

## **Brian Gillespie, Ph.D.**

Anderson School of Management, University of New Mexico  
MSC05 3090, 1 University of New Mexico, Albuquerque, NM, 87131-0001  
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### **EDUCATION**

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| 2013 | Ph.D., Washington State University<br>Major: Marketing<br>Pullman, WA                                       |
| 2007 | MBA, Washington State University<br>Major: Business Administration<br>Pullman, WA                           |
| 2005 | BSE, Northern Arizona University<br>Major: Electrical Engineering with a Computer Emphasis<br>Flagstaff, AZ |

### **RESEARCH INTERESTS**

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Consumer behavior as it pertains to entertainment marketing and advertising, product placement, narrative transportation, consumer media consumption and decision making processes, narrative enjoyment, sport marketing, priming and subconscious processing.

### **PUBLICATIONS IN REFEREED JOURNALS**

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Gillespie, Brian, Jeff Joireman and Darrel Muehling (2012), "The Moderating Effect of Ego-Depletion on Viewer Brand Recognition and Brand Attitudes Following Exposure to Subtle versus Blatant Product Placements in Television Programs," *Journal of Advertising*, 41 (2), 55-65.

### **ABSTRACTS IN CONFERENCE PROCEEDINGS**

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Gillespie, Brian, Mark Mulder and Manja Zidansek (2014), "Television Immersion: Exploring the Role of Narrative Transportation in Television Binge Consumption," in *Society of Consumer Psychology*, Miami, FL.

Gillespie, Brian and Darrel Muehling (2014), "Fitting Product Placements: The Role of Product Placement in Consumer Enjoyment of Media," in *Society for Consumer Psychology*, Miami, FL.

Gillespie, Brian, Ioannis Kareklas and Jeff Joireman (2014), "A Meta-Analytic Synthesis of Consumer Cognitive, Affective, and Conative Responses to Product Placement," 2014 *Annual Conference of the American Academy of Advertising*, Atlanta, GA.

Gillespie, Brian, Darrin Taylor, Mark Mulder and Manja Zidansek (2012), "The Interactive Role of Narrative Transportation on Repeated Viewership and Program Familiarity in Television Programming," in *What is Television?: A Conference to Explore the Past, Present and Future of Television*, Portland, OR.

Gillespie, Brian, David E. Sprott, Jeff Joireman and Darrel Muehling (2012), "Toward the Development of an Individual Difference Scale in Product Placement," *Marketing and Public Policy Conference 2012*, Atlanta, GA.

Gillespie, Brian, Darrin Taylor, Mark Mulder and Manja Zidansek (2012), "The Interactive Role of Narrative Transportation on Repeated Viewership and Program Familiarity in Television Programming," in *Society for Consumer Psychology*, Las Vegas, NV.

Gillespie, Brian and Darrin Taylor (2011), "Critically Framed Product Placements," in *Society for Consumer Psychology*, Atlanta, GA.

Gillespie, Brian and Jeff Joireman (2010), "Increasing Persuasion While Decreasing Recognition: Exploring the Interactive Effects of Product Placements on Consumers in a State of Ego-Depletion," *North American Advances in Consumer Research*, Jacksonville, FL.

Gillespie, Brian and Jeff Joireman (2010), "Is Product Placement More Persuasive Under Conditions of Ego-Depletion?," in *Society for Consumer Psychology*, St. Petersburg, FL.

Radighieri, Jeff and Brian Gillespie (2010), "Gratitude in Television Advertising," *European Advances in Consumer Research*, London, England.

## **SELECTED WORKS IN PROCESS**

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Gillespie, Brian, Mark Mulder and Manja Zidansek, "Who's Laughing Now? Toward an Understanding of Simulated Laughter and the Laugh-Track Paradox," submitted for review to *Journal of Consumer Psychology*.

Gillespie, Brian, Ioannis Kareklas, and Jeff Joireman, “Measuring the Product Placement Effect: A Meta-Analysis,” dissertation essay one, in preparation for submission to *Journal of Marketing Research*.

Gillespie, Brian and Jeff Joireman, “Consumer Assent to Branded Artifacts in Media and the Consumer-Centric Perceptual Taxonomy of Product Placement,” dissertation essay two, targeting *Journal of Advertising*.

Gillespie, Brian, Darrel Muehling and Ioannis Kareklas, “Product Placement as a Benefit for Consumers: When Product Placement Adds Value to Consumers’ Viewing Experience,” dissertation essay three, in preparation for submission to *Journal of Consumer Research*.

Manning, Kenneth, C., O.C. Ferrell, Linda K. Ferrell and Brian Gillespie, “Toward Understanding “Clearance” Promotions,” data for two studies completed and analyzed, targeting *Journal of Public Policy and Marketing*.

