



COLLEEN M. HARMELING

Department of Marketing • College of Business • Florida State University
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ACADEMIC APPOINTMENTS

Persis E. Rockwood Associate Professor of Marketing Florida State University, Tallassee, FL	2020–Present
Assistant Professor of Marketing and Dean’s Emerging Scholar Florida State University, Tallassee, FL	2015–2020

HONORARY APPOINTMENTS

Director of Research Partnerships and Membership Programs Center for Sales and Marketing Strategy, University of Washington, Seattle, WA	2015–2017
Affiliated Researcher Center for Sales and Marketing Strategy, University of Washington, Seattle, WA	2014–Present

RESEARCH

Research Interests: Engagement marketing theory and strategy with an emphasis on relationship dynamics, transformational events, customer experience design, and relationship recovery in business-to-business, service, and retail markets

Publications:

- 1) Henderson, Conor, Lena Steinhoff, **Colleen M. Harmeling**, and Robert W. Palmatier (Forthcoming). “Customer Inertia Marketing,” *Journal of Academy of Marketing Science*.
 - **Winner of the 2015 Robert D. Buzzel MSI Best Paper Award**
- 2) **Colleen M. Harmeling**, Alexander Bleier, and Robert W. Palmatier (2019). “How to Design Product Pages that Increase Online Sales,” *Harvard Business Review*, HBR.com, November 14, 2019, <https://hbr.org/2019/11/how-to-design-product-pages-that-increase-online-sales>
 - **Feature article on HBR.com November 14th, 2019**
 - **Featured in *Harvard Business Review Special Issue***
 - **Featured on Harvard Business Review LinkedIn**
- 3) Bleier, Alexander, **Colleen M. Harmeling**, and Robert W. Palmatier (2019). “Creating Effective Online Customer Experiences,” *Journal of Marketing* (March).
 - **Nominated for the 2019 Marketing Science Institute/H. Paul Root Award**
 - **MSI Grant Recipient \$16,500**
 - **Featured in Marketing Science Working Paper Series**
 - **Featured as a Keller Center Research Report, <https://www.baylor.edu/business/kellercenter/news.php?action=story&story=217500>**
 - **Featured in Florida State University Newsletter**
 - **Featured on SiriusXM Radio’s Marketing Matters powered by the Wharton School**
 - **Featured in Academy of Marketing Science Scholarly Insights: <https://www.ama.org/2019/04/17/how-to-structure-product-page-design-for-ecommerce-success/>**
 - **Featured in *Marketing News*, American Marketing Association, September 2019, p. 22-23**
 - **Featured on *Journal of Marketing* Twitter and LinkedIn**
 - **Part of the *Journal of Marketing* in the Classroom Series**

- 4) **Harmeling, Colleen M.**, Eric Fang, Robert W. Palmatier, and Dianwen Wang (2017). “Group Marketing: Theory, Mechanisms and Dynamics,” *Journal of Marketing*, (July), pp. 1-24.
 - **Winner of the *Journal of Marketing* Shelby D. Hunt/Harold H. Maynard Award**
 - **Nominated for the 2017 Marketing Science Institute/H. Paul Root Award**
 - **Lead article for July issue**
 - **Featured in Marketing Science Working Paper Series**
 - **Selected as part of the AMA Scholarly Insights Series**
 - **Selected as a featured article in Blast from the Past-Editor Pick**
- 5) **Harmeling, Colleen M.**, Robert W. Palmatier, Mark B. Houston, Mark J. Arnold, and Stephen A. Samaha (2015). “Transformational Relationship Events,” *Journal of Marketing*, 79 (September), pp. 39-62.
 - **Winner of the Center for Service Leadership Leading Edge Service Research Award**
 - **Referenced in Adweek, one of only three COVID-19 articles made free to the public; <https://www.adweek.com/brand-marketing/3-elements-of-your-brand-that-can-shine-through-in-these-harrowing-times/>**
 - **Selected as part of Marketing Science Institute’s Journal Selection Series**
 - **Featured on CustomerThink, Center for Service Leadership, and Business2Community blogs**
 - **Finalist for Institute for the Study of Business Markets Dissertation Award**
 - **Selected as part of the AMA Scholarly Insights Series**
 - **Featured as a Keller Center Research Report, September 2016**
 - **Featured in Marketing Science Working Papers Series**
- 6) **Harmeling, Colleen M.**, Jordan W. Moffett, Mark J. Arnold, Brad D. Carlson (2017). “Toward a Theory of Customer Engagement Marketing,” *Journal of Academy of Marketing Science*, 45 (April), 312-35.
 - **14,000+ reads (Researchgate) and 225+ citations (Google Scholar)**
- 7) **Harmeling, Colleen M.**, Peter Magnusson, and Nitish Singh. “Beyond Anger: A Deeper Look at Customer Animosity,” (2015). *Journal of International Business Studies*, 46 (7), 676-93.

