

ANDREW N. SMITH

CONTACT INFORMATION

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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)
M.Sc., Management (Marketing), Queen's University (2009)
B.Comm., Commerce, Queen's University (2005)

RESEARCH INTERESTS

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

PUBLICATIONS

- Yuksel, Mujde, **Andrew N. Smith**, Robert S. Smith, Pelin Bicen, Elizabeth J. Wilson and Jay Weiner (2021), "Student Interest in Client-Sponsored Projects: The Quest for Engagement in Marketing Research Courses," *Journal of Marketing Education*.
- Yuksel, Mujde, **Andrew N. Smith**, and George R. Milne (2021), "Fantasy Sports and Beyond: Complementary Digital Experiences (CDXs) as Innovations for Enhancing Fan Experience," *Journal of Business Research*, 134, 143-155.
- Smith, Andrew N.** and Eileen Fischer (2021), "Pay Attention Please! Person Brand Building in Organized Online Attention Economies," *Journal of the Academy of Marketing Science*, 49(2), 258-279.
- Pyle, Martin M., **Andrew N. Smith** and Yanina Chevtchouk (2021), "In eWOM We Trust: Using Naïve Theories to Understand Consumer Trust in a Complex eWOM Marketspace," *Journal of Business Research*, 122, 145-158.

Scholz, Joachim and **Andrew N. Smith** (2019), “Branding in the Age of Social Media Firestorms: How to Create Brand Value by Fighting Back Online,” *Journal of Marketing Management*, 35 (11-12), 1100-1134.

Belkhir, Meriam, Myriam Brouard, Katja H. Brunk, Marlon Dalmoro, Aimee Dinnin Huff, Marcia Christina Ferreira, Bernardo Figueiredo, Daiane Scaraboto, Olivier Sibai and **Andrew N. Smith** (2019), “Isolation in Globalizing Academic Fields: A Collaborative Autoethnography of Early Career Researchers,” *Academy of Management Learning & Education*, 18 (2), 261-285.

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; cited 300+ times, according to Google Scholar**)

Smith, Andrew N. and Martin A. 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 1200+ times, according to Google Scholar**)

RESEARCH IN PROGRESS

Smith, Andrew N. and Joachim Scholz, “Spatial AR: Mapping Consumers’ Experiences within Augmented Environments.” (*R&R at Computers in Human Behavior*)

Chen, Li, Yajie Yan, and Andrew N. Smith, “What Drives the Popularity and Virality of Sponsored Videos? An Investigation of Video Influencers’ Authenticity Strategies.” (*R&R at Journal of the Academy of Marketing Science*)

Dolbec, Pierre-Yann, Andrew N. Smith, and Thanh Nguyen, “Understanding the Creator Economy: How Influencers Monetize Their Audiences and Transform Markets” (*Targeted at Journal of Marketing*)

Smith, Andrew N. and Joachim Scholz, “Monsters in Our World: Narrative Transportation in Pokémon GO’s Mixed Reality” (*Targeted at International Journal of Research in Marketing*)

Smith, Andrew N., Elizabeth Wilson, Mujde Yuksel, Li Chen, and Andrew Wilson, “Learning Agility Behaviors: A Scale to Measure How Learners Can Excel in New and Changing Circumstances.” (*Targeted at Journal of Marketing Education*)

CONFERENCE PRESENTATIONS, INVOLVEMENT, & INVITED TALKS

Dolbec, Pierre-Yann, Andrew N. Smith, and Thanh Nguyen (2021), “How Do Online Influencers Monetize their Audiences?,” in *Advances in Consumer Research*, Vol. 49, eds. Tonya Williams

Bradford, Anat Keinan, and Matt Thomson. Duluth, MN: Association of Consumer Research. (*Competitive Paper Track*)

Smith, Andrew N., Martin A. Pyle, and Yanina Chevtchouk (2019). “What Cultural-Cognitive Frames Support The Institutionalization of Online Reviews?” in *Advances in Consumer Research*, Vol. 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association of Consumer Research. (*Working Paper Track*)

Belkhir, Meriam, Myriam Brouard, Katja H. Brunk, Mario Campana, Marlon Dalmoro, Aimee Dinnin Huff, Marcia Christina Ferreira, Bernardo Figueiredo, Daiane Scaraboto, Olivier Sibai and Andrew N. Smith (2019), “Isolation in Globalizing Academic Fields: A Collaborative Autoethnography of Early Career Researchers,” *Academy of Management Annual Meeting*, Boston, MA. (*Special Session Track*)

