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# Kathleen Wachter, Ph.D.

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## Associate Professor of Marketing

### Academic Background

Ph.D. University of Tennessee, Knoxville, TN, Retail and Consumer Sciences, 1995

M.S. University of Tennessee, Knoxville, TN, Textile Science

B.S. Purdue University, W. Lafayette, IN, Merchandising

### Academic Experience

Associate Professor, University of Mississippi (2005 - Present), University, Mississippi. Department of Marketing School of Business Administration

Associate Professor, University of Mississippi (2003 - 2005), University, Mississippi. School of Applied Sciences Department of Family & Consumer Sciences

Assistant Professor, University of Mississippi (2000 - 2003), University, Mississippi. School of Applied Sciences Department of Family and Consumer Sciences

Assistant Professor, University of Mississippi (1997 - 2000), University, Mississippi. School of Education Department of Family & Consumer Sciences

Assistant Professor, Brenau University (1995 - 1997), Gainesville, Georgia. Assistant Professor Merchandising

Visiting Assistant Professor, James Madison University (1994 - 1995), Harrisonburg, Virginia. School of Business Department of Marketing

### Refereed Articles

Newman, C., Wachter, K., & White, A. (2017). Bricks or Clicks? Understanding Consumer Usage of Retail Mobile Apps. *Journal of Services Marketing*, 32 (2), 211-222.

Parker, H., Wachter, K., Sloan, H., & Ghomi, V. (2016). Viral Marketing in the Nonprofit Sector: Crafting Messages that Create Awareness and Call an Audience to Action. *Marketing Management Journal*, 26 (2), 101-116.

Kim, Y., Kim, D., & Wachter, K. (2013). A Study of Mobile User Engagement (MoEN): Engagement Motivations, Perceived Value, Satisfaction, and Continued Engagement. *Decision Support Systems*, 56, 361-370.

Wachter, K., Kim, Y., & Kim, M. (2012). Mobile Users: Choosing to Engage. *International Journal of Sales, Retailing and Marketing*, 1 (1), 3-13.

Wachter, K., Vitell, S., Shelton, R., & Park, K. (2010). Exploring Consumer Orientation Toward Returns: Unethical Dimensions. *Business Ethics: A European Review*, 12 (1), 115-128.

Bomba, A., Chang, Y., Knight, K., Tidwell, D., Wachter, K., S. Endo & C. West (2009). College Students'

- Attitudes Toward Infant Breastfeeding Practices. *Journal of Family and Consumer Sciences*.
- Tidwell, D., Kwun, D., Knight, K., Chang, Y., & Endo, S. (2006). Assessment of HACCP Training Network. *Journal of Child Nutrition & Management*.
- Shelton, R. K. & Wachter, K. (2005). Effects of Global Sourcing on Textiles and Apparel. *Journal of Fashion Marketing and Management*, 9 (3), 318-329.
- Wachter, K. (2003). Rethinking Maslow's Needs. *Journal of Family and Consumer Sciences*, 95 (2), 68-69.
- Wachter, K. (2002). Longitudinal Assessment of Web Retailers: Issues from a Consumer Point of View. *Journal of Fashion Marketing and Management*, 6 (2), 134-145.

## Refereed Proceedings

### Full Paper

- Wachter, K. (2015). SHOULD I BUY IT IN THE STORE OR WITH THE APP? IMPLICATIONS OF RETAILER MOBILE APP STRATEGIES. *Society for Marketing Advances Conference*.
- Kim, D., Kim, Y., & Wachter, K. (2012). Smartphones: User Engagement Motivations Effect on Value, Satisfaction, and Future Engagement Intention. *America's Conference on Information Systems (AMCIS)*.

### Abstract Only

- Wachter, K. & Tojib, D. (in press, 2017). Co-Creation Value, Relationship Investment, and Engagement Behaviours. *European Institute Retail and Service Sciences (EIRASS)*.
- Wachter, K., Gala, P., & Ghomi, V. (2017). App Design: Driver of App Loyalty. *Society for Marketing Advances*.
- Wachter, K. (2014). Mobile shopper engagement with mobile retailers. *Society for Marketing Advances Conference*.

## Working Papers

- Wachter, K. & Tojib, D. (2017). "Co-Creation Value, Relationship Investment, and Engagement Behaviours."
- Wachter, K., Gala, P., & Ghomi, V. (2016). "App Quality."
- Wachter, K. & Mann, G. (2016). "Organic/GMO and Co-branding, Labeling: Fruits and vegetables."
- Wachter, K., Tojib, D., & Ghomi, V. (2016). "Retail app attachment."

