

ANDREW N. SMITH

CONTACT INFORMATION

73 Tremont Street (Room 7067)
Boston, MA, 02108
U.S.A.

Email: asmith12@suffolk.edu
Phone: 617-573-8391
Web: <http://andrewnsmith.me>

ACADEMIC EXPERIENCE

Assistant Professor of Marketing (Tenure Track), Suffolk University (2016-present)
Assistant Professor of Marketing (Tenure Track), Merrimack College (2014-2016)

EDUCATION

Ph.D., Business Administration (Marketing), York University (2014)

Dissertation: "Sensegiving Word-of-Mouth and Collective Sensemaking About Epistemic Objects."

Committee: Eileen Fischer (Chair), Peter Darke, Robert Kozinets, and Detlev Zwick

M.Sc., Management (Marketing), Queen's University (2009)

Thesis: "The Role of Trigger Events in the Social Construction of Adversarial Brand Meaning and Everyday Activism."

Advisor: Jay Handelman; Reader: Tandy Thomas

B.Comm., Commerce, Queen's University (2005)

Graduated with First-Class Standing

International Exchange Semester at ESSCA in Budapest, Hungary

RESEARCH INTERESTS

Social media, social media/digital marketing, online word-of-mouth, consumption communities, branding, sensemaking/sensegiving, market systems, and consumer movements/activism

PUBLICATIONS

Scholz, Joachim and **Andrew N. Smith** (2016), "Augmented Reality: Designing Immersive Experiences That Maximize Consumer Engagement, *Business Horizons*, 59 (2), 149-161. (*Best Paper of 2016*)

Smith, Andrew N. and Martin M. Pyle (2015), “A Video is Worth 1000 Words: Linking Consumer Value For Opinion Seekers to Visually-Oriented eWOM Practices,” in Claudiu V. Dimofte, Curtis P. Haugtvedt, and Richard F. Yalch (eds.), *Consumer Psychology in a Social Media World*, New York: Routledge.

Smith, Andrew N., Eileen Fischer, and Chen Yongjian (2012), “How Does Brand-Related User-Generated Content Differ Across YouTube, Twitter, and Facebook?,” *Journal of Interactive Marketing*, 26 (2), 102-113. *(Cited 350+ times, according to Google Scholar)*

RESEARCH IN PROGRESS

Smith, Andrew N. and Ashlee Humphreys, “How Can Marketing Compete in the Professional Contest over the Emerging Field of Social Media?” *(Revise & resubmit at Journal of Marketing)*

Smith, Andrew N. and Joachim Scholz, “Narrative Transportation in Hybrid Spaces.” *(Targeted at Journal of Business Research)*

Smith, Andrew N. and Eileen Fischer, “Personal Branding in the Attention Economy.” *(Targeted at Journal of the Academy of Marketing Science)*

Handelman, Jay, Andrew N. Smith and Alex Mitchell, “Consumer Movements: A Field Level Perspective.” *(Targeted at Journal of Consumer Research)*

Scholz, Joachim, Andrew N. Smith, and Henri Weijs, “Igniting a Social Media Firestorm: Creating Brand Value Through Intentionally Infuriating Consumers.” *(Targeted at Journal of Interactive Marketing)*

Smith, Andrew N., “Understanding Visual Word-of-Mouth Rhetoric and its Relationship with Consumer Response.” *(Targeted at Journal of Interactive Marketing)*

CONFERENCE PRESENTATIONS & INVITED TALKS

Scholz, Joachim, Andrew N. Smith, and Henri Weijs (2017), “Igniting a Social Media Firestorm: Creating Brand Value Through Intentionally Infuriating Consumers, AMA Winter Educator’s Conference, Orlando, FL.” *(Special Session Track)*

Smith, Andrew N. (2016), “How do Market Actors Cultivate Online Engagement in Marketplace Sensemaking?,” Medill School of Journalism, Northwestern University. *(Invited Talk)*

Smith, Andrew N. and Joachim Scholz (2015), “Augmented Reality: Designing Immersive Experiences That Maximize Consumer Engagement,” *Marketing EDGE Direct/Interactive Marketing Research Summit*, Boston, MA. *(Competitive Paper Track)*

Handelman, Jay, Andrew N. Smith and Alex Mitchell (2015), “Consumer Movements: A Field Level Perspective,” *Consumer Culture Theory Conference*, Fayetteville, AK. *(Special Session Track)*

