

Goldar L Tiende Nano

Doctoral Candidate

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ACADEMIC BACKGROUND

Doctor of Philosophy in Business Administration

University of Mississippi,

Expected, May 2025

Major: Marketing

Master of Engineering

Ecole de technologie Supérieure de Montréal, Canada,

2020

Major: Engineering Project Management

Master/Bachelor of Engineering

National Advanced School of Public Works, Cameroon,

2017

Major: Civil Engineering

TEACHING EXPERIENCE

Graduate Research Assistant, The University of Mississippi, Oxford

(2020 - 2022)

Instructional Assistant Professor of Marketing, Illinois State University

(2024- present)

Course instructor

- Strategic Marketing Management (In person-34 students)
- Marketing Research (Online- 50 students)
- Marketing Research (In person-34 students)
- Advertising and Integrated Brand Promotion (Online-58 students)
- Principles of Marketing (Online-79 students)

Overall instructor rating 1 = poor, 5 = excellent| My final rating 4.25

AI in Marketing Course Development

- Developed and taught an advanced course on AI in Marketing, integrated into the Digital Marketing, Strategic Marketing Management, and Marketing Research curriculum.
- Focused on practical applications of AI. Students used AI to conduct market segmentation, churn prediction, digital campaign development, Competitor analysis and personalized marketing strategies.
- Guided students in leveraging AI tools and techniques (Machine learning and NLP) for real-world marketing challenges, enhancing their analytical and strategic skills. They were also introduced to associated programming tools (R and Python).

Teaching interest

Marketing research | AI in marketing | Digital and Social Media Marketing | Professional selling| Advertising and Promotion | Global Marketing Strategy | Consumer Behavior | Principles of Marketing | Marketing Strategy| Sales Analytics

*Open to meeting any other teaching needs as they arise

RESEARCH EXPERIENCE

Research interests

- Online privacy and AI-driven personalization
- Consumer identity construction
- The extended self and consumer behavior
- Inauthenticity
- Service research
- Cyberostracism
- AI-based approaches to consumer research

Articles under review

Tiende Nano, G. L., & Chefor, A. E. (2024). What is beautiful is not always good: A meta-analytical exploration of the impact of physical attractiveness in service encounters. (*Status: Under second round review at the Journal of Service Theory and Practice.*)

Articles in preparation for journal submission

-Clicks and Concerns: How Privacy Notices Moderate the Impact of AI-generated Product Recommendation Types on E-Commerce Purchasing Decisiveness

- *Status: finalizing manuscript for submission.*
- *Targeted for Journal of Retailing and Consumer Services*

- A Systematic Review and Conceptual Framework for the Extended Self and Consumption.

- *Status: finalizing manuscript for submission*
- *Targeted for International Journal of Consumer Studies*
- *Collaborators: Cinelli, M.D and Chefor A.E*

- Inauthentic Self-Extension: Criteria and Boundaries

- *Status: finalizing manuscript for submission*
- *Targeted for International Journal of Consumer Studies*
- *Collaborators: Cinelli, M.D*

-Beauty Bias in the Hybrid Era: How Virtual Interactions Shape In-Person Perceptions

- *Status: Collecting data*
- *Targeted for Psychology and Marketing*
- *Collaborators: Chefor A.E*

-The Psychological Benefits of Faking it: Do Counterfeit Users Fool Themselves?

- *Status: currently collecting data.*
- *Targeted for Journal of Consumer Psychology*
- *Collaborators: Cinelli, M.D*

- Navigating Inauthenticity: The Role of Self-Extension and Storytelling in Consumer-Brand Relationships

- *Status: currently collecting data.*
- *Targeted for Journal of Consumer Psychology*
- *Collaborators: Cinelli, M.D*

-Consumer Delegation Tendency in Service Co-production: Conceptualization, measurement, consequences and antecedents

- *Status: currently collecting data.*
- *Targeted for Journal of Business Research*
- *Collaborators: Babin, B.J*

Conference presentations

Tiende Nano, G.L., (2022, November 5). The psychological benefits of faking it: Do counterfeit users fool themselves? [Extended abstract]. Presented at the Society for Marketing Advances, Charlotte, NC

Tiende Nano, G.L., (2023, March 8). Competitive advantage through AI and big data technology implementation. Presented at the Association of Collegiate Marketing Educators Conference, Houston, TX / Online.