Kareklas, Ioannis, Brian Gillespie and Robin A. Coulter, “The Role of Shape and Color in Consumer Perceptions of Hedonic Versus Utilitarian Brands,” data for five studies collected and analyzed, targeting *Journal of Consumer Research*.

## **ACADEMIC EXPERIENCE**

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2013 –	Assistant Professor Robert O. Anderson School of Management University of New Mexico
2013	Marketing Lecturer College of Business, Washington State University
2012	Senior Coordinator, Center for Behavioral Business Research College of Business, Washington State University
2009 – 2011	Coordinator, Center for Behavioral Business Research College of Business, Washington State University
2008 – 2009	Graduate Assistant Department of Marketing, Washington State University
2005 – 2007	Print and Publication Specialist, Dividend Magazine College of Business, Washington State University

**TEACHING EXPERIENCE**

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- 2014 Mgmt 522: Managerial Marketing  
Anderson School of Management, University of New Mexico  
(Evaluations forthcoming)
- 2014 Mgmt 480: Buyer Behavior  
Anderson School of Management, University of New Mexico  
(Evaluations forthcoming)
- 2013 Mgmt 522: Managerial Marketing  
Anderson School of Management, University of New Mexico  
3.7 out of 5.0
- 2013 Mgmt 480: Buyer Behavior  
Anderson School of Management, University of New Mexico  
5.0 out of 5.0
- 2013 Mktg 368: Marketing Research  
Department of Marketing, Washington State University  
3.43 out of 4.00 (raw score)  
3.43 out of 4.00 (adjusted score)
- 2012 IBus 582: International Marketing Management  
Lecturer, Online MBA Program, Washington State University  
Student Evaluation Score: N/A
- 2012 Mktg 368: Marketing Research  
Department of Marketing, Washington State University  
Student Evaluation Score:  
3.88 out of 4.00 (raw score)  
3.86 out of 4.00 (adjusted score)
- 2012 Mktg 506: Marketing Strategy  
Lecturer, Online MBA Program, Washington State University  
Student Evaluation Score: N/A
- 2011 Mktg 360: Principles of Marketing  
Department of Marketing, Washington State University  
Student Evaluation Score:  
3.66 out of 4.00 (raw score)  
3.71 out of 4.00 (adjusted score)

- 2010 Mktg 360: Principles of Marketing  
Department of Marketing, Washington State University  
Student Evaluation Score:  
3.74 out of 4.00 (raw score)  
3.75 out of 4.00 (adjusted score)
- 2009 Mktg 417: Consumer Behavior  
Department of Marketing, Washington State University  
Student Evaluation Score:  
3.74 out of 4.00 (raw score)  
3.79 out of 4.00 (adjusted score)

### **HONORS AND AWARDS**

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- 2013 – 2014 Daniels Fund Ethics Initiative Fellow  
Anderson School of Management, University of New Mexico
- 2013 Nominee, New Faculty Teacher of the Year  
University of New Mexico
- 2011 Outstanding Graduate Student Researcher Award  
College of Business, Washington State University
- 2011 Presenter, Robert Mittelstaedt Symposium  
University of Nebraska-Lincoln
- 2007 Brother of the Year  
Delta Sigma Pi, Omicron Psi Chapter  
Washington State University
- 2006 Faculty Selected Member, WSU MBA Case Competition Team  
Competed in the Pac-10 MBA Case Competition  
Arizona State University, Tempe, AZ
- 2005 Faculty Selected Member, WSU MBA Case Competition Team  
Competed in the Pac-10 MBA Case Competition  
University of Southern California, Los Angeles, CA
- 1997 Eagle Scout

**SERVICE**

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- 2013 Competitive Paper Reviewer  
*2014 Society for Consumer Psychology Conference*
- 2009 – 2013 District Director / Advisor  
Delta Sigma Pi, Omicron Psi Chapter  
Washington State University
- 2008 – 2013 Voting Member, Western Province Awards Selection Committee  
Delta Sigma Pi
- 2012 Working paper Reviewer  
*2012 North American Advances in Consumer Research*
- 2011 Competitive and Working Paper Reviewer  
*2012 Society for Consumer Psychology Conference*
- 2011 Competitive and Working Paper Reviewer  
*2011 North American Advances in Consumer Research*
- 2006 – 2011 Competition Judge and Invited Presenter  
Undergraduate Business Case Competition  
College of Business, Washington State University
- 2010 Competitive and Working Paper Reviewer  
*2011 Society for Consumer Psychology Conference*
- 2010 Working Paper Reviewer  
*2010 North American Advances in Consumer Research*

**PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research  
Society of Consumer Psychology  
American Academy of Advertising  
Delta Sigma Pi, Professional Co-Ed Business Fraternity