- Smith, Andrew N. (2015), “Eliciting Engagement: Sensegiving Word-of-Mouth About Epistemic Objects,” Orfalea College of Business, Cal Poly San Luis Obispo. (*Invited Talk*)
- Smith, Andrew N. and Ashlee Humphreys (2014), “Professional Contests and the Emergence of Social Media as an Institutional Field,” in *Advances in Consumer Research*, Vol. 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association of Consumer Research. (*Special Session Track*)
- Smith, Andrew N. (2014), “Emotional Work, Rationality, and the Co-Construction of Hope in the Field of Consumer Investment,” in *Advances in Consumer Research*, Vol. 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association of Consumer Research. (*Working Paper Track*)
- Smith, Andrew N. and Pierre-Yann Dolbec (2013), “Gamification and the Entrenchment of an Engagement Institutional Logic in the Emerging Institutional Field of Social Media,” in *Advances in Consumer Research*, Vol. 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association of Consumer Research. (*Working Paper Track*)
- Smith, Andrew N. and Pierre-Yann Dolbec (2013), “Gamification and the Entrenchment of an Engagement Institutional Logic in the Emerging Institutional Field of Social Media,” *Consumer Culture Theory Conference*, Tucson, AZ. (*Granted Honorable Mention; Working Paper Track*)
- Smith, Andrew N. (2012), “Never-Ending Stories: Opinion Leadership and Antennarratives in an Online Investment Community,” in *Advances in Consumer Research*, Vol. 40, eds. Zeynep Gurhan-Canli, Cele Otnes, and Juliet Rui Zhu, Duluth, MN: Association of Consumer Research. (*Special Session Track*)
- Smith, Andrew N. (2012), “Sense and Cents: Collective Consumer Sensemaking in an Online Investment Community,” in *Advances in Consumer Research*, Vol. 40, eds. Zeynep Gurhan-Canli, Cele Otnes, and Juliet Rui Zhu, Duluth, MN: Association of Consumer Research. (*Working Paper Track*)
- Smith, Andrew N. (2012), “Sense and Cents: Collective Consumer Sensemaking in an Online Investment Community,” *Consumer Culture Theory Conference*, Oxford, UK. (*Working Paper Track*)
- Smith, Andrew N., Eileen Fischer, and Chen Yongjian (2011), “Value-Creation in Brand-Related User-Generated Content on YouTube,” in *Advances in Consumer Research*, Vol. 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca Ratner, Duluth, MN: Association for Consumer Research. (*Special Session Track*)
- Smith, Andrew N., Eileen Fischer, and Chen Yongjian (2011), “Differences in Brand-Related User-Generated Content Across Three Social Media Sites - An Inductive Content Analysis,” in *Advances in Consumer Research*, Vol. 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca Ratner, Duluth, MN: Association for Consumer Research. (*Working Paper Track*)

Smith, Andrew N. (2011), “The Role of Cultural Resources in Coping with Consumer Brand-Relationship Transgressions,” *Consumer Culture Theory Conference*, Evanston, Ill. (Working Paper Track)

Smith, Andrew N. (2010), “The Role of Negative Trigger Events in the Social Construction of Adversarial Brand Meaning,” *Consumer Culture Theory Conference*, Madison, Wis. (Competitive Paper Track)

TEACHING

Sawyer School of Business, Suffolk University

Undergraduate Instructor for *MKT220: Business Research Methods* (2016-2017)

Girard School of Business, Merrimack College

Graduate Instructor for *GMGT5160: Marketing Analysis & Decision Making* (2014-2016)

Undergraduate Instructor for *MKT4900: Social Media Marketing* (2015-2016)

Undergraduate Instructor for *BUS2205: Principles of Marketing* (2015)

Schulich School of Business, York University

Instructor for *MKTG4150: Consumer Behavior* (2013)

Instructor for *MKTG2030: Marketing Management* (2012)

PROFESSIONAL EXPERIENCE

Sr. Research Manager, Ipsos Camelford Graham/ASI (Toronto, ON) (2005-2008)

Promoted 3 times in 2.5 years (Sr. Analyst, Associate, Research Manager, Sr. Research Manager)

Made key contributions to practice area (advertising services) achieving record revenue in 2007 (50% above target)

Designed, executed, analyzed and reported on client research projects (primarily on advertising effectiveness)

Evaluated over 350 television, print, out-of-home, and radio advertisements in 3 years

Managed and nurtured supplier and client relationships, including one client relationship that grew from 2 projects in 2005 to 22 projects in 2007

Managed one Research Assistant: assigned and evaluated work, mentored and advised

Gained understanding of quantitative and qualitative research methodologies

SELECTED AWARDS AND HONORS

External Awards and Honors

Ontario Graduate Scholarship (\$15,000; awarded three times) (2011-2014)
ACR/Sheth Foundation Dissertation Grant (\$2,500; public purpose track) (2012)
AMA Sheth Foundation Doctoral Consortium Fellow (Seattle, Was.) (2012)

Internal Awards and Honors

Faculty Development Grant, Merrimack College (\$4,000) (2015)
Schulich Entrance Scholarship of Merit for PhDs (\$12,100) (2009)
York Graduate Scholarship (\$4,000) (2009)
Geoffrey H. Wood Foundation Master of Science Award (\$2,000) (2008)
Melville S. Hatch Memorial Fellowship (\$3,775) (2008)
Queen's School of Business Award (\$5,900) (2008)
Queen's Graduate Award (\$4,600) (2008)

SERVICE

Academic Community

Reviewing

AMA Winter Marketing Educators' Conference (2012)
Association of Consumer Research Conference (2012, 2014)
Consumer Culture Theory Conference (2011, 2015-2016)
Direct/Interactive Marketing Research Summit (2015)
European Journal of Marketing (2017)
International Journal of Human-Computer Studies (2016)
Journal of Brand Management (2016)
Journal of Business Research (2012, 2015-2016)
Journal of Consumer Research (2012, 2015-2016)
Journal of Customer Behavior (2016)
Journal of Interactive Advertising (2014, 2016)
Journal of Interactive Marketing (2012-2015)
Journal of International Communication (2016)
Journal of Macromarketing (2013)
Journal of Marketing Communications (2016)

Journal of Marketing Management (2016)

New Media & Society (2015)

Social Media + Society (2016)

College Community

College-Wide

Academic Strategic Planning Committee, Merrimack College (2014-2016)

Department

Girard School of Business Graduate Council (2015-2016)