Books, Book Chapters, and Published MSI Working Papers:

- 8) Palmatier, Robert W., V. Kumar, and **Colleen M. Harmeling**, eds (2017). *Customer Engagement Marketing*. London, England: Palgrave Macmillan, 9783319619842.
 - **Over 20,000 downloads**
- 9) **Harmeling, Colleen M.**, Jordan W. Moffett, and Robert W. Palmatier. (2017). “Future Research Directions in Customer Engagement Marketing,” In *Customer Engagement Marketing*, V. Kumar, Robert W. Palmatier, and Colleen M. Harmeling, Eds. London, England: Palgrave MacMillan, 9783319619842.
- 10) **Harmeling, Colleen M.** and Robert W. Palmatier (2019). “Relationship Dynamics: Understanding Continuous and Discontinuous Relationship Change,” In *Handbook of Research on Distribution Channels*, Charles A. Ingene, and Rajiv P. Dant, Eds. Northampton, Massachusetts: Edward Elgar Publishing, <https://www.e-elgar.com/shop/handbook-of-research-on-distribution-channels>.
- 11) **Harmeling, Colleen M.**, Eric Fang, Robert W. Palmatier, and Dianwen Wang (2016). “Group Marketing,” *Marketing Science Institute Working Paper Series*, <http://www.msi.org/reports/group-marketing/>
- 12) **Harmeling, Colleen M.**, Robert W. Palmatier, Mark B. Houston, and Mark J. Arnold (2015). “Effect of Transformational Relationship Events on Exchange Performance,” *Marketing Science Institute Working Papers Series*, <http://www.msi.org/reports/effect-of-transformational-relationship-events-on-exchange-performance/>
- 13) Beck, Joshua T., **Colleen M. Harmeling**, Conor M. Henderson, and Yashoda Bhagwat. “Economic Inequality, Trust, and Brand Leadership,” (2016) *Marketing Science Institute Working Paper Series*, <http://www.msi.org/reports/economic-inequality-trust-and-brand-leadership/>
- 14) Mende, Martin, **Colleen M. Harmeling**, Maura Scott, and Robert W. Palmatier (2017). “Effective Customer Engagement Strategies in Healthcare: The Role of Stigma,” *Marketing Science Institute*

Working Paper Series, <http://www.msi.org/reports/effective-customer-engagement-strategies-in-health-care-the-role-of-stigma/>

- 15) Bleier, Alexander, **Colleen M. Harmeling**, and Robert W. Palmatier (2017). “How Firms can Shape the Customer Experience for Greater Success in Online Retailing,” *Marketing Science Institute Working Paper Series*, <http://www.msi.org/reports/how-firms-can-shape-the-customer-experience-for-greater-success-in-online-retailing/>

Under Review or Revisions:

- 16) **Colleen M. Harmeling**, Mende, Martin, Maura Scott, and Robert W. Palmatier. “Marketing, Through the Eyes of the Stigmatized,” (under fourth review at *Journal of Marketing Research*).
 - **Featured in the American Marketing Association’s Exploring New Research on Marketing in the Healthcare Sector** <https://www.ama.org/2020/08/18/promoting-research-on-marketing-in-the-healthcare-sector/>
- 17) Almashayekhi, Abdullah, **Colleen M. Harmeling** and Ruby Lee. “Borrowing Benevolence: How Partner Character Determines Interfirm Reputation Spillovers,” (preparing for resubmission to *Journal of Marketing*).
- 18) Pugh, Harrison B., **Colleen M. Harmeling**, and Michael K. Brady. “Identity-Based Defectors and their Reacquisition,” (preparing for second review to *Journal of Marketing Research*).
- 19) Hochstein, Rachel, Abdullah Almashayekhi, **Colleen M. Harmeling** and Ruby Lee. “Relative Generosity: When do Philanthropic Sponsorships Increase Firm Value,” (preparing for submission to *Journal of Marketing*).
- 20) Beck, Joshua T., **Colleen M. Harmeling**, Connor M. Henderson, and Yashoda Bhagwat. “Economic Inequality and the Erosion of Trust in Brand Leaders,” (preparing for resubmission to *Marketing Science*).
- 21) Bettencourt, Lance, **Colleen M. Harmeling**, Yashoda Bhagwat, and Mark B. Houston. “Customer Job Journey,” (under review at *Journal of Service Research*).