## Presentation of Refereed Papers

### International

- Wachter, K. & Tojib, D. (2017). *Co-Creation Value, Relationship Investment, and Engagement Behaviours (July 2018)*. European Institute Retail and Service Sciences (EIRASS), Madeira, Portugal.
- Wachter, K., Gala, P., & Ghomi, V. (2017). *App Design: Driver of App Loyalty*. Society for Marketing Advances Conference, Louisville, Kentucky.
- Wachter, K. & Newman, C. (2015). *Consumers Use of Retail Apps*. AMA/ACRA Conference, Coral Gables, Florida.
- Wachter, K., Newman, C., & White, A. (2015, November). *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.
- Newman, C. L., Wachter, K., & White, A. (2015, March). *A case study approach to consumers' usage of*

- retailer app*. Global Innovation and Knowledge Academy 2016 Annual Conference, Valencia, Spain.
- Wachter, K. & Newman, C. L. (2014). *Mobile Shoppers Engagement Tendencies with Mobile Retailers*. Society for Marketing Advances Conference, New Orleans, Louisiana.
- King, R., Wachter, K., Eason, C., & Jones, J. (2013, October). *Ties That Bind: Product Embeddedness' Mediating Effects on Mobile Application Turnover*. Society for Marketing Advances Conference, Hilton Head, South Carolina.
- Wachter, K., King, R. A., Eason, C., & Jones, J. (2013, July). *Something to Hold: Retailers Fulfilling Consumers' Needs Through Embedding Benefits*. European Institute Retail and Service Sciences (EIRASS), Philadelphia, Pennsylvania.
- King, R., Jones, L., & Wachter, K. (2013, March). *ZERO SUM GAME: PRODUCT EMBEDDEDNESS' MEDIATING EFFECTS ON MOBILE APPLICATION TURNOVER*. American Collegiate Retailing Association, Nashville, Tennessee.
- Kim, D., Kim, Y., & Wachter, K. (2012, August). *Smartphones: User Engagement Motivations Effect on Value, Satisfaction, and Future Engagement Intention*. America's Conference on Information Systems (AMCIS), Seattle, Washington.
- Park, K. & Wachter, K. (2009, July). *Customer Misbehaviors in the Retail Setting, July 2010*. EIRASS, Istanbul, Turkey.
- Park, K. & Wachter, K. (2008, July). *Unethical Return Behavior: Perspectives from Retail Employees and Customers*. European Institute Retail and Service Sciences (EIRASS), Zagreb, Croatia.
- Wachter, K., Park, K., & Shelton, R. (2007, June). *Hassle Behavior and the Return Process, June 30, 2007*. European Institute Retail and Service Sciences (EIRASS), San Francisco, California.
- Shelton, R. K. & Wachter, K. (2006, July). *Market Share in a Competitive World, Deflation of Retail Products, Increase of Private Brands and the Changes in Sourcing of Retail Products*. European Institute Retail and Service Sciences (EIRASS), Budapest, Hungary.
- Wachter, K., Park, K., & Shelton, R. K. (2006, July). *Returns and Return Policies: Strategy or Hassle for E-Business?* European Institute Retail and Service Sciences (EIRASS), Budapest, Hungary.
- Park, K. & Wachter, K. (2004, July). *Return Policies of Retailers: Cultural Perspectives*. European Institute Retail and Service Sciences (EIRASS), Prague, Czech Republic.
- Wachter, K. & Endo, S. (2003, December). *The Face of Service: A Strategic Model Integrating Mortar and Click Encounters*. Academy of Business Administration, Puerto Vallarta, Mexico.

### **National**

- Burgess, B., Crutsinger, C., Southward, L., Stufflebean, T., & Wachter, K. (2005, November). *The Rewards and Challenges of Internship Coordination*. International Textile and Apparel Association Annual Conference, Alexandria, Virginia.
- Wachter, K. & Reilly, L. (2005, November). *Students Teaching the Professor: Integrating the Community and Classroom as Learning Tools in the 21st Century*. International Textile and Apparel Association Annual Conference, Alexandria, Virginia.
- Reilly, L. & Wachter, K. (2004, November). *Increasing Quality Discussion and Participation*. International Textile and Apparel Association Annual Conference, Portland, Oregon.
- Wachter, K., Shelton, R. K., Reilly, L., West, B., & Park, K. (2003, November). *Teaching Delivery for Effective Learning: Synchronous versus Asynchronous*. International Textile and Apparel Association Annual Conference, Savannah, Georgia.

