

MICHELLE ANDREWS

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APPOINTMENTS

Emory University, Assistant Professor of Marketing, 2015-present

EDUCATION

Ph.D., Marketing, Temple University, 2015
J.D., M.B.A., B.A., University of Missouri, 2010, 2006

RESEARCH INTERESTS

Digital marketing, field experiments, marketing strategy

PUBLICATIONS

1. 'Ideator Expertise and Cocreator Inputs in Crowdsourcing-based New Product Development' (with John Zhu & Stella Li)
Journal of Product Innovation Management, 34 (5), 2017, pp. 598-616.
 - Winner, 2017 MSI Best Special Issue Paper Award
2. 'Sociodemographic Versus Geographic Proximity in the Diffusion of Online Conversations' (with Beth Fossen & David Schweidel)
Journal of the Association for Consumer Research, 2 (2), 2017, pp. 246-266.
3. 'Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness' (with Xueming Luo, Zheng Fang & Anindya Ghose)
Marketing Science, 35 (2), 2016, pp. 218-233.
 - Winner, 2014 AMA Best Track Paper Award
 - Winner, 2014 AMA Best Conference Paper Award
4. 'Cause Marketing Effectiveness' (with Xueming Luo, Zheng Fang & Jaakko Aspara)
Journal of Marketing, 78 (6), 2014, pp. 120-142.
 - Winner, 2014 AMA Best Track Paper Award
5. 'Mobile Targeting' (with Xueming Luo, Zheng Fang & Chee Wei Phang)
Management Science, 60 (7), 2014, pp. 1738-1756.
6. 'How Does CEO Tenure Matter? The Mediating Role of Firm-Employee and Firm-Customer Relationships' (with Xueming Luo & Vamsi K. Kanuri)
Strategic Management Journal, 35 (4), 2014, pp. 492-511.
7. 'Group-Buying Deal Popularity' (with Xueming Luo, Yiping Song & Jaakko Aspara)
Journal of Marketing, 78 (2), 2014, pp. 20-33.

SUMMARY PIECES

8. 'Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products' (with Peter C. Verhoef, Andrew T. Stephen, P.K. Kannan, Xueming Luo,

Vibhanshu Abhishek, Yacov Bart, Hannes Datta, Nathan Fong, Donna L. Hoffman, Mandy Mantian Hu, Tom Novak, William Rand & Yuchi Zhang)

Journal of Interactive Marketing, 40, 2017, pp. 1-8.

- Lead article

9. 'Increasing the Effectiveness of Mobile Advertising by Using Contextual Information'
GfK Marketing Intelligence Review, 9 (2), 2017, pp. 37-41.
10. 'Mobile Promotions: A Framework and Research Priorities' (with Jody Goehring, Sam Hui, Joseph Pancras & Lance Thornswood)
Journal of Interactive Marketing, 34, 2016, pp. 15-24.
11. 'Mobile Discounts: A Matter of Distance and Time' (with Zheng Fang, Xueming Luo & Chee Wei Phang)
Harvard Business Review, 92 (5), 2014, p. 30.
12. 'Long CEO Tenure Can Hurt Performance' (with Xueming Luo & Vamsi K. Kanuri)
Harvard Business Review, 91 (3), 2013, p. 26.

TEACHING

Marketing Management for Undergraduate Students

INVITED SEMINARS

1. IDC Herzliya, Arison School of Business, March 2019 (scheduled)
2. University of Georgia, Grady College of Journalism, January 2017
3. Erasmus University, Rotterdam School of Management (Information Systems), June 2016
4. MIT, Sloan School of Business, March 2015
5. Emory University, Goizueta Business School, October 2014
6. Singapore Management University, Lee Kong Chian School of Business, October 2014
7. Miami University, School of Business, October 2014
8. Erasmus University, Rotterdam School of Management, September 2014
9. University of North Carolina at Charlotte, Belk College of Business, September 2014
10. Indiana University, Kelley School of Business, September 2014
11. Columbia University, Columbia Business School, September 2014
12. University of Southern California, Marshall School of Business, September 2014

