

E. DEANNE BROCATO, Ph.D.

**Assistant Professor of Marketing
Huntsman School of Business
Utah State University
Email: deanne.brocato@usu.edu**

EDUCATION

Visiting Scholar, IC² Institute, The University of Texas at Austin, Austin, Texas. (with Dr. Robert A. Peterson), September 2006 – 2008.

Doctor of Philosophy (Ph.D.), The University of Texas at Arlington. May 2006.
Major: Marketing

Master of Science in Marketing Research (MSMR), The University of Texas at Arlington.
August 2001.

Master of Business Administration (MBA), The University of Texas at Arlington. May 2001.
Major: Marketing

Bachelor of Arts (B.A.), Grinnell College. May 1995.
Major: Economics

RESEARCH

Research Interests

Advertising Media Effects, Services Marketing, and Consumer Behavior

- Media violence and children
- Ad/context congruency
- Role of place attachment in service settings
- Consequences of waiting time on consumer evaluations
- The impact of other customers in service environments
- Irrelevant information under conditions of high attachment

Published Manuscripts

- “Parental Restrictive Mediation and Children’s Violent Video Game Play: The Effectiveness of the ESRB Rating System” (Russ Laczniak, Deanne Brocato Leslie Carlson, E., Doug Walker) the *Journal Public Policy and Marketing*
- “An Investigation into the Extent of Online Pre-purchase Search: Role of Market Environment, Product Type, and Consumer Experiences” (Jingguo Wang, Zhiyong Yang, E. Deanne Brocato) Forthcoming *Information Management*
- “Parenting Orientation as Antecedents of Children’s Violent Video Game Play” (Russ Laczniak, Doug Walker, Leslie Carlson, and E. Deanne Brocato) *Journal of Consumer Affairs*.
- “The Role of Context and Ad Format Congruency in Influencing Advertising Outcomes” (Melissa Bishop, E. Deanne Brocato, and Akshaya Vijayalakshmi) *Journal of Marketing Communications*.
- “Social Media Education: An Evolving Landscape” (E. Deanne Brocato, Nathan White, Ken Bartkus, Ashley Brocato) *Journal of Marketing Education* 2015. 37 (2) 76-87.
- “Creating consumer attachment to retail service firms through sense of place” (E. Deanne Brocato, Julie Baker, Clay Voorhees) *Journal of the Academy of Marketing Science* 2015, Volume 43, Issue 2, pp 200-220
- “Understanding the Influence of Cues from Other Customers in the Service Experience: A Scale Development and Validation” (E. Deanne Brocato, Clay Voorhees, and Julie Baker) 2012 *Journal of Retailing*, 88(3), 384-398.
- “When Things Go Wrong: Account Giving Following a Corporate Crisis Event” E. Deanne Brocato, Robert A. Peterson, and Victoria Crittenden, *Corporate Reputation Review* 2012, 15(1), 35-51.
- “Television Commercial Violence: Potential Effects on Children” E. Deanne Brocato, Russell N. Laczniak, Douglas A. Gentile, Julia Maier, and Mindy Song, *Journal of Advertising* 2010, 39 (4), 95-107.
- “It Depends: Moderating the Relationships Among Perceived Waiting Time, Anger, and Regret” Clay M. Voorhees, Julie Baker, Brian L. Bourdeau, E. Deanne Brocato and J. Joseph Cronin, Jr. *Journal of Service Research* 2009, 12 (138), 138-155. (Finalist for the *Journal of Services Research* best paper of 2009).

Manuscripts Under Review

“How children consume violent commercials: Understanding parents’ mediation of violent TV commercials” (Akshaya Vijayalakshmi, Russell Laczniak, E. Deanne Brocato)

Status: Under review at the *Journal Public Policy and Marketing*

“A manuscript titled Improving Consumer Decisions: the Conscious Use of Primes as Performance Enhancers” (Leonardo Nicolao, Eric Yorkston, E. Deanne Brocato)

Status: Under review at the *Brazilian Administration Review*

Research In Progress

“The Role of Princessing in Marketing” (with Sterling Bone)

Status: Manuscript in process

Target: *Journal of Consumer Research*

“What Have We Learned About the Marketing Effects of Store Environments? A Meta Analysis,” (with Dhruv Grewal and Julie Baker)

Status: Draft in process

Target: *Journal of Marketing*

“The Role of Knowledge in Helping Children Deal with Media Violence” (with Akshaya Vijayalakshmi and Russell Laczniak)

