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# Melissa D. Cinelli, Ph.D.

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## Assistant Professor of Marketing

### Academic Background

Ph.D. University of Florida, Gainesville, FL, Marketing, 2011

B.S. University of Florida, Gainesville, FL, Marketing, 2005

### Academic Experience

Assistant Professor of Marketing, The University of Mississippi (August, 2011 - Present), University, Mississippi.

### Refereed Articles

Cinelli, M. D. & Yang, L. (2016). The Role of Implicit Theories in Evaluations of Plus Size Advertising. *Journal of Advertising*, 45 (4), 472-481.

Clarkson, J., Janiszewski, C., & Cinelli, M. D. (2013). The Desire for Consumption Knowledge. *Journal of Consumer Research*, 39 (6), 1313-1329.

### Papers Under Review

Cinelli, M. D., White, A., & Locander, J. (2017). "Are Conservatives always conservative? Political ideology and consumer decision making," Initial submission to *Journal of Marketing Behavior*.

Zhang, C., Kashmiri, S., & Cinelli, M. D. (2017). "How does Brand Age Influence Consumers' Attitudes to a Firm's Unethical Behaviors?," Revision under 2nd review to *Journal of Business Ethics*.

Newman, C., Cinelli, M. D., Vorhies, D., & Folse, J. A.G. (2017). "The Dark Side of Exclusive Promotions: Benefitting a Few at the Expense of Many?," Initial submission to *Journal of the Academy of Marketing Science*.

### Working Papers

Cinelli, M. D. & Itzkowitz, J. (2017). "Connecting to the Past: Social Exclusion Drives a Preference for Vintage Products," targeted for *Psychology & Marketing*.

Yang, L., Cinelli, M. D., & Wegener, D. T. (2017). "Reactions to Change: The Role of Self-Brand Identification in Consumers' Reactions Toward Competitive Benchmarking," targeted for *Journal of Consumer Research*.

Cinelli, M. D. & LeBoeuf, R. (2017). "Antecedents and Consequences of Brand Authenticity," targeted for *Journal Of Consumer Psychology*.

Cinelli, M. D. & LeBoeuf, R. (2016). "Consumer Strategies for Regaining Optimal Distinctiveness," targeted for *Marketing Letters*.

Zhang, C. & Cinelli, M. D. (2016). "The Effects of Non-Monetary and Monetary Threshold-Based Promotions on Perceived Product Quality," targeted for Journal of Retailing.

Eason, C. Clifton, Bentley, J. P., Sloan, H., & Cinelli, M. D. (2016). "Buying Local: The Influence of Location of Ownership on Consumers."

Zhang, C. & Cinelli, M. D. (2015). "How Does Online Observational Learning Influence Consumers' Purchase Decisions?," targeted for Journal of Interactive Marketing.

Cooke, A. D.J. & Minor, M. D. (2011). "Body Dissatisfaction in Women: Advertising and Image-Maintenance Processes."

## **Presentation of Refereed Papers**

### **National**

Zhang, C., Kashmiri, S., & Cinelli, M. D. (2016). *How does Brand Age Influence Consumers' Attitudes to a Firm's Unethical Behaviors?* AMA Conference (Winter), Orlando, Florida.

Zhang, C. & Cinelli, M. D. (2015). *How does Online Observational Learning Influence Consumers' Purchase Decisions?* Society for Marketing Advances, San Antonio, Texas.

Zhang, C., Kashmiri, S., & Cinelli, M. D. (2015). *Does brand age matter and when does it matter? The effect of perceived brand age on brand personality and brand equity.* Academy of Marketing Science, Denver, Colorado.

Zhang, C. & Cinelli, M. D. (2014). *Can Threshold-Based Promotions Influence product Evaluations? The Effect of Non-Monetary and Monetary Threshold-Based Promotions on Perceived Product Quality.* SMA, New Orleans, Louisiana.

Zhang, C. & Cinelli, M. D. (2014). *Suddenly, it becomes better: The effect of threshold-based shipping on product perceived quality.* Society for Consumer Psychology, Miami, Florida.

Cinelli, M. D. & Yang, L. (2013). *Effect of Price Estimate Precision on Pre- and Post-Outcome Satisfaction.* Association for Consumer Research, Chicago, Illinois.

Newman, C., Cinelli, M. D., Vorhies, D., & Carmona, B. (2013). *The Negative Effects of Exclusive Deal Promotions.* SMA, Hilton Head, South Carolina.

Clarkson, J. J., Janiszewski, C., & Minor, M. D. (2012). *Variety-seeking and the desire for consumption expertise.* Society for Consumer Psychology, Las Vegas, Nevada.

Minor, M. D. & LeBoeuf, R. (2010, October). *Keeping It Real: Marketing Implications of Brand Authenticity.* Association for Consumer Research, Jacksonville, Florida.

Minor, M. D. & LeBoeuf, R. (2010, February). *Consumer Strategies for Regaining Optimal Distinctiveness.* Society for Consumer Psychology, St. Pete Beach, Florida.

Minor, M. D. & LeBoeuf, R. (2009, October). *Consumer Strategies for Regaining Optimal Distinctiveness.* Society for Consumer Psychology, Pittsburgh, Pennsylvania.

### **State**

Minor, M. D. & LeBoeuf, R. (2010, April). *Keeping It Real: Marketing Implications of Brand Authenticity.* Haring Symposium, Indiana State University, Indiana.

## **Service to the University**

### **University Assignments**

### **Other Institutional Service Activities:**

2008-2009 – 2010-2011: WebLab Administrator: University of Florida

2008-2009: Behavioral Lab Administrator: University of Florida

## **The University of Mississippi**

### **Department Assignments**

#### **Facilitator:**

2016-2017: SONA System Research Pool Coordinator

### **University Assignments**

#### **Member:**

2013-2014 – 2016-2017: Copyright Committee

2015-2016: Copyright Committee

2011-2012 – 2014-2015: Common Reading Experience Book Selection Committee

### **Dissertation Assignments**

#### **Member:**

2015-2016 – 2016-2017: David Wamble

2015-2016 – 2016-2017: Jeremiah Beene

### **Thesis Assignments**

#### **Faculty Advisor:**

2015-2016 – 2016-2017: Honors Thesis Advisor - Hannah Corson

2012-2013 – 2013-2014: Honors Thesis Advisor - Walton Fenelon

2012-2013: Honors Thesis Advisor - Joshua Gregory

## **Service to the Profession**

### **Reviewer: Ad Hoc Reviewer for a Journal**

2016: Marketing Letters.

2010 – 2016: Association for Consumer Research.

2010 – 2016: Society for Consumer Psychology.

### **Reviewer: Conference Paper**

2016: AMA Conference (Summer).

## **Other Honors and Awards**

2010: , Indiana University. Haring Symposium Fellow.

2010: , AMA. Sheth Foundation Doctoral Consortium Fellow.

## References

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