
Allyn White, Ph.D.

Instructional 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 Emphasis), 2003.

Academic Experience

Instructional Assistant Professor of Marketing, University of Mississippi (August, 2018 - Present), University, Mississippi.

Assistant Professor of Marketing, University of Mississippi (August, 2015 - August, 2018), 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, Beville, Leesburg, Moore, P.C. (August, 2003 - February, 2005), Birmingham, Alabama.

Refereed Articles

Newman, C. L., Wachter, K., & White, A. (2018). Bricks or Clicks? Understanding Consumer Usage of Retail Mobile Apps. *Journal of Services Marketing*, 32 (2), 211-22.

Collier, J., Breazeale, M., & White, A. (2017). Giving Back the Self in Self Service: Understanding Customer Role Preference in SST Failure Recovery. *Journal of Services Marketing*, 31 (6), 604-617.

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*, 31 (4/5), 313-325.

Waites, S. F., White, A., Moore, R., Moore, M., Vorhies, D. W., John P. Bentley (2017). The Influence of Dual

Branding Information on Consumer Evaluations. *Journal of Marketing Development and Competitiveness*, 11 (3), 10-20.

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

Cinelli, M. D., White, A., & Locander, J. A. (2018). "Are Conservatives Always Conservative? Political Ideology and Consumer Decision-Making," Revised and resubmitted to *Journal of Marketing Behavior*.

Thomas, A. M., Newman, C. L., Finkelstein, S., Cho, Y., & White, A. (2018). "Shopper Marketing and the Role of Shopper Solutions: Implications for Retailers and Consumers," 1st revise and resubmit to *Journal of Business Research*.

Locander, J. A., White, A., & Newman, C. L. (2018). "Customer Reactions to Frontline Employee Complaining: The Role of Perceived Impropriety," 1st revise and resubmit to *Journal of Business Research*.

White, A., Waites, S., Moore, R., Moore, M., Vorhies, D. W., John P. Bentley, University of Mississippi, (2018). "The Effects of Dual Branding Rumors and National Brand Response Strategies on Consumer Brand Evaluations," Initial submission to *Journal of Retailing*.

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.

Refereed Proceedings

Full Paper

White, A., Locander, W. B., & Shanahan, K. (2018). Listening to Deaf Consumers - Reconciling the Dilemmas of Cultural Alienation and Inadvertent Marketplace Exclusion. *AMA Marketing and Public Policy Annual Conference*.

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*.

Abstract Only

White, A., Abney, A., Locander, W. B., & Shanahan, K. (2017). Voluntary Immersion: Exploring the Intersection of Sensory Disabled Employees and Mainstream Customers in a Socially Responsible Business Model. *AMA Marketing and Public Policy Annual Conference*.

Working Papers

White, A., Locander, J. A., Krallman, A., Locander, W. P., & Shanahan, K. (2018). "Voluntary Immersion: Exploring the Intersection of Sensory Disabled Employees and Mainstream Customers in a Socially Responsible Business Model," targeted for Journal of Business Ethics.

Presentation of Refereed Papers

International

White, A., Locander, W. B., & Shanahan, K. (2018, June). *Listening to Deaf Consumers - Reconciling the Dilemmas of Cultural Alienation and Inadvertent Marketplace Exclusion*. AMA Marketing and Public Policy Annual Conference, Columbus, Ohio.

White, A., Abney, A., Locander, W. B., & Shanahan, K. (2017). *Voluntary Immersion: Exploring the Intersection of Sensory Disabled Employees and Mainstream Customers in a Socially Responsible Business Model*. AMA Marketing and Public Policy Annual Conference, Washington, District of Columbia.

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

International

White, A. & Locander, W. B. (2017). *Marketing Implications In the Ethical Treatment of the Deaf/Hard of Hearing Subculture*. Invited presentation at Academy of Marketing Science Annual Conference, Coronado Island, California.

Regional

White, A., Rice, D. H., Murtha, B., & Voorhees, C. (2018). *Navigating an Academic Career*. Invited presentation at Southeast Marketing Symposium, University of Alabama, Tuscaloosa, Alabama.

White, A., Waites, S., Moore, R., & Moore, M. (2016). *The Effects 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:

2018-2019: Siddik Bozkurt

2018-2019: Ashley Thomas

2017-2018: Honors Thesis Reader, Georgia Norfleet

2016-2017: Honors Thesis Reader, Ashley Anderson

Workshop:

2017-2018: Department of Marketing, Research Seminar

2015-2016 – 2017-2018: Department of Marketing, Research Seminar

College Assignments

Assurance of Learning - Institutional Service:

2017-2018: Task Force for Learning Goal 2: Critical Thinking

2017-2018: Seminar on AOL Goals and Objectives

Member:

2017-2018 – 2018-2019: Robert Gigliotti

University Assignments

Mentoring Activities:

2017-2018: Ronald McNair Scholarship Program

Other Institutional Service Activities:

2018-2019: Phi Beta Kappa Representative, School of Business Administration

Service to the Profession

Board Member: PRJ Editorial Review Board

2017: Journal of Global Scholars of Marketing Science: Bridging Asia and the World.

Chair: Conference / Track / Program

2016: Academy of Marketing Science.

Reviewer: Ad Hoc Reviewer for a Journal

2018: Journal of Business Research.

2018: Journal of Global Scholars of Marketing Science: Bridging Asia and the World.

2017: Journal of Services Marketing.

2016 – 2017: Journal of Brand Management.

Reviewer: Conference Paper

2018: AMA Marketing and Public Policy Annual Conference.

2017: Society for Marketing Advances Conference.

Service to the Community

Member of a Committee

2017: Supervisor, More Than A Meal, Oxford, MS

Certifications

e-Learning Certification, University of Mississippi, 2016