Scholz, Joachim and Andrew N. Smith (2019), “Branding in the Age of Social Media Firestorms: How to Create Brand Value by Fighting Back Online,” *Brands and Brand Relationships (BBR) Conference*, Boston, MA. (*Working Paper Track*)

Humphreys, Ashlee and Andrew N. Smith (2019), “How Can Marketing Compete in the Professional Contest over the Emerging Field of Social Media?” *AMA Winter Educator’s Conference*, Austin, TX. (*Special Session Track*)

Pyle, Martin A., Andrew N. Smith, and Yanina Chevtchouk (2018), “Trust, but Verify: A Multi-level Examination of Online Reviews and Persuasion Knowledge,” in *Advances in Consumer Research*, Vol. 46, eds. Andrew Gershoff, Robert Kozinets, and Tiffany White, Duluth, MN: Association of Consumer Research. (*Competitive Paper Track*)

Smith, Andrew N. and Joachim Scholz (2018), “Monsters in Our World: Rethinking Narrative Transportation in Pokémon GO’s Mixed Reality,” *Academy of Marketing Science Conference*, New Orleans, LA. (*Competitive Paper Track*)

Smith, Andrew N. (2017), “How to Make an Impact in the Job Market: Considerations For Balanced Schools,” *ACR Doctoral Symposium*, San Diego, CA. (*Invited Talk*)

Smith, Andrew N. and Joachim Scholz (2017), “Monsters in Our World: Narrative Transportation in Pokémon GO’s Mixed Reality,” in *Advances in Consumer Research*, Vol. 45, eds. Ayelet Gneezy, Vlad Griskevicius and Patti Williams, Duluth, MN: Association of Consumer Research. (*Competitive Paper Track*)

Belkhir, Meriam, Myriam Brouard, Katja H. Brunk, Mario Campana, Marlon Dalmoro, Aimee Dinnin Huff, Marcia Christina Ferreira, Bernardo Figueiredo, Daiane Scaraboto, Olivier Sibai and Andrew N. Smith (2017), “Isolation in Emerging Fields: The Case of Entrant Actors in an Emerging Academic Field,” *Consumer Culture Theory Conference*, Anaheim, CA. (*Competitive Paper Track*)

- Scholz, Joachim, Andrew N. Smith, and Henri Weijo (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

Graduate Instructor for *MKT860: Qualitative Methods and Customer Insights* (2018-present)

Undergraduate Instructor for *MKT444: Social Media Marketing* (2018-2020)

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

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

Best Paper Award, *Business Horizons* (co-awarded with Joachim Scholz) (\$500) (2016)

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

SBS Research Grant (co-awarded with research team) (\$3312) (2021)

SBS Peer Teaching Award (\$800) (2021)

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, 2018-2019)

Direct/Interactive Marketing Research Summit (2015)

European Journal of Marketing (2017-2018)
International Journal of Human-Computer Studies (2016)
Journal of Brand Management (2016)
Journal of Business Research (2012, 2015-2019)
Journalism & Mass Communication Quarterly (2018)
Journal of Consumer Research (2012, 2015-2016)
Journal of Customer Behavior (2016)
Journal of Interactive Advertising (2014, 2016)
Journal of Interactive Marketing (2012-2015, 2018-2019)
Journal of International Communication (2016)
Journal of Macromarketing (2013)
Journal of Marketing Communications (2016-2017)
Journal of Marketing Management (2016-2017, 2019-2021)
Journal of Marketing Research (2020)
Journal of Organizational Computing and Electronic Commerce (2019)
Journal of Services Marketing (2017-2020)
New Media & Society (2015)
Psychology & Marketing (2018-2019)
Routledge Business and Management Books (2020)
Social Media + Society (2016)
Tourism and Hospitality Management (2020)

College Community

University-Level

CTSE Advisory Board (2018-present)
Symposium on Innovation in Teaching & Learning Committee (2018)
Teaching Innovation Learning & Technology (TILT) Working Group (2017-2019)

College Level

Graduate Program Curriculum Committee (GPCC) – Committee Member (2020-present)
AACSB Self Study Task Force – Department Representative (2019)
Academic Strategic Planning Committee, Merrimack College (2014-2016)
Girard School of Business Graduate Council (2015-2016)

Department Level

Course Coordinator for *MKT220: Business Research Methods* (2019-present)

Organizer for Departmental Brown Bag Research Seminars (2018-present)

Organizing Committee for Bridging the Gap Conference (2019)

Marketing Department Recruiting Subcommittee (2017, 2019)