Tiende Nano, G.L., Lee, S., (2024, May 25) Cyberostracism: its effects on consumer responses to online marketing communications. Presented for the Doctoral consortium at the Association of Marketing Science Conference, Miami,FL

Dissertation

Title: Inauthenticity and the Extended Self: Implications for Consumer Behavior

Committee: Melissa Cinelli (Chair) | Barry J. Babin | Christopher Newman | Grace Riverra

Proposal defense *August 21, 2024*

Dissertation defense: Anticipated, *April 30, 2025*

My dissertation explores how inauthenticity in the marketplace influences consumer self-extension and subsequent effects of consumer behavior towards brand efforts. This research is motivated by the observation that while authenticity is praised in literature and industry as a symbol of personal identity, we are in an era where inauthenticity is thriving. For example: brands' false claims of carbon neutrality, organizations that greenwash, counterfeit purchasing, and consumer idealized social media identities. What happens to the extended self in encounters with these different inauthentic situations and how does it influence consumer behavior?

The first chapter introduces the topic by discussing these trends. It emphasizes the need for a deeper look at how inauthenticity in physical entities (products and their brands) and in the digital space affects the way consumers extend themselves to these entities. This is especially important because most studies suggest that authenticity is key for offerings to usefully contribute to the self. In subsequent chapters the following are achieved:

-A systematic literature review synthesizes existing knowledge on the extended self, emphasizing the need for a deeper understanding of how authenticity/inauthenticity affects self-extension. A general framework for self-extension is proposed. This is the first comprehensive synthesis in 35 years of impactful research on the extended self and is getting finalized for submission to the *International Journal of Consumer studies*

-The first essay employs an experimental approach to test the extent to which counterfeit products and extrinsically motivated brands serve as extensions of self. The role of the social context (conspicuous consumption) on this relationship is also studied. Additionally, the negative effect of inauthenticity on consumers' behavioral alignment with brand values is studied by considering self-extension as a mediator. This essay constitutes one article which is being finalized for submission to the *Journal of Consumer Psychology*.

- The second essay (**Job Market Paper**) examines whether people view their digital re-embodiments as inauthentic, how these perceptions affect their self-extension to these entities, and whether virtual interactions (for example interactions with targeted marketing communications) with inauthentic digital re-embodiments influence real-world behavior. In the first study, thematic analysis (via NLP) of web-scraped Reddit discussions reveals insights into these relationships. Data is being collected to experimentally test related hypotheses. Targeted for the *Journal of Business Research*.

SERVICE

- Journal Reviewer, International Journal of Advertising, 2022 (3 articles)
- Conference volunteer, Academy of Marketing Science, 2022
- Conference volunteer, Academy of Marketing Science, 2023
- Conference volunteer, Academy of Marketing Science, 2024

DOCTORAL COURSEWORK

Mktg 762 Marketing Management | Mktg 665 Causal Modeling in Marketing | Mktg 766 Advanced Studies in Consumer Behavior | Mktg 664 Methodology II-Measurement & Scaling
Mktg 769 Theoretical Foundations of Marketing | Phad 780 General Linear Models | Psy 703 Quantitative Methods in Psychology | Phad 688 Research Methodology and Techniques | Bus 660 Research Methods I | Mktg 666 Advanced Marketing Research Methods | Mktg 771 Experimental Design & Analysis | Edci 614 Teachers as Leaders

CETIFICATIONS

- Digital Marketing Analytics in practice. Offered by the University of Illinois at Urbana Champaign via Coursera
- Artificial Intelligence in Marketing. Offered by the University of Virginia via Coursera
- AI in Marketing. Offered by Stukent
- Advanced Google Analytics. Offered by Google' Analytics Academy
- Fundamentals of Quantitative Modelling with the Wharton School via Coursera

WORK EXPERIENCE

My project management experience across various industries has equipped me to teach and guide students effectively. It has also enriched the learning experience and content of some of my lectures in strategic marketing management and marketing research.

Operations Supervisor:

Dare Foods, Montreal, Canada, 2020
As an operations supervisor at Dare Foods in Montreal, I led production teams, planned weekly schedules to boost efficiency, and used data analytics for strategic decisions. These experiences parallel the experiences marketing managers would face on the job.

Civil Engineering Project Manager:

Bambuiy Engineering, Cameroon 2017-2018

At Bambuiy, I oversaw hydraulic construction projects. I managed budgets, timelines, and cross-functional teams to ensure successful completion. My role involved strategic planning, stakeholder engagement, and risk management. This experience has honed my ability as a mentor, and my effectiveness in engaging with diverse stakeholders. All these are skills marketers can leverage.

REFERENCE LIST

Dr. Barry J Babin, The University of Mississippi

Phil B. Hardin Professor of Marketing and Chair of the Department of Marketing, Analytics, and Professional Sales

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Dr. Melissa Cinelli, The University of Mississippi

Associate Professor of Marketing

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Dr. Christopher Newman, The University of Mississippi

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