G. BRINT RYAN
COLLEGE OF BUSINESS
Department of Marketing

Welcome to the Fall 2026 Department of Marketing Newsletter. This issue is a must read for everyone connected with our department of marketing at the University of North Texas. This year commemorates 250 years of America's independence from Britain making this year an important occasion to pause and appreciate our accomplishments since 2021 when we became a full fletched department once again. The department is working towards raising the bar in all areas of our activities including quality teaching, quality research, and quality service as we work tirelessly to educate and inspire our students to assume leadership roles in the business community and the society at large.

I am delighted to announce that our application for the Professional Selling Center (PSP Center) has been approved by the Dean pending the final approval from the Provost Office. The Center will serve as a center of excellence in sales and marketing education, and, in particular, executive education and cutting-edge research for all our stakeholders. Additionally, the Center will serve as a leading voice to formalize the department's continued and successful relationship with our revered Industry Partners and the business community within the Dallas Fort-Worth Metroplex.

I am also pleased to confirm that our much-anticipated master's in marketing Analytics will commence in Fall 2027 under the auspices of the Master of Business Analytics with marketing specialization. Finally, I am happy to say that an internship is now mandatory for all marketing students. Worth noting is that, for all these years, the Professional Selling Program has had all PSP students undertake a paid internship as a mandatory component for graduation. Thank you to all faculty members and staff, students, and industry partners for your continued support and leadership throughout the years

- Dr. Charles Blankson, Department Chair

BEST GRAD SCHOOLS
U.S.News & WORLD REPORT
BUSINESS
MARKETING
2026

The UNT Marketing Department was ranked among the top 150 graduate schools in the Nation by U.S. News.

Professor Terrence Suber proudly wearing his UNT Department of Marketing jacket.



UNT Professional Selling Program Fall 26 Bootcamp

On August 17th, 2026, the UNT Marketing Department's Professional Selling Program hosted its inaugural PSP Bootcamp to kick off the Fall 26 semester and welcome students. The program had 63 attendees in total, highlighted by its 8 Premier Industry Partners.









UNT Professional Selling Program "Gary Walston" Industry Partners Day

The Marketing Department's Professional Selling Program held its Fall 25 and Spring 26 Professional Selling Program "Gary Walston" Industry Partners Day. Company executives, sales managers, PSP UNT alumni, and current PSP students came together for panel discussions and a robust career fair. The Department of Marketing is grateful to our industry partners for their generosity and continued support of the Professional Selling Program.













Gary Walston visits Professional Selling Program Cohorts



We were honored to have Gary Walston, RCOB Advisory Board Member and industry leader, share his time, insights, and expertise with our students. He met with the Professional Selling Program cohorts 25 and 26. We appreciate Gary's continued commitment to UNT and the G. Brint Ryan College of Business.







The AMA student Chapter under the UNT Marketing Department hosted guest speaker Monica Hayes. Monica has spent over 20 years across the packaged goods and food service industries, in various key leadership roles at global, national, and regional levels. Her experience spans across finance, revenue growth management, operations, and general management. She is currently the Vice President of U.S. Operations for the McDonald's Corporation. McDonald's is a global brand worth 40K restaurants worldwide and $25B in revenue. Monica is responsible for franchise leadership, people development, and running great restaurants to deliver QSVC (quality, service, value, and cleanliness) to consumers every day. Prior to this, Monica led large global and U.S.-based teams at the Coca-Cola Company.





UNT American Marketing Association Student Chapter

The UNT American Marketing Association Student Chapter attended the AMA International Collegiate Conference. Students and advisors from around the world gathered in New Orleans for the conference and student competitions. The conference was a great opportunity for the next generation of marketers to make professional connections in the marketing field, learn and grow skills, and compete in marketing competitions. The UNT AMA chapter was named one of the top 25 AMA chapters of the year, led by faculty advisor Dr. Dexter Purenll. Dr. Purnell has recently joined another university in his hometown of North Carolina.



The American Marketing Association (AMA) is the world's largest and most comprehensive professional marketing society. It has more than 45,000 members worldwide in 92 countries and 500 chapters (professional and collegiate) throughout North America. The AMA is the only organization that provides direct benefits to marketing professionals in both business and education and serves all levels of marketing practitioners, educators and students.

American Marketing Association Awards

Please join us in congratulating **Shelby King**, the recipient of the 2026 AMA DFW Collegiate Marketer of the Year Award!

