
Melissa D. Cinelli, Ph.D.

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

Zhang, C., Kashmiri, S., & Cinelli, M. D. (in press, 2017). How Does Brand Age Influence Consumers' Attitudes to a Firm's Unethical Behaviors? *Journal of Business Ethics*.

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," Revision under 2nd review to *Journal of Marketing Behavior*.

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?," Revision under 3rd review to *Journal of the Academy of Marketing Science*.

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

Cinelli, M. D. & LeBoeuf, R. (2017). "Keeping it real: How perceived brand authenticity affects product perceptions," 1st revise and resubmit to *Journal Of Consumer Psychology*.

Working Papers

Wamble, D., West-Strum, D., Bentley, J., Patel, A., & Cinelli, M. D. (2018). "The Role of Brand Name Fluency: A Pharmaceutical Marketing Perspective."

Cinelli, M. D., Locander, J., & White, A. (2017). "Complaining & Authenticity."

- White, A., An, L., & Cinelli, M. D. (2017). "Consumer Evaluations of Loyalty Program Reward Structure Changes," targeted for Journal of Retailing.
- Cinelli, M. D. & Itzkowitz, J. (2017). "Connecting to the Past: Social Exclusion Drives a Preference for Vintage Products," targeted for Psychology & Marketing.
- Cinelli, M. D. & LeBoeuf, R. (2017). "Consumer Strategies for Regaining Optimal Distinctiveness," targeted for Marketing Letters.
- 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. (2016). "The Effects of Non-Monetary and Monetary Threshold-Based Promotions on Perceived Product Quality," targeted for Journal of Retailing.
- 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

2008-2009: Behavioral Lab Administrator

The University of Mississippi

Department Assignments

Facilitator:

2016-2017 – 2017-2018: SONA System Research Pool Coordinator

College Assignments

Assurance of Learning - Institutional Service:

2017-2018: AOL Task Force for Learning Objective 4

University Assignments

Member:

2015-2016 – 2017-2018: Copyright Committee

2013-2014 – 2015-2016: Copyright Committee

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

Dissertation Assignments

Member:

2017-2018: Ashley Crumby

2016-2017 – 2017-2018: David Wamble

2015-2016 – 2017-2018: Jeremiah Beene

Thesis Assignments

Faculty Advisor:

2017-2018: Honors Thesis Advisor - Hannah Corson

2017-2018: Honors Thesis Second Reader - Sarah Noser

2017-2018: Honors Thesis Second Reader - Maggie Chambers

2015-2016: 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

2010 – 2017: Society for Consumer Psychology.

2010 – 2017: Association for Consumer Research.

2016: Marketing Letters.

Reviewer: Conference Paper

2016 – 2017: AMA Conference (Summer).

Other Honors and Awards

2010: , Indiana University. Haring Symposium Fellow.

2010: , AMA. Sheth Foundation Doctoral Consortium Fellow.

Other Activities

2018 - Best Places to Celebrate Easter: Ask the Experts

References

Robyn LeBoeuf
(Chair) Department
of Marketing P.O.
Box 117155 205 BRY
Gainesville, FL
32611-7155
leboeuf@ufl.edu

Richard Lutz Department of
Marketing P.O. Box 117155 206
BRY Gainesville, FL 32611-7155
richard.lutz@warrington.ufl.edu

Alan Cooke Department of
Marketing P.O. Box 117155 300 D
BRY Gainesville, FL 32611-7155
alan.cooke@warrington.ufl.edu