CONFERENCE PRESENTATIONS

1. MSI, Marketing Analytics for the Transforming Media Landscape, February 2019 (expected)
2. AMA, Austin, TX, February 2019 (expected)
3. MSI, Board of Trustees Meeting, San Francisco, CA, November 2018 (expected)
4. INFORMS, Marketing Science, Philadelphia, PA, June 2018
5. EMAC, Glasgow, Scotland, May 2018
6. AMA (2 papers, Best Track Papers, Best Conference Paper), New Orleans, LA, February 2018
7. WISE, Seoul, South Korea, December 2017
8. INFORMS, Marketing Science (2 papers), Los Angeles, CA, June 2017
9. SERVSIG, Maastricht, Netherlands, June 2016
10. 10th Triennial Invitational Choice Symposium, Alberta, Canada, May 2016
11. Emory Marketing Analytics Conference, Atlanta, GA, March 2016
12. INFORMS, Marketing Science, Baltimore, MD, June 2015

13. EMAC (2 papers), Leuven, Belgium, May 2015
14. Thought Leadership on Mobile Marketing Conference, College Station, TX, January 2015
15. Digital Analytics Association, Philadelphia, PA, October 2014
16. AMA (2 papers, Best Track Papers, Best Conference Paper), San Francisco, CA, August 2014
17. INFORMS, Marketing Science (2 papers), Atlanta, GA, June 2014
18. AMA (4 papers), Orlando, FL, February 2014
19. ICIS, Milan, Italy, December 2013
20. Big Data in Mobile Analytics Conference, Philadelphia, PA, November 2013
21. Mapping Mobile Conference, New York, NY, November 2013
22. CIIC, New York, NY, September 2013
23. AMA, Chicago, IL, August 2012
24. AOM (co-author presented), Boston, MA, August 2012
25. INFORMS, Marketing Science, Boston, MA, June 2012
26. NCSM (Best Student Paper), Orlando, FL, April 2011

HONORS AND AWARDS

- AIM-AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2019
- AMA Best Conference Paper Award, 2018
- AMA Best Track Paper Award (2 papers), 2018
- MSI Best Special Issue Paper Award, 2017
- SERVSIG Service Dissertation Award (Finalist), 2016
- AIM-AMA Sheth Foundation Doctoral Consortium Faculty Fellow, 2016
- Completed Dissertation Award (First Place), Temple University, 2015
- Dean's Outstanding Publication Award, Temple University, 2013, 2014, 2015
- AMA Best Conference Paper Award, 2014
- AMA Best Track Paper Award (2 papers), 2014
- DocSIG Matthew Joseph Emerging Scholar Award (Honorable Mention), 2014
- Distinguished Research Scholar Guest, Fudan University, China, 2013
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2013
- ISMS Marketing Science Doctoral Consortium Fellow, 2012, 2013
- NCSM National Conference in Sales Management Doctoral Fellow, 2011
- NCSM National Conference in Sales Management Best Student Paper Award, 2011

GRANTS

- MSI Accelerator Award, 2016 (\$2,000)
- Goizueta Business School Ad Hoc Research Grant, 2015 (\$8,500)
- Temple University Young Scholars Forum, 2014 (\$1,000)

SERVICE

- Editorial Review Board, Journal of Marketing, 2018-present
- Doctoral Symposium Co-chair, Winter AMA, 2018
- Discussant, WISE, 2017
- Associate Editor, Winter AMA, 2017
- Special Session Co-chair, INFORMS, Marketing Science, 2015
- Special Session Co-chair, EMAC, 2015
- Track Co-chair, Winter AMA, 2015
- Ad-Hoc Reviewer
 - Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Management Science, Information Systems Research, International Journal of*

Research in Marketing, Journal of Retailing, Journal of the Association for Consumer Research, MIT Press, American Marketing Association Educators' Conference, International Conference on Information Systems, International World Wide Web Conference, National Conference in Sales Management, Alden G. Clayton Doctoral Dissertation Proposal Competition, American Association for the Advancement of Science Research Competitiveness Program

DOCTORAL THESIS COMMITTEE

Zhe Han, Ph.D. in Marketing, Emory, 2019 (expected)