Status: Data being analyzed

Target: *Journal of Consumer Research*

“Brand Committed Consumers Use of Irrelevant Information,” (with Sekar Raju)

Status: Data collection phase

Target: *Journal of Consumer Research*

“Bases of Brand Relationships: Redundant Constructs or Meaningful Distinctions?” with Christy Ashley, E. Deanne Brocato

Status: Final draft in process

Target: *Journal of the Academy of Marketing Science*

Proceedings and Presentations

- Gracie Nay, E. Deanne Brocato, Sterling Bones “Effects of Woman-Owned Branding on Consumer Behavior” Student Symposium USU Thesis Presentation April 2015.
- Logan Stodart and Holman Meyerhoffer, Research Associates Kenneth Bartkus and Deanne Brocato, Research Mentors “The Retail Brand Audit: Conceptualization and Case Analysis” USU Student Showcase April 2015.
- Sterling Bone, E. Deanne Brocato, and Amy Nelson (2014) “Princess Pressures: Investigating How Princess Ideology Influence Mother-Daughter Well Being”, presented at the Positive Marketing Conference, New York, New York.
- Doug Walker, Russell N. Laczniak, E. Deanne Brocato, and Les Carlson (2014) “Perspectives on Media and Violence: Insights from Parents and Children” presented at the American Advertising Association annual conference, Atlanta, Georgia.
- Stacy Mitchell and E. Deanne Brocato (2014) “Analysis of Electronic Health Care Record Implementation and Usage in Texas Acute Care Hospitals”, presented at the *Health Care Marketing Conference*, Telluride, Colorado.
- Russell N. Laczniak, E. Deanne Brocato, Douglas A. Gentile, Julia A. Maier and Mindy F. Ji (2010), “Effects of Commercial Violence on Children,” presented at *American Marketing Association Summer Educators’ Conference*, Chicago, Illinois.
- Russell N. Laczniak, E. Deanne Brocato, and Les Carlson. (2010), “Understanding Parents’ and Children’s Perceptions of Violent Video Games,” part of a special session component, “Research and Public Policy Perspectives on Risky Consumption Behavior Among Adolescents,” *American Marketing Association Marketing & Public Policy Conference*.
- Christy Ashley, E. Deanne Brocato (2010), “Bases of Brand Relationships: Redundant Constructs or Meaningful Distinctions,” *American Marketing Association Winter Educators’ Conference*, New Orleans, Louisiana.
- Laura Smarandescu and E. Deanne Brocato (2010), “The Role of Personal Perspective in Consumer Decision Making,” *Society for Personality and Social Psychology Annual Conference*, Las Vegas, Nevada.
- Laczniak, Russell N., E. Deanne Brocato, Douglas A. Gentile, Julia A. Maier and Mindy F. Ji (2009), “Television Commercial Violence: Potential Effects on Children,” presented at *Consumer Culture & the Ethical Treatment of Children Conference* (Abstract Published).

- E. Deanne Brocato, Julie Baker and Clay Voorhees (2009), "Creating Consumer Attachment through Sense of Place," *AMA Frontiers in Service Annual Conference*, Honolulu, Hawaii.
- Noël Albert, E. Deanne Brocato, Dwight Merunka, and Pierre Valette-Florence (2008), "Loving a Brand: Concept and Culture," published in the Proceedings of the *2008 American Marketing Association Winter Educators' Conference*, Austin, Texas.
- E. Deanne Brocato (2006), "Place Attachment," New Directions in Retail Research, AMS Special Session, published in the Proceedings of the *2006 Academy of Marketing Science Annual Conference*, San Antonio, Texas.
- E. Deanne Brocato and Susan B. Kleiser (2005), "Other Customer Influence: A Scale Development," published in the Proceedings of the *2005 American Marketing Association Winter Educators' Conference*, San Antonio, Texas.
- Hieu Nguyen and E. Deanne Brocato (2005), "Emotional Attachment to Brands: A Scale Development," published in the Proceedings of the *2005 Academy of Marketing Science Annual Conference*, Tampa, Florida.
- J. Joseph Cronin Jr., Clay M. Voorhees, Brian L. Bourdeau, and E. Deanne Brocato (2004), "Assessing the Determinants of Fan Loyalty: Perspectives from Contemporary Marketing Theory," presented at the *2004 Sport Marketing Association Annual Conference*, Memphis, Tennessee.
- E. Deanne Brocato, Julie Baker, Brian L. Bourdeau, and J. Joseph Cronin Jr. (2004), "Cross Cultural Variation in Service Quality Delivery: Impacts on Service Strategic Decision Making," presented at the *2004 Academy of Marketing Science Cultural Perspectives in Marketing Conference*, Puebla, Mexico.