A senior marketing student at the University of North Texas and President of UNT's American Marketing Association chapter, Shelby has already demonstrated an incredible passion for storytelling, creativity, and leadership.

Through her work revitalizing the UNT AMA chapter, launching mentorship initiatives, and creating hands-on professional development opportunities for fellow students, Shelby has made a lasting impact on both her campus and peers.

Beyond campus, Shelby has gained real-world marketing experience through her work in social media, merchandising, content creation, and brand storytelling with Flea Style and Wide Brim — blending creativity with execution in a way that truly sets her apart. ✨







Marketing faculty engage future Mean Green students at UNT Fall and Spring preview

Dr. Thuy Nguyen and Dr. Trond Bergestuen from the Department of Marketing proudly represented our department at UNT Fall Preview, a university-wide open house event designed for high school juniors, seniors, and transfer students exploring their academic options. Throughout the sessions, they engaged with prospective students and their families, answering questions about the marketing major and minor, available courses, career opportunities in marketing, and the fundamentals of the field. Many students were curious about what marketing entails, the role of data in marketing strategies, how digital marketing is transforming the industry, and what skills are needed for success in different marketing careers.

Department Chair Charles Blankson, alongside Professor Chanchal Tamrakar, represented the Marketing Department during the UNT Spring 26 preview.











UNT Best Practices Conference and Campus Expo

Dr. Chanchal Tamrakar attended UNT's Best Practices Conference and Campus Expo on behalf of the Marketing Department. The Employer Best Practices Conference & Campus Partner Expo was hosted by the Career Center at the Union on August 7 , 2026. The conference was held for the benefits of the employer and was designed to enhance their recruiting experience at UNT. Career Center presented the best practices on using HandShake and other tips to engage with students.

" I was present as a Marketing Department representative to connect with recruiter participants. I attended the luncheon and chatted with the attendees of the conference for about an hour, discussing the course, internship opportunities, recruitment, and exchanged contact information." -Dr. Tamarakar







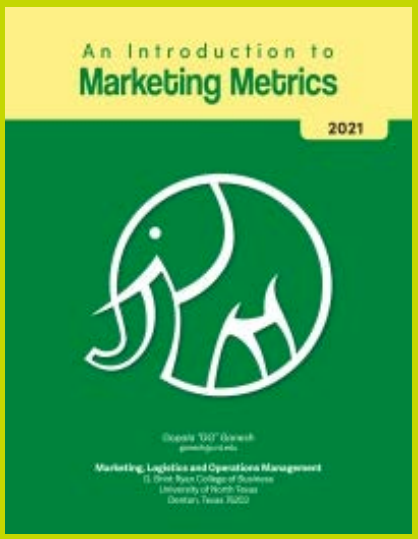
Dr. Gopala Ganesh increases Student Access to “An Introduction to Marketing Metrics” Textbook

Dr. Gopala “GG” Ganesh has completed a project that makes his An Introduction to Marketing Metrics textbook more accessible to all students!

“This project provides students with textbook access via Canvas, eliminating the need for textbooks for the undergraduate class MKTG 3700 Marketing Metrics and its graduate version, MKTG 5240 Marketing Metrics for Managers.” - Dr. Ganesh

Starting Fall 2026, students in these classes will be able to access a single Canvas page for each chapter that includes the chapter text, cases, and video solutions. This will enable students to access each chapter's materials more conveniently and save them 50-60% on the cost of mandatory class resources. The link to the chapter, each of its cases, and their solution videos are also tracked by Canvas, resulting in accurate, real-time data on student access for further analysis and future enhancements to the class.







The UNT Marketing Department hosted guest speaker Dr. Rajesh Bagchi. His research has been published in premier journals, including the Journal of Consumer Research, the Journal of Marketing, and the Journal of Marketing Research. Dr. Bagchi serves as Co-Editor for the Journal of Consumer Psychology and has served as an Associate Editor for several journals. Dr. Bagchi is consistently ranked among the Top 30 most productive scholars worldwide and is the recipient of several prestigious awards, including the Society for Consumer Psychology's Early Career Award in 2015, and was named a Marketing Science Institute Young Scholar in 2013 and Scholar in 2021. During his visit, Dr. Bagchi shared his latest research and his perspective on navigating the review process.

