

Brian Gillespie, Ph.D.

Anderson School of Management, University of New Mexico
MSC05 3090, 1 University of New Mexico, Albuquerque, NM, 87131-0001
briangillespie@unm.edu 505-277-0705

ACADEMIC EXPERIENCE

- 2020 – Associate Dean for Student Success
Anderson School of Management, University of New Mexico
- 2019 – Associate Professor
Anderson School of Management, University of New Mexico
- 2019 – Coordinator for Graduate Assurances of Learning
Anderson School of Management, University of New Mexico
- 2019 Visiting Professor
Mercator School of Management, Universität Duisburg-Essen,
Duisburg, Germany
- 2013 – 2019 Assistant Professor
Anderson School of Management, University of New Mexico
- 2013 Lecturer
Carson College of Business, Washington State University

RESEARCH INTERESTS

Consumer behavior as it pertains to narrative consumption and decision-making processes, narrative transportation and enjoyment, product placement advertising, and the impact of consumer judgement and decision making on individual and societal welfare.

PUBLICATIONS IN REFEREED JOURNALS

Young, Charles, Brian Gillespie, and Christian Otto (2019), "Remember Television Commercials? The Impact of Rational, Emotional, and Physiological Advertising Images on Purchase Intention," *Journal of Advertising Research*. 59(3), 329-341. **Finalist for JAR Best Practitioner Paper 2019**

- Gillespie, Brian, Darrel Muehling, and Ioannis Kareklas (2018), "Fitting Product Placements: Affective Fit and Cognitive Fit as Determinants of Consumer Evaluations of Placed Brands," *Journal of Business Research*, 82(January), 90-102.
- Gillespie, Brian, Christian Otto, and Charles Young (2018), "Bridging the Academic-Practice Gap through Big Data Research," *International Journal of Market Research*, 60(1), 11-13.
- Gillespie, Brian, Mark Mulder, and Manja Zidansek (2016), "Who's Laughing Now? The Effect of Simulated Laughter on Consumer Enjoyment of Television Comedies and the Laugh-Track Paradox," *Journal of the Association for Consumer Research*, 1(4), 952-606.
- Gillespie, Brian, and Jeff Joireman (2016), "The Role of Consumer Narrative Enjoyment and Persuasion Awareness in Product Placement Advertising," *American Behavioral Scientist*, 60(12), 1510-1528.
- Gillespie, Brian, and Mary Margaret Rogers (2016), "Sustainable Supply Chain Management and the End-User: Understanding the Impact of Socially and Environmentally Responsible Firm Behaviors on Consumers' Brand Evaluations and Purchase Intentions," *Journal of Marketing Channels*, 23(1/2), 34-46.
- 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.

SELECTED WORKS IN PROGRESS

- Gillespie, Brian, Kenneth C. Manning, O.C. Ferrell, and Linda K. Ferrell, "Consumer Response to Promotion Signals."
- Lteif, Lama, Brian Gillespie, and Kirsten Chavez, "The Effect of Humor on Product Efficacy Perceptions."
- Gillespie, Brian, Christian Otto, and Ryall Carroll, "Offering Initial Evidence of a Choice-Removal Effect."
- Gillespie, Brian and David E. Sprott, "Of Experiences and Expectations: The Moderating Effect of Valanced Expectations on Enjoyment of a Positive versus Negative Experience."

ABSTRACTS IN CONFERENCE PROCEEDINGS

Gillespie, Brian, Christian Otto and Ryall Carroll (2020), "The Choice-Removal Effect," in *North American Advances in Consumer Research*, originally scheduled for Paris, France.

Wang, Yong, Luke Mao and Brian Gillespie (2020), "Exploring the Impact of Team Identification and Consumer Ethnocentrism on Foreign Sponsors: A Cross-cultural Study," *North American Society for Sport Management*, San Diego, CA.

Gillespie, Brian and Molly McGee (2018), "Of Experiences and Expectations: The Moderating Effect of Valanced Expectations on Enjoyment of a Positive versus Negative Experience," *North American Advances in Consumer Research*, Dallas, TX.

Gillespie, Brian, Darrel Muehling and Ioannis Kareklas (2016), "Consumer Engagement with Product Placements: Affective Fit and Narrative Fit as Determinants of Consumer Evaluations of Placed Brands," *Annual Conference of the American Academy of Advertising*, Seattle, WA.

Gillespie, Brian, Ryall Carroll, and Christian Otto (2016), "Offering Initial Evidence of a Choice-Removal Effect," in *Society of Consumer Psychology Annual Conference*, St. Petersburg, FL.

