
Matthew B. Shaner, Ph.D.

Assistant Professor of Marketing

Academic Background

Ph.D. University of Tennessee, Knoxville, TN, Knoxville, TN, Marketing (Strategy and Organizations minor), 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.

Papers Under Review

Kalliny, M., Ghanem, S., Shaner, M. B., Boyle, B., & Mueller, B. (2018). "Capitalizing on Faith: A Cross-Cultural Examination of Consumer Responses to the Use of Religious Symbols in Advertising," Initial

submission to *Journal of International Marketing*.

Refereed Proceedings

Abstract Only

Shaner, M. B. & Noble, C. H. (2018). Team Mindset Matters: Accurately Evaluating Customer-Generated New Product Ideas. *AMA Educators' Conference (Winter)*.

Shaner, M., Kalliny, M., Ghanem, S., Boyle, B., & Mueller, B. (2015). The Impact of the Use of Religious Symbols in Advertising on Consumer Attitudes. *AMA Summer Educators Conference, 26, A20-A21*.

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

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*.

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*.

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

Working Papers

Shaner, M. B. & Vadakkepatt, G. (2018). "Firm Innovation and the Light and Dark Sides of TMT Regulatory Focus," targeted for *Journal of Marketing*.

Shaner, M. B. & Cousley, S. (2018). "Boundary Spanners: The Role of Sales Managers and Salespeople in the New Product Development Process," targeted for *Journal of Marketing*.

Vadakkepatt, G. & Shaner, M. B. (2018). "Messaging Strategies in New Product Development Crowdfunding Platforms," targeted for *Journal of Marketing Research*.

Shaner, M. B. & Noble, C. H. (2018). "Evaluation and Selection in the Co- Creation of New Products," targeted for *Journal of Marketing*.

Noble, C. H., Shaner, M. B., Fenik, A., & Lee, K. B. (2018). "On the Fast Track: Strategies and Implications of Accelerated New Product Development," targeted for *International Journal Of Research In Marketing*.

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*.

Presentation of Refereed Papers

International

Shaner, M. B. & Noble, C. H. (2018, February). *Team Mindset Matters: Accurately Evaluating Customer-Generated New Product Ideas*. AMA Educators' Conference (Winter), New Orleans, Louisiana.

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.

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.

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

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

Noble, C. H., Shaner, M. B., Fenik, A. P., & Lee, K. B. (2013, October). *Fast Track New Product Development: Strategies and Implications*. PDMA Research Forum, Phoenix, Arizona.

Shaner, M., Chaker, N., & Fenik, A. P. (2013, May). *Capitalizing on Our Faults: Examining the Effectiveness of Mea Culpa Advertising*. Direct and Interactive Marketing Seminar for Professors, Chicago, Illinois.

National

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

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.

Service to the University

George Mason University

Department Assignments

Other Institutional Service Activities:

2015-2016: Brown Bag Speaker Series Organizer

Program Representative:

2015-2016: Emails to Admitted Students

College Assignments

Mentoring Activities:

2015-2016: Career Panel and Networking Series

2015-2016: Undergraduate Student Mentor

2015-2016: Delta Sigma Pi Business Fraternity Presentation

Other Institutional Service Activities:

2015-2016: MERC Organizing Committee

2015-2016: Brown & Brown Distinguished Speaker Series

2015-2016: School of Business Convocation

2015-2016: School of Business Awards Ceremony

2015-2016: 2015 School of Business Dean's Academic Excellence Reception

University Assignments

Other Institutional Service Activities:

2015-2016: Spring Commencement Floor Marshall

2015-2016: December Commencement Floor Marshall

University of Mississippi

Thesis Assignments

Chair:

2017-2018: Honors College Student - Sarah Rychlak

Service to the Profession

Reviewer: Ad Hoc Reviewer for a Journal

2016: Journal of Product Innovation Management, St. Paul, Minnesota.

Memberships

Product Development Management Association, 2013-2018

American Marketing Association, 2012-2018