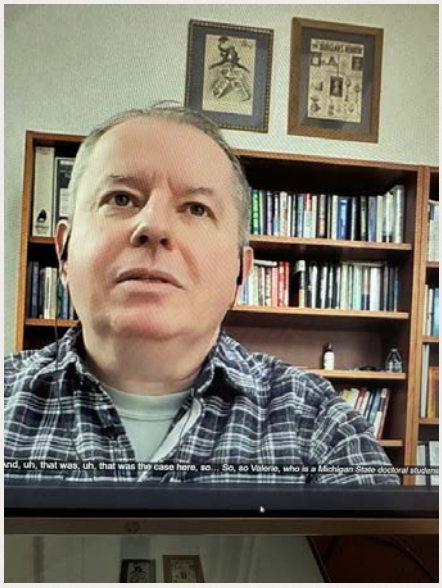


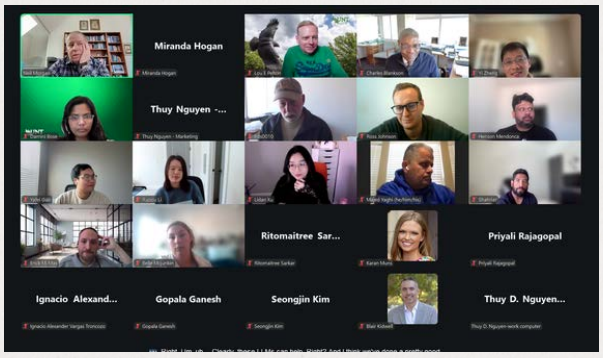


Dr. Neil Morgan Marketing Webinar

The UNT Marketing Department hosted a guest speaker webinar by Dr. Neil Morgan. Dr. Morgan is currently the Welch Family Professor at the University of Wisconsin School of Business. He previously taught at the Kelley School of Business, Indiana University; the University of North Carolina at Chapel Hill; and the Judge Business School, Cambridge University, in the UK. He is one of the pioneers of the academic study of firms' marketing capabilities, publishing multiple research papers linking such capabilities with firms' financial performance, and has worked with several organizations to help them plan and build improved marketing capabilities. He is an Associate Editor of the Journal of Marketing (JMI and Area Editor for the Journal of the Academy of Marketing Science (JAMS). He also has multiple publications in the Journal of Marketing, Marketing Science, Journal of the Academy of Marketing Science, Harvard Business Review, Journal of Operations Management, Strategic Management Journal, and the International Journal of Research in Marketing.





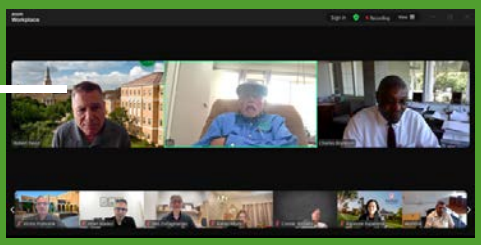


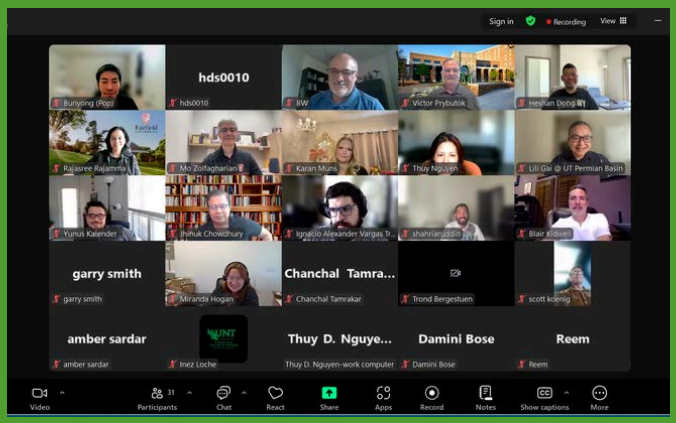
Inaugural Alumni Reunion

The UNT Marketing Department hosted its inaugural Ph.D. Alumni reunion via Zoom on September, 26, 2025. We opened with music from the UNT O'Clock Jazz band while Sixty-three alumni and faculty members came together to share the progress they have made post-graduation. All alumni benefited from Dr. Blair Kidwell's encouragement and the important tips on targeting top journals, as well as from Dr. Lou Pelton's words of wisdom and encouragement. On behalf of the Department, we thank Ms. Inez Loche, Drs. Robert Pavur and Victor Prybutok for attending the reunion and giving their ecouraging speeches.









