

Kelley Cours Anderson, Ph.D.

Assistant Professor of Marketing
College of Charleston

kelleycoursanderson.com
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Education

Texas Tech University

Ph.D. Business Administration (Marketing) 2021
Dissertation: Creating Value and Markets: An Exploration with Virtual Reality Technology

University of North Texas

M.S. Merchandising, magna cum laude 2014
Thesis: Consumer Shopping Motivations with Facebook Retailers: Utilitarian versus Hedonic

B.S. Merchandising; Minor in Business Administration 2003

Tenure-Track Appointment

Assistant Professor of Marketing, College of Charleston

School of Business, Fall 2021 - present

Visiting Scholar Appointment

York University

Schulich School of Business, Fall 2020 - Spring 2021

Research Interests

My research focuses on how emerging technology influences the way we consume and build markets. Leveraging theories from sociology and philosophy, my research offers insights into the role of technology in value cocreation, identity development, and market system dynamics. I use multiple methods to reveal the benefits and consequences of technology-enabled actor-networks, including privacy and power implications.

Publications

Anderson K.C., Freybote, J., & Manis, K. T. (2022), "The Impact of Virtual Marketing Strategies on the Price-TOM Relation," *The Journal of Real Estate Finance and Economics*. (ranked A, ABDC journal list)

*** Winner of Jane K. Fenyo Best Student Paper Award at AMS (2020)**

Anderson, K. C., & Laverie, D. A. (2022). In the Consumers' Eye: A Mixed-Method Approach to Understanding How VR-Content Influences Unbranded Product Quality Perceptions. *Journal of Retailing and Consumer Services*, 67, 102977. (ranked A, ABDC journal list)

Mitchell, C., Anderson, K.C., Laverie, D.A., & Hass, A. (2021). Distance Be Damned: Creating Social Presence in a Pandemic Constrained Environment. *Marketing Education Review*. 1-7.

Hass, A., Laverie, D.A., and Anderson, K. (2020). 'Let's be Independent Together': Enabling Student Autonomy with Team Based Learning Activities in a Flipped Class. *Marketing Education Review*. 1-7.

Anderson, K. C., Knight, D. K., Pookulangara, S., & Josiam, B. (2014). Influence of Hedonic and Utilitarian Motivations on Retailer Loyalty and Purchase Intention: A Facebook Perspective. *Journal of Retailing and Consumer Services*, 21(5), 773-779.

Reynolds, J. S., Sullivan, P., & Cours, K. (2003). Family Friendly Entertainment Venues: To Whom are their Web-sites Marketed, *e-Review of Tourism Research*, 1 (4).

Grants and Scholarships

James R. Webb ARES Foundation Travel Grant (\$1,750)	2020
Matterport Research Grant (\$7,200)	2019
Women and Children's Health Services (\$12,720), <i>PI: K. Frias, Co-PIs: D. Popovich and K. C. Anderson</i>	2019
Rawls COB Ph.D. Student Research Grant Award, funded by J.B. Hoskins Professorship (\$950)	2019
Rawls COB Ph.D. Student Research Grant Award (\$2,320)	2018
Texas Tech University CH Foundation Fellowship (\$91,000)	2017-present
Texas Tech University Jerry S. Rawls Scholarship (\$8,000)	2017-present

Select Research in Progress

"Technology has Agency Too! Elevating Technology's Value Cocreation Role in a Service Ecosystem" with Hans Hansen and Debra A. Laverie

Under 2nd Review at the Journal of Business Research

Funding: Rawls COB Ph.D. Student Research Grant Award

***Winner of Franco Nicosia ACR Competitive Paper (2019)**

"#SocialMediaWellness: Exploring a Research Agenda for Healthy Social Media Consumption" with Breanne Mertz, Ashley Hass, Timothy Kaskela, & Louis J. Zmich

Under review at Journal of Consumer Behavior

***Winner of Future Trends in Consumer Behavior Track Best Paper at Winter AMA (2022)**

"Social Media Curricula: Adding Wellness to the Topic List" with Louis J. Zmich, Ashley Hass, & Breanne Mertz

"The Role of Resourceness in Tension Formation in Low-Control Service Ecosystems" with Anastasia Thyroff

"Media Technology Market Emergence: Imagination within the Sociotechnical Imaginary" with Markus Giesler

"Optimizing 3D Museum Experiences" with Karen Stendal & Debra A. Laverie

University Service

Member of Innovative Learning Spaces Committee

Spring 2021 - present

Course Co-Coordinator with Dr. Esta Shah (MKTG 302 – Marketing Concepts)

Fall 2021 - present

Academic Discipline Service

Ad Hoc Reviewer

Journal of Service Marketing	2022-present
Journal of Consumer Research	2021-present
Marketing Education Review	2021-present
Journal of Business Research	2020-present
Journal of Retailing and Consumer Services	2018-present

