
Allyn White, Ph.D.

Assistant Professor of Marketing

Academic Background

Ph.D. Mississippi State University, Marketing, 2011

M.B.A. University of Alabama, Birmingham, 2005

B.A. The University of Mississippi, Accountancy (Spanish minor), 2003

Academic Experience

Assistant Professor of Marketing, University of Mississippi (August, 2015 - Present), University, Mississippi.

Assistant Professor of Marketing, Loyola University (August, 2013 - May, 2015), New Orleans, Louisiana.

Assistant Professor of Marketing, Eastern Kentucky University (August, 2011 - May, 2013), Richmond, Kentucky.

Research and Teaching Assistant, Mississippi State University (August, 2006 - July, 2011), Starkville, Mississippi.

Non-Academic Experience

National

Marketing Executive, Lake Tiak-O'Khata Resort (August, 2005 - August, 2006), Louisville, Mississippi.

Staff Marketing Representative, Piedmont Health Alliance (February, 2005 - August, 2005), Hickory, North Carolina.

Staff Auditor, Pearce, Bevill, Leesburg, Moore, P.C. (August, 2003 - February, 2005), Birmingham, Alabama.

Refereed Articles

Waites, S. F., White, A., Moore, R., Moore, M., Vorhies, D. W., John P. Bentley, University of Mississippi, United States of America (in press, 2017). The Influence of Dual Branding Information on Consumer Evaluations. *Journal of Marketing Development and Competitiveness*, 11.

Newman, C. L., Wachter, K., & White, A. (in press, 2017). Bricks or Clicks? Understanding Consumer Usage of Retail Mobile Apps. *Journal of Services Marketing*.

Collier, J., Breazeale, M., & White, A. (in press, 2017). Giving Back the Self in Self Service: Understanding Customer Role Preference in SST Failure Recovery. *Journal of Services Marketing*.

Abney, A., White, A., Shanahan, K. P., & Locander, W. B. (2017). In Their Shoes: Co-creating Value from Deaf/Hearing Perspectives. *Journal of Services Marketing*.

Waites, S. F., White, A., Moore, R., Moore, M., Vorhies, D. W., John P. Bentley, University of Mississippi,

United States of America (in press, 2017). The Influence of Dual Branding Information on Consumer Evaluations. *Journal of Marketing Development and Competitiveness*.

Bacile, T., Hofacker, C., & White, A. (2014). Emerging Challenges in Social Media: Service as Marketing Communication Signals. *International Journal of Integrated Marketing Communications*, 6 (1), 34-51.

White, A. & Breazeale, M. (2012). The Effects of Perceived Fairness on Customer Responses to Retailer SST Push Policies. *Journal of Retailing*, 88 (2), 250-261.

Webster, C. & White, A. (2010). Exploring the National and Organizational Culture Mix in Service Firms. *Journal of the Academy of Marketing Science*.

Papers Under Review

Hopkins, C., Shanahan, K., Hopkins, K., & White, A. (2016). "Developing a More Effective Messaging Strategy for Type II Diabetes Awareness: The Case of Low Versus High Threat Fear Appeal," 1st revise and resubmit to *Marketing Management Journal*.

Book Chapters

Non-Refereed

White, A., Breazeale, M., & Webster, C. (2012). The Brand Avoidance Relationship: Exploring Consumer Motivations. *Consumer-Brand Relationships: Theory and Practice*. Routledge [B].

Refereed Proceedings

Full Paper

Newman, C., Wachter, K., & White, A. (2016). A Case Study Approach to Consumer Usage of Retailers' Apps. *Global Innovation and Knowledge Academy 2016 Annual Conference*.

Newman, C., Wachter, K., & White, A. (2015). Should I Buy It In the Store or With the App? Implications of Retailer Mobile App Strategies. *Society for Marketing Advances Conference*.

Bacile, T., Hofacker, C., & White, A. (2014). Service Encounters Via Social Media: The Presence of Positive and Negative Signals. *Society for Marketing Advances Conference*.

White, A. (2012). Exploring Generational Differences in Consumer Product Evaluations. *Society for Marketing Advances Conference*.

Working Papers

White, A., Waites, S., Moore, R., Moore, M., Vorhies, D. W., John P. Bentley, University of Mississippi, (2017). "Managing The Effects of Dual Branding Information on Consumers' Brand Evaluations: Implications and Opportunities for Manufacturers," targeted for *Journal of the Academy of Marketing Science*.

White, A., Krallman, A., Gondo, M. B., Locander, W. P., & Shanahan, K. (2017). "Voluntary Immersion: Exploring the Intersection of Sensory Disabled Employees and Mainstream Customers in a Socially Responsible Business Model," targeted for *Journal of Business Ethics*.

Locander, J. A., White, A., & Newman, C. L. (2017). "Customer Reactions to Frontline Employee Complaining: The Role of Perceived Impropriety," targeted for *Journal of Business Research*.

Presentation of Refereed Papers

National

Newman, C., Wachter, K., & White, A. (2015). *Should I Buy It In the Store or With the App? Implications of*

Retailer Mobile App Strategies. Society for Marketing Advances Conference, San Antonio, Texas.

Bacile, T., Hofacker, C., & White, A. (2014). *Service Encounters Via Social Media: The Presence of Positive and Negative Signals.* Society for Marketing Advances Conference, New Orleans, Louisiana.

White, A. (2012). *Exploring Generational Differences in Consumer Product Evaluations.* Society for Marketing Advances Conference, Orlando, Florida.

Presentation of Non-Refereed Papers

Regional

White, A., Waites, S., Moore, R., & Moore, M. (2016). *The Effect of Dual Branding Information on Consumer Brand Evaluations.* Southeast Marketing Symposium, Starkville, Mississippi.

White, A., Krallman, A., & Shanahan, K. (2015). *Cocreating Value in a Socially Responsible Business Model Context.* Southeast Marketing Symposium, Tallahassee, Florida.

Research Grants

Funded

2014: White, A. Harold and Muriel Berkman Charitable Foundation Research Grant, Principal Investigator, Harold and Muriel Berkman Charitable Foundation.

Assuming the lens of institutional theory, the authors investigate a relatively unexplored form of CSR, known as Theater 3, to examine how organizations can facilitate value coproduction across stakeholder groups to stimulate market performance and social gain. Multiple methods are employed through four studies to explore social responsibility as a business model in which customers and a need community coproduce value in the service context. Results suggest that organizations in this intensive CSR arena must recognize the challenges of sustaining successful marketing performance, and gaining legitimacy from all stakeholder perspectives. Theoretical and managerial implications are offered with recommendations for balancing multiple stakeholder goals in Theater 3 CSR models.

Service to the University

University of Mississippi

Department Assignments

Faculty Advisor:

2015-2016: Student Marketing Association (Assistant Advisor to Kathy Wachter)

Member:

2016-2017: Honors Thesis Reader, Georgia Norfleet

Workshop:

2016-2017: Marketing Department Research Brown Bag: Attended research presentations of various doctoral students and faculty .

2015-2016: Department of Marketing, Research Seminar: Served on a research "brown bag" panel of junior faculty with the aim of mentoring marketing doctoral students in the development of their research careers.

Thesis Assignments

Member:

2016-2017: Honors Thesis Reader, Ashley Anderson

Service to the Profession

Chair: Conference / Track / Program

2016: Academy of Marketing Science.

Reviewer - Article / Manuscript

2016: Journal of Brand Management.

Service to the Community

Member of a Committee

2017: More Than A Meal, Oxford, MS

Certifications

e-Learning Certification, University of Mississippi, 2016