UNT | G. BRINT RYAN COLLEGE OF BUSINESS Department of Marketing



TAMS Students attend the Association of Marketing Theory & Practice Conference

Department Chair Charles Blankson attended the Association of Marketing Theory & Practice Conference to present research conducted in collaboration with UNT TAMS students, Wendy Chen and Aditi Puri. (Not pictured.) The Texas Academy of Mathematics and Science (TAMS) at the University of North Texas (UNT) is the nation's first early college entrance residential program for gifted high school-aged students. TAMS students withdraw from their high schools and enter the world of university education at UNT. While mentored by faculty at UNT, TAMS students tackle complex, real-world problems, working on solutions and breakthroughs in fields ranging from healthcare to energy consumption. TAMS at UNT serves as an important pipeline for STEM education, nurturing the next generation of innovators.



AMTP
ASSOCIATION OF MARKETING THEORY & PRACTICE

2025 AMA Marketing and Public Policy Conference

The UNT Marketing Department attended the 2025 AMA Marketing and Public Policy Conference in Washington, D.C. Pictured below are Dr. Ignacio Vargs, Dr. Thuy Nguyen, and Dr. Francisco Guzman. At the 2025 event, attendees explored marketing and policy discussions and collaborations, focusing on building and enhancing resilience to the multiple adverse trends that democratic societies face. These challenges create a fragmented and ever-changing landscape, putting pressure on a key mechanism for societal well-being: collective action and collaboration between governance, corporate, and civil society actors.





2026 ACME Conference and Alumni Meetup in Dallas, Texas

The UNT Marketing Department attended the 2026 Association of Collegiate Marketing Educators conference. In attendance were several UNT Marketing Alumni who hold leadership positions within the Association of Collegiate Marketing Educators. The Association of Collegiate Marketing Educators (ACME) is a non-profit corporation with the mission to advance marketing education, marketing research, and development of marketing faculty, so as to improve the effectiveness of marketing education as preparation for the practice of marketing. ACME offers a variety of awards each year, including awards for Outstanding Educator, Distinguished Paper, Best Paper in Track, ACME Teaching Innovation Competition and Award, and the Lou E. Pelton Emerging Scholar Award. Named after UNT Marketing Faculty member Dr. Lou E. Pelton. Department alumni Dr. Rajasree Rajamm, Dr. Lily Ye, Dr. Gina Tran, Dr. Atefeh Yazdanparast, Dr. Yolanda Obaze and Dr. Sua Jeon were also in attendance.















ACME
Association of Collegiate Marketing Educators

Dr. Ted Ferris II's Retirement

Unt recently celebrated Dr. Ted Farris II's retirement. Dr. Farris was one of our warmest colleagues when our departments (the Marketing Department and the Supply Chain Management Department) were a single department called the Department of Marketing, Logistics, and Operations Management.

In the attached photo, you will see our department's former chair, the beloved Dr. Ron Hasty (Rtd), who proposed that logistics be part of the Department of Marketing and then worked to formally launch the Department of Marketing and Logistics. Also in the photo are our beloved Dr. Gopala Ganesh, Ms. Beverly Farris, and Dr. Ted Farris II himself.

Dr. Ted Farris II joined the UNT faculty in 1997 to help grow the Professional Program in Logistics, which is now ranked 22nd globally. He was a Austrian-American Fulbright Scholar resident at the Fachhochschul Studiengang Produktions- und Managementtechnik in Steyr, Austria. Dr. Farris received a B.S. in Business Administration and a Certificate in City and Regional Planning from Arizona State University, an M.B.A. in Materials Logistics Management from Michigan State University, an M.A.B.A., and a Ph.D. from The Ohio State University, concentrating in Business Logistics and Management Information Systems. Prior to pursuing his Ph.D., Dr. Farris was employed by the IBM Corporation and the Intel Corporation. His industry experience includes Purchasing, Traffic, New Logistics Development, Materials Systems, and Inventory Planning and Control. Dr. Farris' research interests are Supply Chain Mapping, Disruptions in the Supply Chain, Cash-to-Cash, and Transportation regulation.