Work in Progress:

- 22) **Harmeling, Colleen M.**, Nooshin Warren, and Joshua T. Beck. “Fit, Fame, and Folly: Effect of Endorser’s Negative Behavior on Brand Performance,” targeted for *Journal of Marketing* (event study complete and currently crafting manuscript).
- 23) Rachel Hochstein and **Colleen M. Harmeling**. “Enabling Engagement: Meta-Analysis of Customer Engagement’s Effect on Firm Performance,” targeted for *Journal of Marketing Research* (database compiled, currently crafting manuscript).
- 24) Rachel Hochstein, **Colleen M. Harmeling**, Ela Veresiu. “Relationship Substitutes: How (Over) Consuming Digital Influencer Content Impacts Consumer Wellbeing,” targeted for *Journal of Consumer Research* (collecting data).
 - Winner of a 2020 Association for Consumer Research Grant on Transformational Consumer Research

Conference Presentations and Invited Presentations:

- “Effective Winback Window Strategies,” Summer Academy of Marketing Association, San Francisco, CA, 2020
- “Marketing Through the Eyes of the Stigmatized: Evidence from Online Healthcare Programs,” Invited Presentation, JAMS Thought Leader Conference on Creating Customer, Firm, and Social Value through Cutting-Edge Digital Technologies, London, England, 2020
- “Relative Generosity: When do Philanthropic Sponsorships Increase Firm Value,” Invited Presentation, Contemporary Developments in Global Marketing Research, Winter Academy of Marketing Association, San Diego, CA, 2020
- “Marketing, Through the Eyes of the Stigmatized,” Cole Seminar Series, Kennasaw State University, 2020