Social Media Manager

Association for Consumer Research (ACR) Conference	2022
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Conference Track Co-Chair

Macromarketing, with A. Thyroff	2022
SMA Conference, with A. Thyroff	2021

Session Chair

Winter AMA Conference - Service Provider and Consumer Response to Crisis	2021
Summer AMA Conference - Innovation	2020

Conference Reviewer

CCT Conference	2022
SMA Conference	2020, 2021
Summer AMA Conference	2019, 2020
AMS Conference	2020, 2021
Winter AMA Conference	2019, 2020, 2021

Conferences & Symposiums

Thyroff, A. and Anderson, K.C. (2022) "Courting Disaster: Managing Chaos in Experience Markets" to be presented July at the 2022 Consumer Culture Theory (CCT) Conference in Corvallis, OR.

Mertz, B., Hass, A., Anderson, K.C., Kaskela, T., and Zmich, L. (2022) "#SocialMediaWellness: Exploring a Research Agenda for Healthy Social Media Consumption" February at the 2022 Winter Conference of the American Marketing Association (AMA) Las Vegas, NV.

***Winner of Future Trends in Consumer Behavior Track Best Paper (2022)**

Bradley, T., Anderson, K.C., and Hass, A.M. (2021) "The Virtuous Cycle: Social Media Influencer's Potential for Kindness Contagion" presented November at the 2021 Society for Marketing Advances Conferences (SMA) Orlando, FL.

Thyroff, A. and Anderson, K.C. (2021) "I Wish They'd Stop Talking So I Could Hear the Music!! Exploring Resourcesness to Better Understand Consumer Identities, Values and Tensions" presented November at the 2021 Society for Marketing Advances Conferences (SMA) Orlando, FL.

Anderson, K.C., Hass, A.M., Laverie, D.A., Humphrey, W. (2021) "Branded Home: Working it Out in Capitalistic Spirituality" presented October at the 2021 Association for Consumer Research Conference (ACR) (virtual).

Hass, A.M., Anderson, K.C., and Mitchell, C. (2021) "Enabling Creative Small Business Innovation in a Crisis: Structured Abstract" presented at the 2021 Association of Marketing Science (AMS) (virtual).

Anderson, K.C. & Hass, A.M. (2021) "Super-Heroes at Your Service: How Business Communities Inspire Creativity to Mitigate Crisis" presented at the 2021 Winter Conference of the American Marketing Association (AMA) (virtual).

Anderson, K.C. & Manis, K.T. (2020). "Early Adoption of Innovative Media into Digital Marketing Strategies: The Radical Influence of Virtual Reality" presented at the 2020 Association of Marketing Science (AMS) in Coral Gables, FL (virtual).

*** Winner of Jane K. Fenyo Best Student Paper Award (2020)**

Anderson, K.C. & Laverie, D.A. (2020). "Signaling Product Quality with Virtual Reality? An Interpretation with Consumer-Perceived Marketing Media Innovativeness" presented at the 2020 Association of Marketing Science (AMS) in Coral Gables, FL (virtual).

Anderson, K.C. & Hass, A.M. (2020) "Super-Heroes at Your Service: Business Communities Inspiring Creativity to Mitigate Crisis" presented at the 2020 Society for Marketing Advances Conference (SMA) in Fort Worth, TX (virtual).

***Winner of Sharon Beatty Best Paper in Services Marketing (2020)**

Anderson, K.C. (2020). "New Media Technology: Market Emergence through Imagination Processes" presented at the 2020 Association for Consumer Research Conference (ACR) in Paris, France (virtual).

Anderson, K.C. (2020). "New Media Technology: Market Emergence through Imagination Processes" presented at the 2020 Summer Conference of the American Marketing Association (AMA) in San Francisco, CA (virtual).

Anderson, K.C. & Laverie, D.A. (2020). "Consumer-Perceived Marketing Media Innovativeness: Signaling Product Quality with Virtual Reality?" presented at the 2020 Summer Conference of the American Marketing Association (AMA) in San Francisco, CA (virtual).

Anderson, K.C., Hansen, H., & Laverie, D.A. (2020). "Following Virtual Reality Tours: A Model of Technology-Actor Value Creation and Destabilization" was invited to present in April at the 2020 American Real Estate Society (ARES) Fort Meyers, FL.

Anderson, K.C., Hansen, H., & Laverie, D.A. (2019). "The Path from Innovative Marketing Medium to Value-Creation: An Experience in Virtual Reality" presented at the 2019 Association for Consumer Research Conference (ACR) Atlanta, GA.
***Winner of Franco Nicosia ACR Competitive Paper (2019)**

Anderson, K.C. & Harmon, K.A. (2019). "Fear and Mourning in Identity Transformation: The Negotiation of Consumption and Disposal using Social-Media" poster presentation at the 2019 Association of Consumer Research Conference (ACR) Atlanta, GA.