Marcus Evans University Leadership Summit

The Marketing Department's Professor Audhesh Paswan was invited to attend the University Leadership Summit hosted by Mark Evans. There, he participated in the following panel sessions:

1. Leadership and Strategic Planning during disruption – preparing for an uncertain future.
2. Reclaiming the narrative: Defining the value proposition of higher education.

The University Leadership Summit is an invitation-only, premium event that brings university executives and innovative suppliers and solution providers together. The Summit's content aligns with key educational challenges and interests, relevant market developments, and practical, progressive ideas and strategies adopted by successful pioneers.



Audhesh Paswan
Former Vice Provost and Dean
University of North Texas at Frisco

BIO

Reclaiming the Narrative: Defining the Value Proposition of Higher Education

Public confidence in higher education continues to decline. This erosion stems from concerns over rising tuition costs, perceived political biases and doubts about the practical value of degrees in today's job market . To address these challenges, institutions have been exploring different strategies. This session will examine how institutions can more effectively define, measure and communicate their value proposition in a rapidly evolving social and political landscape.

- Aligning academic programs with workforce needs
- Increasing transparency on tuition, outcomes and return on investment
- Strengthening community and industry partnerships

Oxford University Reputation Symposium, 2025

The Department's own Dr. Dexter Purnell attended Oxford University's 2025 Reputation Symposium. He presented his paper "I'm a little bit hip-hop and a little bit country: music authenticity, perceived brand authenticity, and intention to purchase" during the Experiments in Social Evaluation Research session. This session showcased research using a variety of experimental designs to study social evaluations.





Dr. Thuy Nguyen Promotion

Congratulations to Dr. Thuy Nguyen on her promotion to Clinical Associate Professor and for recieving the UNT Innovation in Teaching Award for FY 2026.





PhD Department Updates

UNT Marketing Ph.D. students Amber Sardar and Ritu Sarkar were awarded the ACR-Sheth Foundation Dissertation Award. The ACR-Sheth Foundation Dissertation Awards are intended for dissertations in the areas of public purpose or cross-cultural research. The Sheth Foundation supports organizations and events aligned with its goal of promoting the development and recognition of scholars and marketing scholarship globally. This Award allowed both students to attend the Association for Consumer Research conference held in Washington, D.C.





SHETH FOUNDATION

Spring 2026 Marketing PSP Graduates





Ph.D. Graduate Joins the University of Chile

Recent UNT Marketing Doctoral Graduate, Dr. Ignacio Vargas, joined the University of Chile as an Assistant Professor. The University's marketing academic area comprises scholars who graduated from top doctoral programs in the U.S. and Europe and have published in the most prestigious marketing journals in recent years, including Marketing Science, Journal of Marketing Research, Management Science, and Quantitative Marketing and Economics. We are so excited for him to venture out post-graduation and make UNT proud.