HONORS AND AWARDS

- Junior Faculty Research Award Finalist Iowa State College of Business (2011-2012)
- Iowa State University College of Business Teaching Award finalist (2010-2011)
- Mentoring Officer Services Special Interest Group
- Fellow for the Services Marketing Doctoral Consortium (2008)
- Elected to the Doctoral Special Interest Group (AMA) Board of Directors (2006-present)
- Appointed as the Academy of Marketing Science Doctoral Student Liaison to the Executive Council (2005-2009)
- AMA Sheth Foundation Doctoral Consortium Fellow, Texas A&M University, College Station, Texas (June 2004)
- Marketing Science Institute Board of Trustees Meeting, San Francisco, CA (November 2004)
- Elected as AMA DocSIG Chair-Elect (2003-2006)
- Society for Marketing Advances Doctoral Consortium Fellow (2003)

ACADEMIC EXPERIENCE

Assistant Professor, Utah State University. Fall 2013-present.

Courses Taught:

Social and New Media (formally Social Media Marketing) Fall 2013- Present

This course takes an in-depth look at social networks, social media platforms and online advertising. The course will explore how social networking tools have dramatically altered the ways we live, work, learn, shop, share and consume content and develop relationships. The course will especially emphasize promotional tools used by marketers in order to gain brand awareness, loyalty, and market share.

Promotion Strategy (formally Marketing Campaigns) Fall 2013- Present

This junior/senior level course investigates the principles, concepts, and problems involved in the development and implementation of marketing campaign strategies. Coordination of a variety of promotional elements: advertising, sales promotion, direct marketing, public relations and publicity of web communications, and personal selling.

Teaching Evaluations

<u>Fall 2015</u>			Excellent Teacher	Excellent Course	Overall Objectives
Marketing Campaigns	4535 001		4.9	4.6	4.7
Marketing Campaigns	4535 002		4.8	4.7	4.8
Social Media Marketing	4540		4.6	4.5	4.6

<u>Spring 2015</u>			Excellent Teacher	Excellent Course	Overall Objectives
Marketing Campaigns	4535 001		4.1	4.1	4.1
Marketing Campaigns	4535 002		4.6	4.5	4.6
Social Media Marketing	4540		4.9	4.8	4.6

			Excellent Teacher	Excellent Course	Overall Objectives
<u>Fall 2014</u>					
Marketing Campaigns	4535 001		4.8	4.6	4.7
Marketing Campaigns	4535 002		4.7	4.7	4.7
Social Media Marketing	4540		4.9	4.7	4.6

			Excellent Teacher	Excellent Course	Overall Objectives
<u>Spring 2014</u>					
Marketing Campaigns	4535 001		4.7	4.6	4.5
Marketing Campaigns	4535 002		4.8	4.7	4.6
Social Media Marketing	4540		4.4	4.3	4.1

			Excellent Teacher	Excellent Course	Overall Objectives
<u>Fall 2013</u>					
Marketing Campaigns	4535 001		4.5	4.4	4.2
Marketing Campaigns	4535 002		4.1	4.4	4.2
Social Media Marketing	4540		4.1	4.3	4.2

Assistant Professor, Iowa State University. Fall 2007-Spring 2013.

Courses Taught:

Promotion Strategy (Fall 2007- Spring 2013) This junior/senior level course investigates the principles, concepts, and problems involved in the development and implementation of promotional strategies. Coordination of a variety of promotional elements: advertising, sales promotion, direct marketing, public relations and publicity of web communications, and personal selling.

COURSES			
Course (i.e., ACCT 284)	Semester Taught	# of Students ¹	Evaluation score (Question #1)
MKT 410	Fall 2012	21	4.78
MKT410	Fall 2012	20	4.78
MKT 410	Spring 2012	27	4.74
MKT410	Spring 2012	27	4.7
MKT 410	Fall 2011	36	4.67
MKT 410	Fall 2011	30	4.63
MKT 410	Spring 2011	34	4.63
MKT 410	Spring 2011	36	4.57

Notes: "Evaluation" corresponds to the Global Evaluation Index

All courses were graded on a 1 – 5 scale, where 5 = "Excellent", 3 = "Average," and 1 = "Poor."

