research

- Transformative Consumer Research Advisory Board (term: 2009 – 2014)
 - TCR Database Development Committee
 - Committee to update TCR Research and Grant Resources Database
- 2014 Doctoral Consortium, Invited Faculty Presenter

Society for Consumer Psychology

- 2015, SCP International Conference, Vienna, Program Committee Member
- 2015, SCP Conference, Program Committee Member
- 2014 SCP Conference, Program Committee Member
- 2011 SCP Conference, Doctoral Consortium Co-Chair
- Ethnic Minority Affairs Committee Chair (term: 2009 – 2012)

AMA Sheth Foundation Doctoral Consortium

- 2010 Invited Faculty Presenter, Texas Christian University
- 2007 Social Program Committee Co-Chair, Arizona State University

Additional Reviewing

- ACR Transformative Consumer Research Grants
- ACR/Sheth Foundation Dissertation Grant Competition
- AMA Foundation Valuing Diversity Scholarship
- National Black MBA Association Doctoral Fellowship
- Conferences: ACR, Winter AMA

UNIVERSITY LEVEL SERVICE

Florida State University

- 2014 – Hiring Committee (2 rookie candidate lines)
- 2014 – present, Marketing Doctoral Policy Committee
- 2014 – Guest Speaker – American Marketing Association, FSU Chapter (Mar)
- 2014 – Women in Business Conference – Kick Off Welcome Speaker (Feb)
- 2013 – 2014 – Co-Organizer (with Martin Mende), Wachovia Distinguished Scholar Series
- 2013 – Graduation Faculty Marshall (Fall)

University of Kentucky

- 2012, 2011 Fall Gatton Welcome Event: Welcoming Incoming Business Freshmen
- 2011 (Aug), 2010 (Aug) Presenter, University-Wide New Faculty Orientation
- 2011 (May) University-Wide Wellness Conference, “Food, Self-Control, and Well-Being.”
- 2011 (Apr) TEDx at Gatton College, “Can Diet Foods Make You Fat?”
- 2011 (Apr) Gatton College of Business Hall of Fame, Research Presentation, “The Effect of Reduced Calorie Packages on Consumption Behavior of Dieters and Non-Dieters.”
- 2010 (Sept) Marketing Area Research Presentation, “Conspicuous Consumption.”
- 2010 Southern Association of Colleges and Schools (SACS) University-Wide QEP Re-Accreditation Committee
- 2009 Marketing Area Presentation, “Preparing for the Job Market”
- 2009 (Apr) Anna J. Cooper Address: “Consumption, Self-Control and Well-Being.”

TEACHING

Florida State University

<u>Course</u>	<u>Dates</u>	<u>Average Rating*</u>
PhD Seminar – Consumer Behavior	FA 2014	(current)
Consumer Behavior	FA 2013 – SP 2014 (2 sections)	4.77 (range 4.71 – 4.84)

* *“Overall Instructor Rating” 1 = Poor, 5 = Excellent*

University of Kentucky

<u>Course</u>	<u>Dates</u>	<u>Average Rating*</u>
Marketing Strategy	Spring 2012 (2 sections)	3.70 (range 3.60 – 3.80)
Consumer Behavior	Fall 2008 – Spring 2013 (16 sections)	3.70 (range 3.40 – 3.90)

* *“Overall Quality of Teaching” 1 = Poor, 4 = Excellent*

Arizona State University

<u>Course</u>	<u>Dates</u>	<u>Average Rating*</u>
Consumer Behavior	2005 - 2007 (4 sections)	1.27
Marketing Management	2004 - 2007 (4 sections)	1.64
Marketing Principles	2004 (2 sections)	1.07

* *“Which rating best describes this instructor?” 1 = Very Good, 5 = Very Poor*

TEACHING AND SERVICE HONORS AND AWARDS

- 2011 – Alpha Kappa Psi, Professor of the Month (Student Nominated Award, 3/2011)
- 2010 – Alpha Kappa Psi, Professor of the Month (Student Nominated Award, 10/2010)
- 2007 ASU W. P. Carey School of Business, Kenneth A. Coney Award
- 2006 ASU Department of Marketing, Doctoral Student Teaching Excellence Award
- 2005 Arizona State University, Sun Devil Alumni Award

DOCTORAL STUDENT ADVISING AND EDUCATION

- 2014 – present, Marketing Doctoral Policy Committee
- Dissertation Committee Co-Chair: James Mead.
- Doctoral Comprehensive Exam Committee: James Mead 2012 (co-chair); Rob Richerson 2011.
- Doctoral Summer Paper Committee: James Mead 2011 (chair), Rob Richerson 2010
- Doctoral Student Behavioral Research Training: Corinne Kelley (2014), Bill Montford and Carrie Skinner (2013), James Mead and Andrew Schwartz (2010), Adam Farmer and Rob Richerson (2009), Emily Plant and Jonathan Hasford (2008).

