

# SPENCER M. ROSS, PH.D.

University of Massachusetts Lowell  
Manning School of Business (Falmouth 207C)  
1 University Drive  
Lowell, Massachusetts 02108

GoogleVoice: (413) 274-4227  
Email: [spencer\\_ross@uml.edu](mailto:spencer_ross@uml.edu)  
Web: [www.srossmktg.com](http://www.srossmktg.com)

---

## ACADEMIC POSITIONS

---

2015-present Assistant Professor of Marketing, University of Massachusetts Lowell  
2014–2015 Visiting Assistant Professor of Marketing, Suffolk University  
2013–2014 Visiting Assistant Professor of Marketing, Simmons College School of Management

---

## EDUCATION

---

2013 **Ph.D. in Marketing**, University of Massachusetts Amherst, Massachusetts  
Minor: Research Methods  
2008 **M.B.A. in International Business**, St. John's University, New York, New York  
Minor: Marketing  
Thesis: "Corporate Social Responsibility Marketing of American and Western European Multinational Enterprises: A Longitudinal Study of Stakeholder Engagement."  
2004 **B.A. in Political Science**, McGill University, Montréal, Québec, Canada  
Minor: French Language and Literature

---

## RESEARCH

---

### Research Interests

Strategic Social Media Communications, Digital/Interactive Marketing Engagement, Consumer-Centric Sustainability, Mindfulness Theory

### Published Works

Bahl, Shalini, George R. Milne, Spencer M. Ross, and Kwong Chan (2013), "Mindfulness: A Long-term Solution for Mindless Eating by College Students," *Journal of Public Policy and Marketing*, 32(2), 173-184.

Shrum, L. J., Nancy L. Wong, Farrah Arif, Sunaina Chugani, Alexander Gunz, Tina M. Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, Kristin Scott, and Jill Sundie (2013), "Reconceptualizing Materialism as Identity Goal Pursuits: Functions, Processes, and Consequences," *Journal of Business Research*, 66(8), 1179-1185.

Wong, Nancy, L. J. Shrum, Farrah Arif, Sunaina Chugani, Alexander Gunz, Tina M. Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, Kristin Scott, and Jill Sundie (2011), "Rethinking Materialism: A Process View and Some Transformative Consumer Research Implications," *Journal of Research for Consumers*, 19, n.p. Web. <http://bit.ly/1bcyDsd>

## **Selected Working Projects**

“Mindfulness: Transforming Consumer Well-Being at the Intersection of Marketing and Social Conditions,” with Shalini Bahl, George R. Milne, David Mick, Sonya A. Grier, Steven Chan, Yoon-Na Cho, Sunaina K. Chugani, Joshua D. Dorsey, Stephen J. Gould, Mitchel R. Murdock, Robert M. Schindler, and Sabine Boesen-Mariani.

“Equity Exchange Theory and Stakeholder Sensitivity: Balancing Self- and Collective-Interest in Marketing Exchange,” with Sommer Kapitan.

“The Effect of Individual Differences in Self-Interest on Prosocial Consumption Choices in the Price-Quality Context,” with George R. Milne.

“@brand to @brand: Closing the Loop on Value Co-Creation through Interbrand Communications.”

“The Effectiveness of Short Meditation through Mobile Apps on Daily Well-Being,” with Yoon-Na Cho.

“The Role of Consumer Apathy in Consumer-Centric Sustainability Choices,” with Paula Dootson.

“We Clapped for the Hologram: Authenticity in Digital Experiential Consumption,” with Lauren I. Labrecque.

## **Published Conference Proceedings**

Ross, Spencer M. (2012), “Whither Simplicity? An Exploratory Study of the Antecedents of Voluntary Simplicity,” in *Academy of Marketing Science Annual Conference Proceedings*, (32), Leroy Robinson, Jr., ed., New Orleans, LA: Academy of Marketing Science.

Ross, Spencer M. (2011), “Egoism and the Everyday Consumer: Developing a New Theory on Prosocial Behaviors in Consumption Contexts,” in *AMA Educators’ Proceedings: Delivering Value in Turbulent Times*, (22), Stephanie M. Noble and Charles H. Noble, eds., Chicago, IL: American Marketing Association, 165-172.

## **Refereed Conference Presentations**

Ross, Spencer M., “@brand to @brand: New Frontiers in Brand Relationships,” paper to be presented at the *AMA Winter Marketing Educators’ Conference*, Las Vegas, Nevada, February 26-28, 2016.

Ross, Spencer M., “@brand to @brand: Consumer Evaluations of Interbrand Social Media Communications,” paper presented at the *Marketing EDGE Research Summit*, Boston, Massachusetts, October 3-4, 2015.

Ross, Spencer M., “Student-Centered Content Communication with the Post-Millennial Marketing Student,” paper presented at the *Marketing EDGE Research Summit*, Boston, Massachusetts, October 3-4, 2015.