Anderson, K.C. & Laverie, D.A. (2019). "Does Marketing Medium Innovativeness Act as a Signal for Product Quality to Drive Consideration?" poster presentation at the 2019 Summer Conference of the American Marketing Association (AMA) Chicago, IL.

Anderson, K.C. & Harmon, K.A. (2019). "Networked-Technology and Identity Development: The Rationalization of Disposal and Consumption" poster presentation at the 2019 Consumer Culture Theory Conference (CCT) Montreal, QC, Canada.

Anderson, K.C. (2019). "The Path from Innovative Marketing Mediums to Value-Creation: An Experience in Virtual Reality" presented at the 28th Annual Robert Mittelstaedt Doctorial Symposium, Lincoln, NE.

Anderson, K.C. & Manis, K.T. (2018). "Assessing the Impact of Innovative Marketing Medium Implementation: The Role of Virtual Reality Content in Refreshing Digital Marketing Strategies" presented at the 2018 Summer Conference of the American Marketing Association (AMA) Boston, MA.

Anderson, K.C., Thomas, S.P., & Duhan, D.F. (2018). "The Influences of Country-of-Origin Retail Display and Product Attributes on Unit Sales" presented at the 2018 Summer Conference of the American Marketing Association (AMA) Boston, MA.

Anderson, K.C. & Manis, K.T. (2018). "Assessing the Impact of Innovative Marketing Strategy Implementation: Is Virtual Reality Content the New Reality for the Real Estate Industry?" poster presented at the 2018 TTU Graduate Student Research Poster Competition, Lubbock, TX.

***Interdisciplinary Studies Runner-Up**

Anderson, K.C., Knight, D., Pookulangara, S., & Josiam, B. (2014). "Motivations for Consumer Intention to Purchase from Facebook Retailers" presented at the 2014 Annual Conference of the American Collegiate Retailing Association (AMA/ACRA) Dallas, TX.

Invited Talks

"#SocialMediaWellness: Exploring a Research and Pedagogical Approaches for Healthy Social Media Consumption" presented at the Stukent Digital Summit Virtual Conference (2022).

“3D Tours: Innovativeness and Product Quality Perceptions for Property Promotion” presented at Matterport Headquarters, Sunnyvale, CA (2019).

“Servicing Customers While Searching for the Holy Grail” presented at the Digital Analytics Association Symposium (DAA) Austin, TX (2016).

“Delivering Insights to Drive Strategy in an Omni-Channel Environment” presented at the Digital Analytics Association Symposium (DAA) Austin, TX (2015).

Teaching Experience

Instructor – College of Charleston School of Business

MKTG 302 Marketing Concepts, Fall 2021, Spring 2022, Fall 2022

MKTG 330 Advertising, Spring 2022

MKTG 360 Advanced Social Media Marketing, Maymester 2022, Fall 2022

MKTG 499 Bachelors Essay, Spring 2022, Fall 2022

Instructor – Rawls College of Business (COB), TTU

Social Media Marketing Independent Study, Spring 2021

Digital Marketing, Fall 2020

Integrated Marketing Communications, Fall 2019, Spring 2020, Spring 2021

Course Development

Digital Marketing (course redesigned and teaching Fall 2020)

Integrated Marketing Communication/Advertising (course redesigned and taught Fall 2019, Spring 2020)

Social Media Marketing (course developed for [TEACH](#) program, redeveloped for CofC for 2022)

Teaching Development

Online Education Certificate *Fall 2021, College of Charleston*

Advising 101 Training *October 2021, College of Charleston*

[TEACH](#) Fellow 2019-2020, *Texas Tech University*

[Groundwork Program](#) *Summer 2019, Texas Tech University*

Practicum in Higher Education for Business *Fall 2018, Texas Tech University*

Other Teaching Experience

Instructional Development Consultant – Graduate School, TTU, 2020-2021

Support and guide graduate students across disciplines related to their development as instructors in academia and industry. Lead workshops including: Creating Engagement in the Digital Classroom, Banishing Pedagogy: Teaching Adult Learners, and Fostering Diversity and Racial Equity in the Classroom

Guest Lecturer

Strategic Narrative in Place Making (Social Media Research), CofC, Spring 2022

International Marketing (Brand and Product Decisions), Rawls COB, Summer 2019

Market Research (T-Tests), Rawls COB, Fall 2018

Market Research (Secondary Data), Rawls COB, Fall 2017, Fall 2018

Consumer Behavior (Consumer Research in Retail), Texas State University, Spring 2014

Teaching Assistant

Consumer Behavior Research (masters-level), Rawls COB, Fall 2020

Practicum in Higher Education for Business (doctoral-level), Rawls COB, Fall 2020