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

## **International**

Wachter, K. (2013). *EIRASS Session Chair E-Commerce*. Chair of papers concerning E-Commerce Philadelphia July 9, 2013, Philadelphia, Pennsylvania.

Wachter, K. (2007, July). *Session Chair EIRASS July 2, 2007*. EIRASS Chairperson Session Monday July 2, 2007: Service Quality, San Francisco, California.

## **Research Grants**

### **Funded**

2005: Tidwell, D., Knight, K., Bomba, A., Wachter, K., Kwun, D., Chang, Y., Endo, S., Oakley, C. Evaluation of Hazard Analysis Critical Control Point (HACCP) Training Program., Principal Investigator, National Food Service Management Institute. February 1, 2005 to September 15, 2005 Evaluation of HACCP Training programs led by NFSMI Trainers.

## **Other Research Activities**

### **Basic or Discovery Scholarship**

2006: , , . Copyright Issues: Multiple Perspectives Special Topic Panel Proposal submitted to ITAA Panel Members: Leslie Burns, Oregon State, Brigitte Burgess, University of Southern Mississippi

### **Other**

2008: , , . Panel Member on Collaborative Research Across Cultures and Geographic Borders. November 5, 2008.  
International Textile and Apparel Association Annual Meeting, Chicago, IL.

## **Service to the University**

### **Department Assignments**

#### **Faculty Sponsor:**

2011-2012: OMMO

#### **Member:**

2007-2008: Clinical Marketing Southaven-Tupelo

2007-2008: 2007-2008

### **College Assignments**

#### **Program Representative:**

2011-2012: All Majors Careers Fair

2010-2011: All Careers Fair

2007-2008: Faculty Senate Alternate

#### **Member:**

2009-2010 – 2010-2011: Undergraduate Council

### **University Assignments**

#### **Mentoring Activities:**

2009-2010 – 2011-2012: Freshman Orientation Advising

2008-2009: Office of Admissions & Orientation

2005-2006 – 2008-2009: Freshmen Orientation Advising, Course Schedule

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

2011-2012: Move In Ole Miss

2009-2010: Move-In Ole Miss

2007-2008 – 2008-2009: 2008

2006-2007: Move In Ole Miss

## **University of Mississippi**

### **Department Assignments**

#### **Faculty Advisor:**

2016-2017 – 2017-2018: Student Marketing Association

2015-2016 – 2016-2017: Student Marketing Association

2014-2015: UM Student Marketing Agency

2013-2014: Agency Marketing Association

2012-2013: OMMO-Ole Miss Marketing Association

#### **Member:**

2017-2018: Clinical Marketing Faculty Search: Southaven and Tupelo

### **College Assignments**

#### **Faculty Advisor:**

2016-2017 – 2017-2018: Honors College Thesis Grayson Huber

#### **Member:**

2007-2008: Marketing Clinical Search Committee

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

2017-2018: Taylor Medal Selection Committee

2016-2017: Taylor Medal Committee School of Business 2016-2017

#### **Member:**

2012-2013: Undergraduate Council

## **University Assignments**

### **Faculty Advisor:**

2016-2017: Lynley Jones Honors College Thesis

### **Member:**

2016-2017: UM Green Fund

2016-2017: UM Green Fund

2012-2013 – 2015-2016: Traffic and Parking

2014-2015: UM Green Fund

2010-2011 – 2014-2015: Undergraduate Council

2012-2013: University of Mississippi

2010-2011 – 2011-2012: Library Council

2006-2007: Traffic Parking

### **Mentoring Activities:**

2012-2013 – 2017-2018: Freshman Orientation

2012-2013: Freshman Orientation Advising: Assist students with fall semester class schedules.

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

2014-2015: Freshmen Orientation June 2014

2012-2013: Move-in Ole Miss

### **Session Moderator:**

2014-2015: ACRA/AMA Triennial Conference, Coral Gables, FL Mar. 4 to 7th, 2015

## **Thesis Assignments**

### **Mentoring Activities:**

2014-2015: Hannah Parker, Honors College Thesis Reader

### **Chair:**

2012-2013: Sydney McCarthy

## **Service to the Profession**

### **Academic Conference: Moderator / Facilitator**

2016: Society for Marketing Advances Track Chair Service Marketing Nov. 2017.

2015: Society for Marketing Advances Conference, San Antonio, Texas.

2015: AMA/ACRA Conference, New Orleans, Louisiana.