- “Marketing, Through the Eyes of the Stigmatized,” Invited Talk at Arizona State University, 2019
- “The Age of Big Data: Using Unstructured Data to Inform Marketing Theory and Practice,” Special Session with Dhruv Grewal, Ashlee Humphreys, Hope Schau, Gerald Tellis, Summer AMA, Chicago, 2019
- “Understanding Worldviews and Metaphors to Improve Theory Building,” Invited Talk at Oklahoma State University, Executive Ph.D. Program, 2019
- “Marketing, Through the Eyes of the Stigmatized,” State of Florida, Marketing Research Camp, University of Central Florida, Orlando, FL, 2019
- “Building Your Academic Brand Equity,” Panel with V. Kumar, Sandy Jap, Satish Jayachandran, AMA Global Marketing SIG Consortium, Buenos Aires, Argentina, 2019
- “Relative Generosity: Factors Altering the Effectiveness of Cause Sponsorship,” AMA Global Marketing SIG Conference, Buenos Aires, Argentina, 2019
- “Identity-Based Defections: Unique Psychological States and Reacquisition Strategies,” Organizational Frontline Research Symposium, Austin, TX, 2019
- “Relationship Marketing to Customer Engagement: Panel Discussing the Evolution of the Customer Relationship,” Special Session with Katherine Lemon, Roland Rust, Peter Verhoef, Winter AMA, Austin, 2019
- “Getting Started in Academic,” Consortium Session with Mark Houston, Institute for the Study of Business Markets, Summer Research Camp, Boston, MA, 2018
- “Vetting and Marketing Your Theoretical Ideas,” AMS Review Doctoral Conceptual Paper Workshop, Academy of Marketing Science, New Orleans, LA, 2018
- “Going on the Market: Preparing for the Academic Market,” Panel with Willy Bolander and Nathaniel Hartmann, National Sales Education Conference, San Diego, CA, 2018
- “Eureka! Finding, Nurturing, and Marketing Interesting Ideas,” Panel with Doug Hughs, National Sales Education Conference, San Diego, CA 2018
- “Finding the Elusive Balance,” Panel with Clay Voorhees and Frank Germann, Marketing Strategy Consortium, Columbia, MO, 2018
- “Managing the Shopping Experience for Greater Success in Online Retailing,” Winter AMA, New Orleans, LA, 2018
- “Investigating the Winback Window: Effective Strategies for Reacquiring Passive and Active Defectors”, Winter AMA, New Orleans, LA, 2018
- “Effective Selling On The Web: How Content Factors Influence The Performance Of Online Product Listings,” INFORMS Marketing Science Conference, Los Angeles, CA, 2017
- “The Sanctuary Effect of Engagement Marketing for Stigmatized Customer,” JAMS Thought Leaders in Consumer-Based Strategy Conference, Amsterdam, 2017
- “How Firms Can Shape the Shopping Experience for Greater Success in Online Retailing,” Theory + Practice in Marketing Conference, Charlottesville, May 2017.
- “Group Marketing: Theory, Mechanisms, and Dynamics,” Global Marketing Conference, Havana, Cuba, 2017
- “Economic Inequality, Trust, and Brand Leadership,” AMA, Atlanta, GA, 2016
- “Getting Ready for the Job Market,” PhD Project: Marketing Doctoral Student Association Conference, Atlanta, GA, 2016
- “The Unintended Consequences of Customer Engagement on Intrinsic Loyalty,” Thought Leaders in Service Marketing Strategy Conference, Paris, France, 2016
- “A Cross-Firm, -Channel, and Product Analysis of the Effects of Online Content Factors on Business Performance,” INFORMS Marketing Science Conference, Shanghai, China 2016
- “Economic Inequality, Trust and Brand Leadership,” Theory and Practice in Marketing, Houston, TX, 2016
- “Transformational Relationship Events” Center for Service Leadership Annual Meeting, Pheonix, AZ, 2016
- “Group Marketing: The Development of Relationships Between Groups,” BBR, Boston, MA, 2015
- “Disruptive Change: Transformational Relationships Events in B2B Relationships,” ISBM, San Francisco, CA, 2014
- “Turning Points: Transformational Relationship Events and Firm Performance,” AMA, San Francisco, CA, 2014
- “Transformational Relationships Events and Channel Relationships,” AMS, Indianapolis, IN, 2014

- “Sport Sponsorship Effectiveness: The Impact of Transformational Consumption Experiences,” AMS, Indianapolis, IN, Recipient of the *Excellence in Sports Marketing Research Award*, 2014
- “The Pursuit of Extraordinary Experiences: Seeking and Creating Triggers,” CCT, Tucson, AZ, 2013
- “The Pursuit of Extraordinary Experiences: An Exploration of Triggers,” AMA, Chicago, IL, 2012