DOCTORAL STUDENT OUTREACH

- 2014 ACR Doctoral Consortium, Invited Presenter
- 2014 Doctoral Workshop. Defining the Research Contribution. University of Passau, Germany.
- 2014 PhD Project - Mock Interviewer, AMA Job Market
- 2011 SCP Conference, Doctoral Consortium Co-Chair
- 2009 AMA DocSIG - Presentation, “Insights into Marketing Academia’s Job Market”
- 2009 PhD Project - Mock Interviewer, AMA Job Market
- 2006 PhD Project - Presentation, “Preparing for Comprehensive Exams”
- 2005 National Black MBA Association, “Making the Most of Your Doctoral Program”

CONFERENCE PROCEEDINGS (*asterisk denotes presenting author)

- Mende, Martin, *Maura L. Scott, Mary Jo Bitner, and Amy Ostrom (2014), “Helping Consumers Move Away from Maladaptive Behaviors and toward Compliance and Satisfaction: The Roles of Coproduction Demand Level and Service Literacy,” Special Session, *Marketing & Public Policy Conference*, Boston, MA.
- Mende, Martin, *Maura L. Scott, Mary Jo Bitner, and Amy Ostrom (2014), “Activating Customers for Better Coproduction Outcomes: The Interplay of Firm-Assigned Workload, Service Literacy, Eustress, and Organizational Support,” Special Session, *American Marketing Association Winter Educators Conference*, Orlando, FL.
- Nenkov, Gergana and *Maura L. Scott (2013), “So Cute I Could Eat It Up: The Effects of Exposure to Cute Products on Indulgence,” in *Advances in Consumer Research*, 41, eds. Simona Botti, and Aparna Labroo, Duluth, MN: Association for Consumer Research.
- *Mende, Martin, Maura L. Scott, *Katherine Lemon, and Scott Thompson (2012), “When Firms Disadopt Consumers: Exploring How Consumers Respond to Firm-Initiated Relationship Disengagement,” in *Advances in Consumer Research*, 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research.
- Nowlis, Stephen and *Maura L. Scott (2011), “The Effects of Goal Specificity on Goal Striving,” in *Advances in Consumer Research*, 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research.
- Dahl, Darren W., JoAndrea Hoegg, Andrea Morales, *Maura L. Scott (2010), “The Effects of Vanity Sizing on Self-Esteem and Shopping Behavior,” in *Advances in Consumer Research*, 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, *Special Session Co-Chair*.
- *Scott, Maura L., *Martin Mende and Lisa E. Bolton (2010), “Judging a Book By Its Cover: How Consumers Perceive Conspicuous Consumption by Others,” in *Advances in Consumer Research*, 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: ACR.
- *Scott, Maura L., and Stephen M. Nowlis, (2010), “The Effect of Goal Setting on Consumption and Consumer Well-Being,” in *Advances in Consumer Research*, 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- *Scott, Maura L., Stephen M. Nowlis, Naomi Mandel (2009), “Consumer Usage of Ultra-Concentrated Products,” in *Advances in Consumer Research*, 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 195-197.
- *Scott, Maura L. and Stephen M. Nowlis, (2009) “The Effect of Self-Awareness on Goal Setting, Consumption, and Consumer Well-Being,” in *Society for Consumer Psychology Conference Proceedings*, eds., Alexander Chernev, Michal Herzstein, and Shailendra Pratap Jain.
- Morales, Andrea C., Maura Scott, and *Eric Yorkston, (2009) “You’re Not from Around Here, Are You? The Role of Spokesperson Accent in Message Processing,” in *Society for Consumer Psychology Conference Proceedings*, eds., A. Chernev, M. Herzstein, and S. Pratap Jain.
- *Scott, Maura L., Stephen M. Nowlis, and Naomi Mandel, (2009) “Consumer Usage of Products with Reduced Size and Increased Potency,” *Marketing & Public Policy Conference*
- *Scott, Maura, Stephen Nowlis, Naomi Mandel, Andrea Morales (2008), “Do Diet Foods Make Consumers Heavier? The Effect of Reduced Calorie Packages on Dieters and Non-Dieters,” in *Advances in Consumer Research*, 35, eds. A. Y. Lee and D. Soman, Duluth, MN: ACR, 205.
- *Scott, Maura and *Martin Mende (2007), “The Role of Emotional Attachment in Consumers’ Responses to Service Changes,” in *Advances in Consumer Research*, 34, eds. G. Fitzsimons and V. Morwitz, Duluth, MN: ACR, 462-65.

- *Scott, Maura L., Stephen M. Nowlis, Naomi Mandel, and Andrea C. Morales (2007) “Do Diet Foods Make Consumers Heavier? The Effect of Reduced Calorie Packages on Consumption Behavior of Dieters and Non-Dieters,” *Transformative Consumer Research Conference, Dartmouth*
- *Scott, Maura, Stephen Nowlis, and Naomi Mandel (2006), “Consumer Preference Between Price and Feature Changes,” in *Advances in Consumer Research*, 33, eds. C. Pechmann and L. Price, Duluth, MN: Association for Consumer Research, 316.
- *Mende, Martin and *Maura L. Scott, (2005) “Emotional Attachment: Consumer Response to Changes in Services at Varying Levels of Human Interaction,” *Frontiers in Services Conference*