UNIVERSIDAD DE CHILE

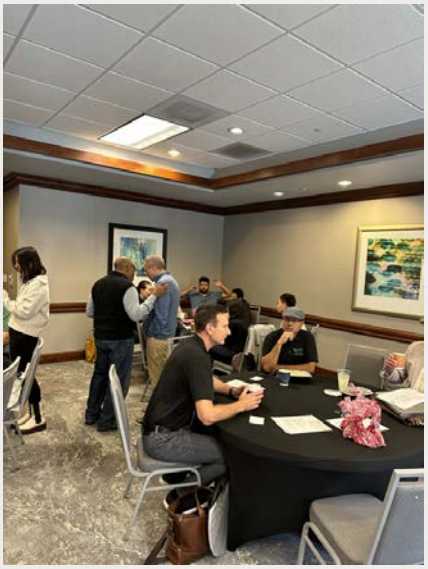


Spring 2026 Guest Speakers

Date	Guest Speakers	Title	Company	Visit Outcome/Scope
8/28/2026	Andres Zorrilla (PSP 1)	Service Elite Business Manager	Ford Motor Company	B2B sales career advice
9/9/2026	Diana Gats	Business Advisor	VPT Enterprise, LLC	LinkedIn Profile Optimization
10/14/2026	Leah Scoggins Jarrett Grier (PSP	Vice President-Talent Ops.	Higginbotham Fastenal	Judging planning project
10/16/2026	Alexis Kemp Olise Atenaga	College Recruiter Director of Human	Gartner Premier Trailer	Judging planning project
12/2/2026	Andrew Tina (PSP 11)	Conference Sales Executive	Gartner Lenovo	Early career advice
9/9/2026	Alexis Peery	Content and Analytics	Levi's Strauss	Consumer markets Buyers' behavior
0/16	Travis Ohl	Marketing Director	Nebraska Furniture Mart	Omni-channel and the consumer
10/7/2026	John Sattem	Founder & CEO	Sattem Solutions LLC	Pricing, understanding and
10/14/2026	Hailey Smith (PSP 19)	Creative Experience	Andrews Distributing	Marketing Channels:
10/21/2026	Al Reid	Managing Director	Saatchi & Saatchi	Advertising and PR
11/11/2026	Zack Mahan	Executive Vice President	DOCUmation	Creating Competitive
12/2/2026	Mike Bateman	Managing Director, Sales	Higginbotham	Sustainable Marketing: Social

Marketing Faculty/Staff Retreat-02/13/2026











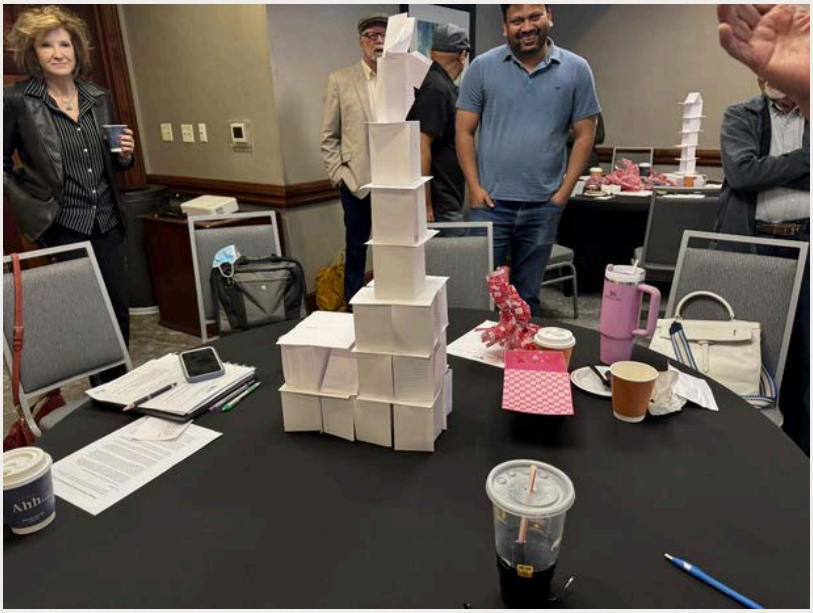



B2B Sales Research- WIP















Department of Marketing Faculty Publications [2023-2026]

Dr. Kenneth Thompson, Professor of Marketing

Schibik, A., Strutton, D., Thompson, K. N. (2025). Hidden-in-plain-sight: validating assortative selection processes inside consumer-to-consumer exchanges. European Journal of Marketing. https://doi.org/10.1108/ejm-06-2023-0498

Conde, R., Prybutok, V. R., Thompson, K. N. (2024). Inside Sales Managers' Utilization of Cultural Controls as Part of a Sales Control Portfolio to Enhance Overall Sales Performance. Journal of Business and Industrial Marketing, 39(2), 273-287.

Schibik, A., Strutton, H. D., Thompson, K. N. (2023). Investigating Assortative Mating Processes Inside Internet-Dating-Service Settings. Journal of Services Marketing, 37(4), 431-445.

Conde, R., Prybutok, V. R., Thompson, K. N. (2023). The Moderating Role of Cultural Controls on the Relationship Between Traditional Formal Sales Controls and Inside Salesperson Performance. Journal of Business & Industrial Marketing, 38(3), 622-636.

Schibik, A., Strutton, H. D., Thompson, K. N. (2022). What Makes a Product Vintage? Investigating Relationships between "Consumer Pastness," Scarcity, and Purchase Intentions toward Vintage Products. European Journal of Marketing, 56(7), 1830-1855. https://doi.org/10.1108/ejm-02-2021-0140

Thompson, K. N., Strutton, D., Mims, T. C., Bergestuen, T. (2022). The impact of sales controls on manufacturers' agents' tactical decisions: The mediating role of inter-organizational climate. Journal of Business and Industrial Marketing, 37(6), 1222-1240.

