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# Matthew B. Shaner, Ph.D.

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## Assistant Professor of Marketing

### Academic Background

- Ph.D. University of Tennessee, Knoxville, TN, Marketing, 2015
- M.B.A. Missouri University of Science & Technology, Rolla, MO, 2011
- B.A. Harding University, Searcy, AR, Communication Management, 2001

### Academic Experience

- Assistant Professor of Marketing, University of Mississippi (2017 - Present), Oxford, Mississippi.
- Assistant Professor of Marketing, George Mason University (2015 - 2017), Fairfax, Virginia.
- Graduate Research Assistant and Instructor, University of Tennessee - Knoxville (2011 - 2015), Knoxville, Tennessee.

### Non-Academic Experience

#### National

- Agency Partner, Director of Public Relations, Image Marketing & Communications (2007 - 2011), St. James, Missouri.
- IT Relationship & Asset Manager, Missouri University of Science & Technology (2007 - 2011), Rolla, Missouri.
- Public Relations Specialist, The Communications Group (2005 - 2007), Little Rock, Arkansas.
- Media Specialist, Arkansas Economic Development Commission (2003 - 2005), Little Rock, Arkansas.
- English Instructor, Avanti Italia (2001 - 2003), Florence, Italy.

### Refereed Articles

- Shaner, M. B., Beeler, L., & Noble, C. H. (2016). Do We Have to Get Along to Innovate? The Influence of Multilevel Social Cohesion on New Product and New Service Development. *Journal of Product Innovation Management*, 33 (S1), 148.165.
- Xu, S., Fenik, A. P., & Shaner, M. B. (2014). Multilateral Alliances and Innovation Output: The Importance of Governance Mechanism and Technological Scope. *Journal of Business Research*, 67 (11), 2403-2410.

### Working Papers

- Vadakkepatt, G. & Shaner, M. B. (2017). "Messaging Strategies in New Product Development Crowdfunding Platforms," targeted for *Journal of Marketing Research*.
- Subin, I., Noble, C. H., & Shaner, M. B. (2017). "The Effects of Job Function and Design Orientation on Social

Cohesion and Product Development Outcomes," targeted for Journal of Marketing.

Shaner, M. B. & Vadakkepatt, G. (2017). "The Effects of Messaging Strategies and Existing Brand Loyalty on Crowdfunding Donor Behavior," targeted for Journal of the Academy of Marketing Science.

Shaner, M. B., Noble, C. H., & Dahl, D. W. (2017). "Evaluation and Selection in the Co- Creation of New Products with End Customer," targeted for Journal of Marketing.

Noble, C. H., Shaner, M. B., Fenik, A., & Lee, K. B. (2017). "On the Fast Track: Strategies and Implications of Accelerated New Product Development," targeted for International Journal Of Research In Marketing.

## **Presentation of Refereed Papers**

### **International**

Kalliny, M., Ghanem, S., Shaner, M. B., Boyle, B., & Mueller, B. (2015). *How religious symbols in commercial messages resonate with consumers: A cross-cultural analysis*. International Conference on Research in Advertising, London, United Kingdom.

### **National**

Kalliny, M., Ghanem, S., Boyle, B., & Shaner, M. B. (2015). *Capitalizing on faith: The effects of national culture, religiosity, and cosmopolitanism on consumer responses to religious symbols in advertising*. AMA Winter Marketing Educators' Conference, Chicago, Illinois.

Noble, C. H. & Shaner, M. B. (2015). *The Effects of Group Reflexivity and Group Regulatory Focus on the Evaluation and Selection of Co-Created New Product Concepts*. Product Development and Management Association (PDMA) Research Forum, Anaheim, California.

Shaner, M. B., Chakar, N., & Fenik, A. P. (2013). *Capitalizing on Our Faults: Examining the Effectiveness of Mea Culpa Advertising*. Direct/Interactive Marketing Research Summit, Chicago, Illinois.

## **Presentation of Non-Refereed Papers**

### **National**

Noble, C. H., Shaner, M. B., Fenik, A., & Lee, K. B. (2013). *Fast Track New Product Development: Strategies and Implications*. Product Development and Management Association (PDMA) Research Forum, Somewhere, Unknown.

### **Regional**

Noble, C. H., Shaner, M. B., Fenik, A., & Lee, K. B. (2013). *On the Fast Track: Considering the Nature of Accelerated Product Development Efforts*. Southeast Marketing Symposium, Baton Rouge, Louisiana.

## **Research Honors and Awards**

### **Award**

2015: Best Overall Conference Paper Award, International Conference on Research in Advertising.

2014: Research Grant Award, Anderson Center for Innovation and Entrepreneurship.

### **Honor**

2014: Sheth Doctoral Consortium Fellow, American Marketing Association.