Graduate Teaching Assistant, Marketing Department, The University of Texas at Arlington. 2002-2006.

Courses Taught:

Principles of Marketing (Fall 2003, Spring 2004 and Fall 2005) This introductory course examines the marketing function of the firm from the standpoint of the decision-maker. The marketing variables of products, channels, prices, and promotion as related both to the profitability of the firm and to customer satisfaction are explored. Also, the economic, legal, social, and international implications of marketing actions are discussed.

Advanced Marketing Management and Strategy (Fall 2004 and Spring 2006) A capstone course designed to help students develop their ability to apply knowledge and analytical skills. The importance of a structured planning process in formulating and implementing marketing strategies is emphasized.

Marketing Research (Fall 2005) This course is designed to prepare students to be intelligent users of marketing research data. The course examines the interrelationship between marketing research and marketing management, methods and techniques used to generate primary data in commercial marketing research, design of research projects, methods for generating primary data, sampling of human populations, experimental design, and data analysis.

ACADEMIC SERVICE

- Advisor Huntsman Marketing Association 2015- present.
- Director of Doctoral Student Initiatives, Academy of Marketing Science (2008-2010)
- Mentor-Officer, AMA SERVSIG (2009)
- Co-Track Chair for Retailing, AMS World Marketing Congress, Oslo Norway (July 2009).
- Track Chair, AMA Summer Educator's Conference (2009).
- Mentor-Officer Elect, AMA Service Special Interest Group (ServSIG) (2007-2008)
- Co-Track Chair for Retailing, AMS World Marketing Congress, Oslo Norway (July 2009).
- Marketing Club Advisor, Iowa State University (2007-2009)
- Doctoral Student Liaison to the Executive Council, Academy of Marketing Science (2005-2008)
- Co-Chair (with Robert A. Peterson) Mary Kay Doctoral Dissertation Award Competition, Academy of Marketing Science (May 2007)
- Ad Hoc Reviewer, Journal of Business Research (2005-present)
- Session Chair, Services Track, American Marketing Association Winter Educators' Conference (2004)
- Coordinator, Winter AMA Doctoral Student Mentor's Breakfast (2004-2006)
- Coordinator, Summer AMA Doctoral Pre-Symposium (2004-2006)
- Association for Consumer Research Doctoral Consortium (2004)
- Society for Doctoral Students, The University of Texas at Arlington (2002-2006)
- Coordinator, Louis W. Boone and Southwestern/Thomson Innovator's Scholarship (2005)

PROFESSIONAL ASSOCIATION MEMBERSHIPS

American Marketing Association
Academy of Marketing Science
Association for Consumer Research
AMA Services Special Interest Group
DocSIG

PROFESSIONAL EXPERIENCE

Product Marketing Manager, 2000-2002

Sabre, Fort Worth, TX

Obtained consumer feedback on new and existing products, advertising copy, brand image, market position, pricing, and customer satisfaction to drive marketing decisions utilizing both quantitative and qualitative methods; structured usability testing for various web site designs; worked on user flows for the Sabre Virtually There website in order to direct user traffic to other web pages; participated in website content acquisition, design and maintenance to enhance consumer and brand experience; utilized syndicated databases to prepare competitive profiles and market position reports; prepared marketing requirements documentation for new products, and services development and implementation.

Marketing Research Analyst, 2000-2001

Global Research Partners, Dallas, TX

Analyzed data for various consumer packaged good companies; provided comprehensive reports and presentations to clients; organized research projects on packaging and taste testing.

Marketing Analyst (Internship), 2000

Sabre, Fort Worth TX

Oversaw omnibus survey for 12 different internal clients; created questionnaires and analyzed data using SPSS; consulted and supplied findings to management; created and presented ad hoc reports for several internal customers; attended focus groups and usability groups; managed vendor/client relationship when conducting research projects.

Financial Analyst, 1996-1999

NationsBank, Dallas, TX

Worked with marketing directors to determine new sites for banking centers; created and analyzed investment models using sales, demographics, and deposit forecasts; developed growth, profitability, and forecasting reports; utilized financial trend reports; conducted implementation of centralized banking systems in California and Washington.

Mutual Fund Trader, 1995-1996

Fidelity Investments, Dallas, TX

Participated in the National Association of Securities Dealers; provided clients with mutual fund securities, rules, and regulations; assisted clients with calculations of capital gains and losses; held series 6 and 63 licenses.