Ross, Spencer M., “Equity Sensitivity and the Effect of Self-Interest on Prosocial Consumption Choices in the Price-Quality Context,” paper presented at the *AMA Marketing and Public Policy Conference*, Boston, MA, June 6-7, 2014.

Ross, Spencer M. and Fatima Hajjat, “@brand to @brand: Consumer Evaluations of Spillover Effects in Interbrand Communications,” paper presented at the *Academy of Marketing Science Annual Conference*, Indianapolis, IN, May 21-23, 2014.

Ross, Spencer M. and Lauren I. Labrecque, “We Clapped for the Hologram: Authenticity in Experiential Consumption,” paper presented at the *Academy of Marketing Science Annual Conference*, Indianapolis, IN, May 21-23, 2014.

Ross, Spencer M. and Lauren I. Labrecque, “We Clapped for the Hologram: Authenticity in Experiential Consumption,” paper presented at the *Marketing EDGE (formerly DMEF) Research Summit*, Chicago, IL, October 12-13, 2013.

Ross, Spencer M. and Lauren I. Labrecque, “Brand Reputation Under Siege: The Risks of Subversive Social Media Attacks,” poster presented at *Marketing EDGE Research Summit*, Chicago, IL. October 12-13, 2013.

Milne, George R. and Spencer M. Ross, “The Changing Landscape of Consumers’ Attitudes toward Database Marketing: 1997 vs. 2013,” paper presented at the *Marketing EDGE Research Summit*, Chicago, IL, October 12-13, 2013.

Ross, Spencer M., Kunal Swani, Ilgim Dara, and Fatimah Al-Hajjat, “A Temporal Construal Level Assessment of Retrospective Processing,” working paper accepted at the *Association for Consumer Research Annual Conference*, Chicago, IL, October 3-6, 2013.

Ross, Spencer M., “Equity Exchange Theory: An Explanation of Prosocial Consumption,” paper presented at the *Academy of Marketing Science Annual Conference*, Monterey, CA, May 15-18, 2013.

Ross, Spencer M., Kunal Swani, and George R. Milne, “What Are They Reading? The Role of Networked Information Usage in the Classroom Environment,” poster presented at the *DMEF Direct/Interactive Marketing Research Summit*, Las Vegas, NV, October 13-14, 2012.

Ross, Spencer M., “Whither Simplicity? An Exploratory Study of the Antecedents of Voluntary Simplicity,” paper presented at *Academy of Marketing Science Annual Conference*, New Orleans, LA, May 15-20, 2012.

Bahl, Shalini, George R. Milne, and Spencer M. Ross, “The Role of Mindfulness in Explaining College Student Lifestyle Choices,” paper presented at *Association for Marketing and Health Care Research Conference*, Park City, UT, February 29-March 3, 2012.

Ross, Spencer M., “Egoism and the Everyday Consumer: Developing a New Theory on Prosocial Behaviors in Consumption Contexts,” competitive paper presented at the *AMA Summer Marketing Educators’ Conference*, San Francisco, CA, August 4-7, 2011.

Bahl, Shalini, George R. Milne, Spencer M. Ross, and Kwong Chan, “The Impact of Mindfulness on Consumer Behaviors,” poster presented at the *AMA Marketing and Public Policy Conference*, Washington, D.C., June 2-4, 2011.

## Dissertation

### **Why do Consumers Consume Prosocially? The Equity Exchange Theory of Marketing**

Chair: George R. Milne

Committee Members: Easwar S. Iyer, Elizabeth G. Miller, Lisa A. Keller

Some products and services offered in marketing exchange are prosocial, forcing consumers to consider social, environmental, and economic attributes in the decision making process (Devinney, Auger, and Eckhardt 2010; Peloza and Shang 2011). This dissertation addresses how individual differences determine how equity (Adams 1963; 1965; Huseman, Hatfield, and Miles 1987) is exchanged in the marketplace, motivating consumers' prosocial purchasing behaviors.

---

## **HONORS & AWARDS**

---

2016 – Professors Institute (invited guest), Marketing EDGE, University of Texas Dallas

2015 – Transformative Consumer Research Grant (\$2000 research seed funding)

2015 – Certificate of Completion – Course Design Institute, Suffolk University

2013 – Honorable Mention—Best Student Paper, Academy of Marketing Science Annual Conference, “Equity Exchange Theory: An Explanation of Prosocial Consumption”

2012 – AMA Sheth Doctoral Consortium Fellow, University of Washington

2012 – Graduate School Dissertation Research Grant, University of Massachusetts Amherst (\$1,000 grant)

2012 – Academy of Marketing Science Travel Grant Winner (\$500 travel grant)

2011 – Eugene M. Isenberg Award Winner (\$10,000 research fellowship in Business, Science, Technology)