HONORS AND AWARDS

- Faculty Mentor, Keith Hunt Newcomer Virtual Meet and Greet, Association of Consumer Research Conference, 2020
- Association of Consumer Research, Transformational Consumer Research Grant, 2020 (awarded \$500)
- Outstanding Reviewer Award, *Journal of Marketing*, 2020
- Selected as Faculty Mentor, AMA Sheth Foundation Doctoral Consortium, Indiana University, 2020
- Invited Participant, JAMS Thought Leader Conference on Creating Customer, Firm, and Social Value through Cutting-Edge Digital Technologies, London, England, 2020
- Invited Participant, Retailing Thought Leadership Conference, University of Arkansas, 2019
- Relationship Marketing SIG, Vice Chair, Conference Planning, 2018-Present
- Selected as Faculty Mentor, Marketing Strategy Consortium, Indiana University, 2019
- Selected as Faculty Mentor, Global Marketing Consortium, Buenos Aires, Argentina, 2019
- Winner of the Journal of Marketing Shelby D. Hunt/Harold H. Maynard Award, 2017
- Selected as Faculty Mentor, Academy of Marketing Science Conference, New Orleans, LA, 2018
- Selected as Faculty Mentor, National Sales Education Conference, San Diego, CA, 2018
- Selected as Faculty Mentor, Institute for the Study of Business Markets, Boston, MA, 2018
- Selected as Faculty Mentor, Marketing Strategy Consortium, University of Missouri, 2018
- Dean’s Emerging Scholar, Florida State University College of Business, 2016-2018
- Marketing Science Institute Research Grant, 2015 (awarded \$17,000)
- Center for Service Leadership Leading Edge Service Research Award, 2015 (awarded \$3,500)
- 2013 Boeing Research Fellowship (awarded \$2,000)
- 2013 AMA-Sheth Doctoral Consortium Fellow
- 2013 John Cook School of Business Research Development Award (awarded \$3,000)
- ISBM Doctoral Dissertation Award Finalist, 2013
- Boeing Institute Summer Research Award, 2012 (awarded \$1,800)
- Graduate Honors Award, University of Tampa, 2006
- John H. Sykes Graduate Assistant of the Year, 2006
- Krusen Fellowship Award, 2006 (awarded \$4,500)
- Fast Start Graduate Fellow, 2005 (awarded \$6,000)
- Addy Citation of Excellence, Tri-State Regional American Marketing Association, 2005
- Dean’s Scholar, Southeast Missouri State University, 2001-2005
- Magna Cum Laude, Southeast Missouri State University, 2005
- Scholar Athlete Award, Southeast Missouri State University, 2001-2005
- Presidential Scholarship, Southeast Missouri State University, 2001-2005
- Beta Gamma Sigma, National Business Administration Honor Society, Lifetime Membership 2005

TEACHING & PROFESSIONAL EXPERIENCE

Teaching Interests:

- Marketing Research, Marketing Strategy, Sales Management, Branding, Marketing Management
- Managerially-focused courses at both undergraduate and MBA levels

Teaching Experience:

Certificate in University Teaching Skills, Saint Louis University

Assistant Professor, Florida State University

2015-present

Lecturer, Saint Louis University

2012-2014

PhD:

- **Marketing Strategy:** (2019)
- **Customer Engagement Marketing:** (2019)

MBA:

- **Marketing Management:** 4.66/5.00 (2013), 4.50/5.00 (2014)
- **Marketing Strategy:** 4.50/5.00 (2013), 4.60/5.00 (2014)
- **Marketing Research:** 4.66/5.00 (2013), 4.30/5.00 (2014)

Undergraduate:

- **Buyer Behavior:** 4.35/5.00 (2012)
- **Marketing Management:** 4.64/5.00 (2013), 4.53/5.00 (2013), (2014)
- **Marketing Research:** 4.47/5.00 (2016), 4.50/5.00 (2017), 4.57/5.00 (2017)

Professional Experience:

Barnes and Noble Booksellers, Tampa, FL

2007–2010

Community Relations Training Manager

Responsibilities included negotiation of government contracts including an annual \$35M contract with the Board of Education, management of a \$2M annual sales program constituting the leading institutional sales program in the company, assistance in developing and implementing an electronic ordering system for institutional sales, and the management and training of all outside sales associates in Florida.

Gasparilla Distance Classic Association, Tampa, FL

2005–2007

Marketing Coordinator

The not-for-profit produces an annual community event (15k, 5k, marathon, half marathon) that raises money for a portfolio of charities. Responsibilities included assistance in the negotiation and management of over \$1M in corporate sponsorships including Gatorade, Nike, Bank of America, Verizon, and Coca-Cola, and the design of the recruitment, training, and incentive program for more than 3,000 annual volunteers.

Gap Clothing, Warrenton, MO

2001-2005

Merchandise Presentation Specialist

Responsibilities included the design, execution and management of all in-store and window display, management of the merchandising team and execution of all floor display changes.

