

Emma Welch

(678) 294-9639 • ewelch@bus.olemiss.edu • <https://emmagwelch.wordpress.com/>
Doctoral Candidate • Department of Marketing • University of Mississippi



EDUCATION

University of Mississippi:

Doctor of Philosophy in Business Administration

Anticipated May 2024

Major: Marketing

Minor: Applied Statistics

Advisor: Barry J. Babin, Phil B. Hardin Professor of Marketing

University of Alabama

Master of Science in Marketing

December 2018

University of Alabama

Bachelor of Science in Marketing

May 2018

RESEARCH INTERESTS

Social Media

Persuasive Marketing Communications

Covert Influences

Brand Management

Advertising

DISSERTATION

Persuasion Knowledge in a Post-Truth Era

Proposal Defense:

May 22, 2023

Dissertation Defense:

April 29, 2024 (anticipated)

Committee Members: Barry J. Babin (Chair), Christopher Newman, Cong Feng, Clay Dibrell, Jean-Luc Herrmann

Persuasion Knowledge in a Post-Truth Era synthesizes the current persuasive marketing communication literature and highlights the different ways individuals view persuasive interactions in light of the technological evolution shaping how we influence and are influenced.

In order to fully understand marketing's role in today's society, which now includes increasing societal pressures, the effect of emerging technology, and the illusive concept of truth, a case study was developed for Chapter 1. It examines the COVID-19 pandemic, which ultimately highlights the rifts occurring in society that started years earlier. In the next Chapter, an extensive literature review of the persuasion literature is presented that utilizes five major keywords (i.e., persuasion, covert marketing, skepticism, deception, manipulative intentions). The review consolidates the marketing persuasion literature and highlights areas that need to be updated to fit into the current climate. From this literature review, a framework for persuasive communications is proposed that incorporates updated mechanisms that are at play when individuals are exposed to a marketing communication that has potential to influence behavior.

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Subsequent Chapters will utilize experiments that highlight the subtle differences in consumer responses to covert influences, first by manipulating the type of source presenting the communication in terms of branding (non-profit versus for-profit) and then by the technological nature of the marketing communication (AI versus human).

HONORS

Pre-conference Workshop, <i>Marketing and Public Policy</i>	June 2023
Sheth Foundation Doctoral Consortium – Nomination, <i>AMA</i>	June 2023
Doctoral Consortium, <i>AMS Conference</i>	May 2023
Runner Up for Sheth Foundation Doctoral Competition, <i>AMS Review</i>	March 2022
Doctoral Consortium, <i>SMA Conference</i>	November 2021

REFEREED JOURNAL PUBLICATIONS

- Bozkurt, S., **Welch, E.**, Gligor, D., Gligor, N., Garg, V., & Gopalakrishna Pillai, K. (2023). Unpacking the experience of individuals engaging in incentivized false (and genuine) positive reviews: The impact on brand satisfaction. *Journal of Business Research*, 165, 114077. <https://doi.org/10.1016/j.jbusres.2023.114077>
- Gligor, D., Bozkurt, S., & **Welch, E.** (2023). Building theoretical sand castles: the case of customer brand engagement. *Journal of Marketing Analytics*, 1-20. 10.1057/s41270-023-00227-5
- Gligor, D., Bozkurt, S., **Welch, E.**, & Gligor, N. (2022). An exploration of the impact of gender on customer engagement. *Journal of Marketing Communications*, 1–24. <https://doi.org/10.1080/13527266.2022.2030390>

JOURNAL SUBMISSIONS

- Welch, E.**, & Babin, B. *Fake news, real problems: developing a new logic for distorted brand messaging (DBM)*. Status: Second round R&R: *AMS Review*
- Welch, E.**, & Newman, C. *The Digital Detox Paradox Potential Backfire Effects of Firm-Driven Digital Detoxing Interventions on Consumer Well-Being*. Status: Second round R&R: *Journal of Public Policy & Marketing*.
- Welch, E.**, Gligor, D., & Bozkurt, S. *Bringing brands and consumers together: the impact of social media agility on co-creation opportunities*. Status: Second round R&R: *Journal of Product & Brand Management*.
- Welch, E.**, & Galvan, M. *50 years of deceptive marketing research: A systematic review and future research agenda*. Status: Initial Submission: *Psychology & Marketing*.