2011 – Harold E. Hardy Award Winner (departmental) (\$1,000 scholarship)

2011 – Association for Consumer Research Grant Winner (\$200 travel grant)

---

## **TEACHING EXPERIENCE**

---

### **University of Massachusetts Lowell—Assistant Professor of Marketing**

|             |                                                   |
|-------------|---------------------------------------------------|
| Spring 2015 | Marketing Principles (undergraduate)              |
|             | Marketing Research (undergraduate)                |
| Fall 2015   | Marketing Principles (two undergraduate sections) |

### **Suffolk University – Visiting Assistant Professor of Marketing**

|             |                                                                                              |
|-------------|----------------------------------------------------------------------------------------------|
| Spring 2015 | Marketing Tools and Analysis (two undergraduate sections)                                    |
|             | Honors Marketing Tools and Analysis, consulting for <a href="#">Getfused</a> (undergraduate) |
| Fall 2014   | Marketing Tools and Analysis (undergraduate)                                                 |
|             | Principles of Marketing (undergraduate)                                                      |

### **Simmons College – Visiting Assistant Professor of Marketing**

|             |                            |
|-------------|----------------------------|
| Spring 2014 | Marketing Management (MBA) |
|-------------|----------------------------|

|           |                                                          |
|-----------|----------------------------------------------------------|
|           | Principles of Marketing (undergraduate)                  |
|           | Strategic Marketing Communications: NSAC (undergraduate) |
| Fall 2013 | Marketing Management (two MBA sections)                  |
|           | Principles of Marketing (undergraduate)                  |

#### **University of Massachusetts Amherst – Instructor of Marketing**

|             |                                            |
|-------------|--------------------------------------------|
| Spring 2013 | Internet/Digital Marketing (undergraduate) |
| Spring 2012 | Internet/Digital Marketing (undergraduate) |
| Fall 2011   | Internet/Digital Marketing (undergraduate) |

#### **Primary Teaching Interests**

Principles of Marketing, Digital/e-Marketing, Social Media Marketing, Marketing Research, Marketing Analytics, Social Marketing, Brand Management, Consumer Behavior.

---

#### **ACADEMIC SERVICE**

---

##### **Track Chair**

- The Mindful Consumer, Transformative Consumer Research Conference 2015, Villanova University, Philadelphia, PA (with Shalini Milne and George Milne)
  - Workshop format included submitted manuscript to *Journal of Public Policy & Marketing*

##### **Panelist**

- “Teaching and Learning Creatively: Stimulating Student Engagement,” *AMA Winter Marketing Educators’ Conference*, Las Vegas, Nevada, February 26-28, 2016

##### **Reviewer**

- AMS Annual Conference, 2016, Orlando, Florida
- Marketing EDGE Annual Conference, 2015, Boston, Massachusetts
- AMS Annual Conference 2014, Indianapolis, Indiana
- AMA Winter Educators’ Conference, 2014, Orlando, Florida
- Marketing EDGE(formerly DMEF) Annual Conference, 2013, Chicago, Illinois
- ACR Annual Conference, 2013, Chicago, Illinois
- AMA Marketing and Public Policy Conference, 2013, Washington, D.C.
- AMS Annual Conference, 2013, Monterey, California
- DMEF Annual Conference, 2012, Las Vegas, Nevada
- AMA Marketing and Public Policy Conference, 2012, Atlanta, Georgia
- AMS Annual Conference, 2012, New Orleans, Louisiana
- DMEF Annual Conference, 2011, Boston, Massachusetts
- AMA Marketing and Public Policy Conference, 2011, Washington, D.C.

##### **Memberships**

- AMA Consumer Behavior SIG (Co-Webmaster, 2012-2015)
- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Academy of Marketing Science (AMS)
- Marketing EDGE (formerly Direct/Interactive Marketing Educational Foundation)

---

## PROFESSIONAL INDUSTRY EXPERIENCE

---

|                                                                                                                                                                          |                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Charter Oak Veterinary Hospital<br><i>Webmaster (charteroakvet.com)</i>                                                                                                  | East Hartford, Connecticut<br>06/2010 – 02/2015                                   |
| AllianceBernstein L.P.<br><i>Client Communications Marketing Associate</i><br><i>Marketing Administration Intern</i><br><i>Editorial/Marketing Communications Intern</i> | New York, New York<br>06/2008 – 10/2008<br>09/2007 – 05/2008<br>06/2007 – 08/2007 |
| MBA Executive-in-Residence Program – Client-Sponsored Consulting<br><i>KPMG and Goodwill Industries of Greater New York and Northern New Jersey</i>                      | New York, New York<br>01/2008 – 05/2008                                           |
| NewAlliance Bank<br><i>Senior Teller</i>                                                                                                                                 | Vernon, Connecticut<br>09/2004 – 08/2006                                          |