Introduction to Marketing, Rawls COB, Summer 2020

Personal Selling, Rawls COB, Spring 2019
Market Research, Rawls COB, Fall 2017, Fall 2018
International Marketing, Rawls COB, Fall 2017, Spring 2018, Summer 2019

Corporate Training

CRM 101, Golfsmith International, Spring 2016

Volunteer

Mentored middle-school students aiming to be first-generation college students, [AVID Program](#), Houston ISD, 2008-2009

Undergraduate Lab and Grant Assistant

Supported multiple faculty with courses taught and academic research, College of Merchandising, Hospitality & Tourism, UNT, 2001 – 2002

Research Training and Development

NSF CAREER Workshop, College of Charleston, Spring 2022
Writers Retreat, College of Charleston, Fall 2021; Winter 2021, Spring 2022, Summer 2022
Seminar in Canon of Classics, Odense Denmark (virtual), Fall 2020
Crafting High Quality Qualitative Research Short Course, [CARMA](#), Summer 2020
Thesis and Dissertation Boot Camp, Texas Tech University, Summer 2020
Contemporary Social Theory (audit), Texas Tech University, Spring 2020
Graduate Writing Group, Texas Tech University, Fall 2018 - Fall 2020
Seminar in Qualitative Methods and Research Design, Lille France, Fall 2019
Qualitative Data Analysis Workshop, Montreal QC Canada, Summer 2019

Media

[“Four Jerry S. Rawls Excellence in Undergraduate Teaching Award Recipients Announced”](#) Rawls College News, September 21, 2021
[“Imagining the Future of 3D Tour Tech for Real Estate Photographers”](#) WGAN-TV interview, April 28, 2021
[“Are virtual tours worth it?”](#) TeleportMe Virtual tours interview, January 28, 2021
[“Virtual Tour Super-Heroes at Your Service”](#) WGAN-TV interview, November 18, 2020
[“Team of Rawls Researchers Honored with Best Paper Award”](#) Rawls College News, December 4, 2019
[“Student Explores the Influence of 3D Home Tours on Consumer Behavior”](#) Rawls College News, July 12, 2019

Professional Experience

Principal Consultant	Anderson Consumer Consulting		2017-present
Austin Chapter Lead	Digital Analytics Association	Austin, TX	2016 – 2018
Director of CRM & Insights	Golfsmith Inc.	Austin, TX	2014 – 2017
Sr. Manager II - Consumer Insights	Walmart	Bentonville, AR	2012 – 2014
Director of Database Marketing	Stage Stores	Houston, TX	2006 – 2012
Assistant Buyer	Stage Stores	Houston, TX	2004 – 2006
Wholesale Showroom Manager	Joseph Ribkoff	Dallas, TX	2004
Assistant Manager	Terry Costa	Dallas, TX	2003 – 2004
In-Store Marketing	Sears	Denton, TX	2002 – 2003

Professional Affiliation Membership

American Marketing Association (AMA)	Consumer Culture Theory Consortium (CCT)
Association for Consumer Research (ACR)	Society for Marketing Advances (SMA)
Association of Marketing Science (AMS)	Macromarketing

Honors and Awards

- Future Trends in Consumer Behavior Track Best Paper (AMA-Winter, 2022)
- Jerry S. Rawls Excellence in Undergraduate Teaching Award (2021)
- Helen DeVitt Jones Excellence in Graduate Teaching Award (2021)
- Member of Beta Gamma Sigma (inducted 2021)
- Jane K. Fenyo Best Student Paper Award at AMS (2020)
- Sharon Beatty Best Paper in Services Marketing at SMA (2020)
- AMA DocSIG Spotlight (2020)
- Rawls COB Marketing Doctoral Student Excellence in Research Award (2020)
- AMA Sheth Doctoral Consortium Fellow (2020), representing Schulich School of Business, York University
- American Marketing Society Doctoral Consortium Fellow (2020)
- Franco Nicosia ACR Competitive Paper Award (2019)
- Society of Marketing Advances Doctoral Consortium Fellow (2019)
- Texas Tech [TEACH](#) Fellow (2019-2020)
- Texas Tech Graduate Writing Fellow (2018-2020)
- Texas Tech Graduate Poster Competition - Interdisciplinary Studies Runner-Up (2018)
- DM News Marketing & Tech Innovation Award - Analytics Innovation (2016)
- Compass Insights Award (Walmart, 2013)
- Member of Phi Kappa Phi honor society (inducted Fall 2011)
- Associate of the Quarter (Stage Stores, Q2 2008)
- Who's Who Among American College and University Students (Spring 2003)
- President of Merchandising, Incorporated (University of North Texas; 2002-2003)
- Dean's List Student (University of North Texas; 2001 - 2003)