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MANUSCRIPTS IN PREPARATION FOR JOURNAL SUBMISSION

Kashmiri, S., Gligor, D., & **Welch, E.** *The Impact of Chief Supply Chain Officers' on Market Returns.* Target: *Journal of Operations Management.* Status: *Data Collection and Analyzed*

Bozkurt, S., Gligor, D., & **Welch, E.** *Measuring Engagement: A Systematic Review of Consumer Engagement Scales.* Target: *Journal of the Academy of Marketing Science.* Status: *Data Collection*

Terblanche, N., & Babin, B., **Welch, E.** *Curiosity as a mediator between in-shop experience factors and intentions to revisit.* Target: *Journal of Business Research* Status: *Data Collection*

Welch, E., & Babin, B. *Fake News, Real Problems: Developing a New Scale to Assess Vulnerability.* Target: *Journal of the Academy of Marketing Science* Status: *Data Collection*

INTERNATIONAL, NATIONAL, & REGIONAL CONFERENCE PRESENTATIONS

Welch, E. (2023). *Persuasion Knowledge in a Post-Truth Era.* Society for Marketing Advances Conference. November 10, Fort Worth, TX. [Dissertation Proposal Competition Submission] *TBD.*

Welch, E., & Newman, C. (2023). *Limiting social media usage and its potential backfire effect on consumer well-being.* Marketing & Public Policy Conference. June 8-10, Arlington, VA. [Conference Presentation Abstract].

Welch, E. (2022). *Problematic publicity: examining the cyclical and long-term effect of fake news on brands.* Society for Marketing Advances Conference. November 3, Charlotte, NC. [Conference Presentation Abstract] 202.

Welch, E. (2022). *The potential negative impact of social media well-being messages on consumer welfare.* Southeast Marketing Symposium Conference. April 1, Athens, GA. [Conference Presentation Abstract].

Welch, E., & Newman, C. (2021). *The white bear problem: the potential negative consequences of well-being messages on feelings and engagement.* Society for Marketing Advances Conference. November 6, Orlando, FL. [Conference Presentation Abstract] 27.

TEACHING EXPERIENCE

University of Mississippi (2023 - Present)

<i>Course</i>	<i>Dates</i>	<i>Class Size</i>	<i>Average Rating*</i>
Introduction to Operations and Supply Chain Management (<i>MKTG 372</i>)	Spring 2023	29	**3.24
Consumer Behavior (<i>MKTG 367</i>)	Fall 2023	53	4.09
Consumer Behavior (<i>MKTG 367</i>)	Spring 2024	55	<i>TBD</i>

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* Overall instructor rating 1 = poor, 5 = excellent

**Department Average = 2.9

TEACHING INTERESTS

Advertising and Promotion

Consumer Behavior

Social and Digital Media Strategy

Introduction to Marketing

Open to teaching a variety of other marketing courses as the need arises

SERVICE TO THE PROFESSION

Journal Reviewer, *International Journal of Advertising*

June 2023

Conference Volunteer, *Academy of Marketing Science*

May 2023

Journal Reviewer, *Psychology & Marketing*

March 2023

Conference Volunteer, *Academy of Marketing Science*

May 2022

Conference Reviewer, *Society for Marketing Advances Conference*

July 2022

PROFESSIONAL AFFILIATIONS

Academy of Marketing Science

American Marketing Association

DOCSIG

DOCTORAL COURSEWORK

University of Mississippi Doctoral Coursework

<i>Course</i>	<i>Title</i>	<i>Dates</i>
MKTG 762	<i>Marketing Management</i>	Spring 2022
MKTG 665	<i>Causal Modeling in Marketing</i>	Spring 2022
MKTG 620	<i>Advanced Directed Study</i>	Spring 2022
PSY 703	<i>Statistical Methods I Quantitative Methods in Psychology</i>	Fall 2021
BUS 664	<i>Statistical Methods III Advanced Statistical Topics</i>	Fall 2021
MKTG 769	<i>Theoretical Foundations of Marketing</i>	Fall 2021
MKTG 664	<i>Research Methods II Measurement and Scaling</i>	Spring 2021
PHAD 781	<i>Statistical Methods II Applied Multivariate Analysis</i>	Spring 2021
MKTG 771	<i>Experimental Design and Analysis</i>	Spring 2021
MKTG 768	<i>Marketing Communication Thought</i>	Fall 2020
MKTG 764	<i>Business Ethics</i>	Fall 2020
PHAD 780	<i>General Linear Models</i>	Fall 2020

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PROFESSIONAL EXPERIENCE

GRO Marketing, Tuscaloosa, AL

Account Manager

November 2019-August 2020

- Contained a portfolio of over 50 clients, ranging from student housing properties to ecommerce brands and managed over \$100,000 in client media spend every month across different marketing channels
- Produced a 60% return on ad spend and a 111% increase in gross sales compared to the previous year for an ecommerce client using a multi-funneling marketing strategy

The MindSide LLC., Birmingham, AL

Digital and Social Media Manager

January 2019-November 2019

- Oversaw analytics of five social media platforms, two websites, the filming and post-production of 10 podcasts and eight videocasts, and reported all KPI metrics directly to the President
- Aided in compiling psychology research articles and notes that eventually contributed to the writing of a commercial book

REFERENCES

Barry J. Babin, PhD

Executive Director, Academy of
Marketing Science
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