EDUCATION

University of Washington, Foster School of Business, Seattle, WA

2014–2015

Post-Doctoral (with Robert W. Palmatier)

Saint Louis University, John Cook School of Business, St. Louis, MO, *Great Distinction*

2010–2014

Ph.D., Marketing

Dissertation: Defining Moments: Understanding the Effect of Transformational Relationship Events
(*passing With Distinction; 2013 ISBM Dissertation Award finalist*)

Committee: Robert W. Palmatier (co-chair), Mark J. Arnold (co-chair),

Mark B. Houston (reader), Nitish Singh (reader), Brad D. Carlson (reader)

University of Tampa, Tampa, FL, *University Honors* 2005–2006
M.B.A., Business Administration

Southeast Missouri State University, Cape Girardeau, MO, *Magna Cum Laude* 2001–2005
B.A., Mass Communication

ACADEMIC SERVICE

- Editorial Review Board
 - Journal of Marketing
 - Journal of Academy of Marketing Science
 - Journal of Service Research
 - Journal of Retailing
- Ad Hoc Reviewer
 - Journal of Marketing Research
 - Journal of Consumer Research
 - International Journal of Marketing Research
 - Journal of Business Research
 - European Journal of Marketing
 - Journal of Public Policy and Marketing
 - International Marketing Review
 - Journal of International Marketing
 - Industrial Marketing Management
 - Palgrave book proposal reviewer
 - AMA Marketing Educators' Conference; Marketing Strategy Track, 2014
 - AMS Marketing Educators' Conference; B2B Marketing Track, 2014
 - AMA Marketing Educators' Conference; Marketing Strategy Track, 2013
 - CCT Marketing Conference; Transformational Experience Track, 2013
 - AMA Marketing Educators' Conference; Consumer Behavior Track, 2012
- Guest Speaker, Florida State University, Professional Development, "Building and Managing BrandYOU," 2019
- Committee Member, Florida State University, College of Business Research Award Committee, 2019
- Reviewer, Alden G. Clayton Award, Marketing Science Institute, 2019
- Associate Editor, Association of Consumer Research Academic Conference, Paris, France, 2020
- Co-Chair, John A. Howard/ AMA Doctoral Dissertation Award, Academy of Marketing Science, 2019
- Special Session Chair, The Age of Big Data: Using Unstructured Data to Inform Marketing Theory and Practice, Summer AMA, Chicago, IL, 2019
- Special Session Chair, From Relationship Marketing to Customer Engagement, Winter AMA, Austin, TX, 2019
- Faculty Mentor, Winter AMA Mentor Networking Breakfast, Austin, TX, 2019
- Session Chair, Organizational Frontline Research Symposium, Austin, TX 2019
- Faculty Counselor, Institute for the Study of Business Markets, PhD Research Camp, Boston, 2018
- Faculty Counselor, "Conceptual Article Development Workshop," Academy of Marketing Science Conference, New Orleans, 2018
- Faculty Counselor, "Going on the Market," National Sales Education Foundation Doctoral Consortium, San Diego, 2018
- Guest Speaker, "Building Brand You," Florida State University, Women in Leadership Conference, 2017, 2018
- Review Team, 2018 AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles
- Faculty Mentor, Winter AMA Mentor Networking Breakfast, New Orleans, 2018

- Faculty Counselor, Marketing Strategy Consortium, University of Missouri Trulaske College of Business, 2018
- Special Session Chair, Customer Job Journeys, Summer AMA, Boston, 2018
- Track Chair, Customer Experience, Summer AMA, Boston, 2018
- Special Session Chair, Relational, Governance, and Learning Mechanisms for Managing Marketing Exchange, Winter AMA, New Orleans, 2018
- Guest Lecturer, “Working with Firms in Academic Research”, University of Oregon, 2017
- Track Chair, Summer AMA, Marketing Strategy, 2017
- Session Chair, Theory and Practice in Marketing, 2016
- Track Chair, AMS, Customer Engagement and Psychology, 2014
- Saint Louis University student representative for annual board meeting, 2013; selected by the Vice President of Faculty as one of only two students to present to the board of trustees
- Kern Entrepreneurship Education Network, Innovation Challenge Facilitator, 2013-2014
- Committee member for Florida State University, Marketing Ph.D. Program Committee, 2016-2017
- Committee member for Florida State University, Recruiting Committee, 2017
- Member of Dissertation Committee for Harrison Pugh and Abdullah Almashayekhi
- Faculty Mentor for Florida State University Student Consulting Group 2016-2017
- Member of Honor’s Thesis Committee, Florida State University, Gabriela Oliveira

PROFESSIONAL ASSOCIATIONS

- American Marketing Association
- Institute for Study of Business Markets
- Beta Gamma Sigma, National Business Administration Honor Society