### **Chair: Committee / Task Force**

2006: International Textile and Apparel Association. Chair, Teaching, Innovation, and Best Practice (Term

2004 to 2006)

**Chair: Conference / Track / Program**

2017: Society for Marketing Advances Conference. Chair: Services Marketing Track Submissions, 2017

2013: European Institute Retail and Service Sciences (EIRASS).

**Reviewer - Article / Manuscript**

2017: International Review of Retail, Distribution and Consumer Research.

2016 – 2017: Decision Support Systems.

2016: International Journal of Retail and Distribution Management.

2014 – 2015: Journal of Business Ethics.

2014: International Journal of Retail and Distribution Management.

2013: International Journal of Retail and Distribution Management.

2012 – 2013: Journal of Business Ethics.

2011: Business Ethics: A European Review.

2011: Journal of Business Ethics.

2010: Journal of Business Ethics. Review article submitted for publication consideration.

2009: Ad Hoc reviewer for Journals. Reviewer for articles submitted to Journal of Business Ethics.

2008: American Collegiate Retailing Association National Conference. Reviewed manuscripts for the ACRA Winter Conference, NYC Jan. 2009 and the Spring Conference, Las Vegas, NV May 2009.

2008: American Collegiate Retailing Association. Manuscript Reviewer for the combined ACRA National Retail Federation New York Conference, January 2008.

2007: American Collegiate Retailing Association 2007 Conference, Chicago, Illinois. Manuscript Reviewer for Conference April 12 - 15, 2007.

2006: CTRJ. Manuscript review: Higher Education, Careers, & Industry

**Reviewer: Conference Paper**

2017: SMA Retailing Conference, Louisville, Kentucky.

2016: European Marketing Association Conference (EMAC).

2015 – 2016: European Marketing Association Conference (EMAC).

2014 – 2016: Society for Marketing Advances Conference, Atlanta, Georgia.

2015: European Association of Education and Research in Commercial Distribution.

2014: European Conference on Information Systems.

2014: Society for Marketing Advances.

2012: AMA Conference (Summer).

2012: America's Conference on Information Systems (AMCIS), Seattle, Washington.

2010: European Association of Education and Research Conference, Parma, Italy. 16th Conference of the European Association for Education and Research in Commercial Distribution.  
June 29 to July 1, 2011

2009: American Collegiate Retailing Association, New York, New York. Reviewed papers submitted for the combined National Retail Federation and American Collegiate Retail Association 2010 conference held

annually

2006: American Collegiate Retailing Association. Reviewer for papers submitted for Spring 2006 Conference

## **Service to the Community**

### **Board-Chair**

2015: Oxford Community Garden Association Promotion and Education Chair and Board Member

### **Board-Member**

2014: UM Big Event March 22, 2014, In conjunction with the University of Mississippi student led "Big Event" a day of service to the community, as representative for the Oxford Community Garden will work with students to plant vegetables that when grown will be harvested for distribution to the Interfaith Compassion Ministry Food Pantry for distribution to clients. This assists with alleviating the 'food desert' that exists within Lafayette, Oxford, and University Community.

2013: OCGA Treasurer

2012: Oxford Community Garden (Treasurer)

2012: Oxford Community Garden Association (Treasurer)

2007: Board Member United Way, Invited member to implement United Way Plan

### **Chair of a Committee**

2016: UM Big Event Oxford Community Garden

### **Other Community Service Activities**

2016: Oxford Community Garden Association Education Chair

2015: UM Big Event March 28, 2015

2015: Feed the Hunger

2013: Feed the Hunger Pack-a-Thon Feb. 28, 2014 at the Jackson Avenue Center, Packaged high nutritional content food staples which are labeled, boxed, shipped and delivered all over the world to children and families who lack adequate access to food.

## **Faculty Development**

### **Other Professional Development**

2013: Chair of papers concerning E-Commerce Philadelphia July 9, 2013, Philadelphia, Pennsylvania.

### **Professional Seminars / Workshops**

2017: Hayes Mediation, Moderation Process Analysis; MSU Workshop March 1-2, 2018, Starkville, Mississippi. Hayes Workshop: Conditional Mediation, Moderation Process Analysis

## **Other Activities**

2008 - : 'Locally owned stores catering to customers.' Interviewed by L. Brown, published in The Clarion-Ledger, Dec. 20, 2008, 8B-9B.

## **Memberships**

Society for Marketing Advances, 2016-2018



Marketing Management Association, 2016-2017

American Marketing Association, 2010-2011

Academy of Business Administration

Academy of Marketing Science

American Collegiate Retail Association