Gillespie, Brian, Mark Mulder and Manja Zidasek (2014), "Television Immersion: Exploring the Role of Narrative Transportation in Television Binge Consumption," in *Society of Consumer Psychology Annual Conference*, 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 Annual Conference*, 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 Zidasek (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 Annual Conference*, Las Vegas, NV.
- Gillespie, Brian and Darrin Taylor (2011), "Critically Framed Product Placements," in *Society for Consumer Psychology Annual Conference*, 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 Annual Conference*, St. Petersburg, FL.
- Radighieri, Jeff and Brian Gillespie (2010), "Gratitude in Television Advertising," *European Advances in Consumer Research*, London, England.

EDUCATION

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|------|--|
| 2013 | Doctor of Philosophy, Carson College of Business
Washington State University, Pullman, WA
Major: Marketing |
| 2007 | Master of Business Administration, Carson College of Business
Washington State University, Pullman, WA
Major: Business Administration |
| 2005 | Bachelor of Science in Engineering, College of Engineering
Northern Arizona University, Flagstaff, AZ
Major: Electrical Engineering with a Computer Emphasis |

TEACHING EXPERIENCE

- Mgmt 580: Buyer Behavior
Anderson School of Management, University of New Mexico

Mgmt 522: Managerial Marketing
Anderson School of Management, University of New Mexico

Mgmt 594: International Consumer Culture
Anderson School of Management, University of New Mexico
Mercator School of Management, Universität Duisburg-Essen, Germany

Mgmt 480: Consumer Behavior and Mktg 417: Consumer Behavior
Anderson School of Management, University of New Mexico
Carson College of Business, Washington State University

Mktg 368: Marketing Research
Carson College of Business, Washington State University

IBus 582: International Marketing Management
Lecturer, Online MBA Program, Washington State University

Mktg 506: Marketing Strategy
Lecturer, Online MBA Program, Washington State University

Mktg 360: Principles of Marketing
Carson College of Business, Washington State University

HONORS, AWARDS, FELLOWSHIPS, ENDOWMENTS, AND GRANTS

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| 2017 – 2020 | Ernest and Mary Rich Summer Research Grant
Anderson School of Management, University of New Mexico |
| 2016 – | Regent’s Lectureship
Anderson School of Management, University of New Mexico |
| 2013 – | Daniels Fund Ethics Initiative Fellow
Anderson School of Management, University of New Mexico |
| 2016 | Chapter Advisor of the Year
Desert Mountain Region, Delta Sigma Pi |
| 2013 | Nominee, New Faculty Teacher of the Year
University of New Mexico |
| 2012 | District Director of the Year
Northwestern Region, Delta Sigma Pi |
| 2011 | Outstanding Graduate Student Researcher
Carson College of Business, Washington State University |

INVITED PRESENTATIONS

- 2018 Association of Government Accountants
New Mexico Chapter and Albuquerque Chapter, Santa Fe, NM
- 2017 Consortium Summit
Daniels Fund Ethics Initiative, Santa Fe, NM
- 2015 Discussion Panelist
Advertising Federation, Albuquerque, NM
- 2014 Consortium Summit
Daniels Fund Ethics Initiative, Santa Fe, NM
- 2011 Robert Mittelstaedt Symposium
University of Nebraska-Lincoln

SERVICE TO THE COMMUNITY AND MARKETING DOMAIN

- 2017 Co-Track Chair, Consumer Psychology and Behavior
2017 Summer American Marketing Association Conference
- 2017 Community Liaison
ABC Community School Partnership and Gildan New Mexico Bowl
- 2014 – 2020 Advisor
Delta Sigma Pi, Gamma Iota Chapter
Anderson School of Management, University of New Mexico
- 2014 – 2016 Voting Member, Young Leaders Society Grant Committee
United Way of Central New Mexico
- 2014 Voting Member, Business Development Committee
Quality New Mexico
- 2009 – 2013 District Director / Advisor
Delta Sigma Pi, Omicron Psi Chapter
Carson College of Business, Washington State University
- 2008 – 2013 Voting Member, Western Province Awards Selection Committee
Delta Sigma Pi

JOURNAL AND CONFERENCE REVIEWS

Journal of Public Policy and Marketing
Journal of Advertising
Journal of Business Research
Journal of Marketing Communications
Journal of Marketing Channels
International Journal of Market Research
Journal of Current Psychology
Advances in Consumer Research
Society for Consumer Psychology Conference
Conference for the American Academy of Advertising

DOCTORAL COMMITTEES

Minor Degree Chair and Dissertation Committee Member
Min Jung Kim, Ph.D. in Sport Administration
Department of Health, Exercise and Sport Sciences, University of New Mexico

PROFESSIONAL AFFILIATIONS

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