INVITED PRESENTATIONS AND WORKSHOPS

- *Scott, Maura (10/2014), “Transitioning into Your Assistant Professor Position,” *ACR Doctoral Consortium, Invited Presenter.*
- *Scott, Maura and Gergana Y. Nenkov (9/2014), “Using Responsibility Reminders to Reduce Cuteness-Induced Indulgent Consumption,” *Iowa State University, Department of Marketing.*
- *Scott, Maura and *Martin Mende (05/2014), Doctoral Workshop: Defining the Research Contribution. Developed and led workshop for marketing and management doctoral students. *University of Passau, Germany.*
- *Scott, Maura and Stephen M. Nowlis, (11/2012), “The Effect of Consumer Goal Specificity on Goal Reengagement,” *Florida State University, Department of Marketing*
- *Scott, Maura and *Punam A. Keller, (10/2011), “The Role of the First MSI-Transformative Consumer Research Conference and Social Marketing,” *MSI 50th Anniversary Celebratory Session at ACR 2011*
- Hoegg, JoAndrea, *Maura L. Scott, Darren W. Dahl, and Andrea C. Morales, (5/2011) “The Effect of Vanity Sizing on Product Evaluations,” *Boston College, Carroll School of Management*
- Hoegg, JoAndrea, *Maura L. Scott, Darren W. Dahl, and Andrea C. Morales, (3/2011) “The Effect of Vanity Sizing on Product Evaluations,” *Penn State University, Smeal College of Business*
- Hoegg, JoAndrea, *Maura L. Scott, Darren W. Dahl, and Andrea C. Morales, (3/2011) “The Effect of Vanity Sizing on Product Evaluations,” *SUNY, Stony Brook*
- *Mende, Martin, *Maura L. Scott, and Katherine N. Lemon, (2009) “Transitional Customer-Firm Relationships: An Attribution Perspective,” *Boston College, Carroll School of Management*
- *Scott, Maura L., Stephen M. Nowlis, Naomi Mandel, and Andrea C. Morales (2007) “Do Diet Foods Make Consumers Heavier? The Effect of Reduced Calorie Packages on Consumption Behavior of Dieters and Non-Dieters,” *Mittelstaedt Doctoral Symposium, University of Nebraska*
- *Scott, Maura L., Stephen M. Nowlis, and Naomi Mandel, (2006) “Consumer Preference between Price and Feature Changes,” *Southwest Doctoral Consortium, University of Houston*
- *Scott, Maura L., Stephen M. Nowlis, and Naomi Mandel, (2006) “Consumer Preference between Price and Feature Changes,” *University of Notre Dame, Mendoza College of Business*
- Transformative Consumer Research Conference, Participant (competitive application process)
- 2011, Baylor University, 3rd Bi-Annual Conference
 - 2009, Villanova, 2nd Bi-Annual Conference
 - 2007, Dartmouth, 1st Bi-Annual Conference

ACADEMIC APPOINTMENTS

FLORIDA STATE UNIVERSITY, 2013 - PRESENT

- 2014 – present: Assistant Professor of Marketing and Dean’s Emerging Scholar
- 2013 – present: Assistant Professor of Marketing

UNIVERSITY OF KENTUCKY, 2008 - 2013

- Assistant Professor of Marketing

ARIZONA STATE UNIVERSITY, 2003 - 2008

- Research Assistant to Stephen Nowlis, Naomi Mandel, and Andrea Morales
- Primary responsibility: coordinating and administering the student subject pool.

PURDUE UNIVERSITY, 1993 - 1995

- Graduate Assistant to Carolyn Woo; Teaching Assistant to Cornell Bell

INDUSTRY EMPLOYMENT HISTORY

MOTOROLA, MARKETING MANAGER, 1999 - 2002

- Developed and managed the integrated marketing communications plan for new products.
- Conducted marketing research and analysis for new product concepts.

THE DIAL CORPORATION, 1997 - 1999

Brand Manager, International

- Managed new product development and introduction of all brands for Asia and Europe.
- Developed global merchandising and promotion programs for Freeman brand products.
- Coordinated with 20 Asia-Pacific distributors for Dial, Armour, Freeman product lines.

Assistant Brand Manager

- Developed a new line of Liquid Dial with decorative positioning. Vase shaped bottle design was implemented across the entire product line and was used 1998 - 2011.
- Re-launched Liquid Dial for Kids using licensed characters.
- Managed the Purex powder detergent and Baby Soft detergent product lines.

3M COMPANY, NEW PRODUCT MARKETER, POST-IT PRODUCTS, 1995 - 1997

- Marketing lead for the global development and launch of a family of new Post-it products.
- Developed and led global training initiative for new Post-it products.

MERCK PHARMACEUTICALS, SALES AND MARKETING INTERN, 1994

- Helped develop marketing communications materials for pharmaceutical products.

IBM CORPORATION, MARKETING SUMMER INTERN, 1990, 1991

- Supported the development of a sales force incentive program for the sale of new B2B products.
- Analyzed customer database to support sales force in identifying new sales opportunities.
- Developed training materials for new software.

MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology
- The PhD Project