Bergestuen, T., Thompson, K. N., Strutton, H. D. (2022). Principal-Independent Manufacturers' Representative Relationships: Review, Synthesis, Directions for Future Research. Industrial Marketing Management, 102, 421-437.

Books

Thompson, K. N., Strutton, H. D. (2026). Foundations of Marketing Practice: An Applied Approach 5e. Dubuque IA: Kendall Hunt

Thompson, K. N., Strutton, H. D. (2023). Foundations of Marketing Practice: An Applied Approach 4e. Dubuque IA: Kendall Hunt.

Thompson, K. N., Strutton, H. D. (2026). Applied Marketing Management: Text and Cases. (Updated). Dubuque, IA: Kendall Hunt.

Thompson, K. N., Strutton, H. D. (2023). Applied Marketing Management: Text and Cases. Dubuque, IA: Kendall Hunt.

Department of Marketing Faculty Publications [2023-2026] Continued

Dr. Yi Zheng, Assistant Professor of Marketing

Jiang, F., Zheng, Y., Liao, H. Y., Miao, F., Zhao, Y., & Jiang, C. (2025). From Exploration to Maintenance: How Career Stages Influence the Effectiveness of Sales, Service, and Sales-Service Ambidextrous Activities. Journal of Business-to-Business Marketing, 1-23.

Liu, D., Zheng, Y., Miao, F., & Wang, G. (2025). Past, present, and future of sales control systems: A multi-method bibliometric analysis. Industrial Marketing Management, 130, 92-105.

Zheng, Y., Wang, Q., Wang, X., & Yang, Z. (2025). Contract frames and supplier learning. Organization Science, 36(4), 1625-1642.

Dr. Ross W. Johnson, Assistant Professor of Marketing

Johnson, R. W., Bhattacharya, A., Bauer, C., Runnalls, B., & Skiadopoulou, A. (2026). Balancing New Members and Non-members: Insights into the Impact of Loyalty Program Enrollments on Service Provider Performance. Journal of Service Research, 29(3), 464-483.

Harrison, D. E., Ajjan, H., Ferrell, O. C., Ferrell, L., Hochstein, B. W., & Johnson, R. (2025). Bridging the gap: aligning developers and managers in implementing AI ethics. Journal of Marketing Theory and Practice, 1-20.

Bhattacharya, A., Johnson, J., Faramarzi, A., Jindal, N., & Johnson, R. W. (2024). Marketing capability and the turnaround of financially distressed firms. Journal of the Academy of Marketing Science, 52(4), 1195-1215.

Guzman, F., Ahmad, F., & Johnson, R. W. (2024). What drives business-to-business brands to be conscientious?. Journal of Product & Brand Management, 33(1), 138-161.

Hochstein, B., Voorhees, C., Johnson, R., McCoy, N., & Mehrotra, V. (2024). Toward Healthier-B2B Relationships. Harvard Business Review, 103(7-8), 104-113.

Johnson, R. W., Voorhees, C., & Khodakarami, F. (2023). Is your brand protected? Assessing brand safety risks in digital campaigns. Journal of Advertising Research, 63(3), 205-220.

Department of Marketing Faculty Publications [2023-2026] Continued

Dr. David Strutton, Professor of Marketing

Atefeh Yazdanparast, Pramod Iyer, David Strutton (2026), “Can political advertisers win by “Breaking Good”? An augmenting/discounting principle perspective. Marketing Intelligence & Planning 1–20. 7/26).

Schibik, A., Strutton, D. and Thompson, K.N. (2025), "Hidden-in-plain-sight: validating assortative selection processes inside consumer-to-consumer exchanges", European Journal of Marketing, Vol. 59 No. 5, pp. 1195-1226. https://doi.org/10.1108/EJM-06-2023-0498

Schibik, A., Spears, N., and Strutton, D. (2024) "Investigating the art-infusion effects of vintage products”, Psychology & Marketing, Vol. 41 No. 11, pp. 2911-2933. https://doi.org/10.1002/mar.22092

Schibik, A., Strutton, D. and Thompson, K. (2023), "Investigating assortative mating processes inside Internet-dating-service settings", Journal of Services Marketing, Vol. 37 No. 4, pp. 431-445. https://doi.org/10.1108/JSM-09-2021-0331

Schibik, A., Strutton, D. and Thompson, K.N. (2022), "What makes a product vintage? Investigating relationships between “consumer pastness,” scarcity and purchase intentions toward vintage products", European Journal of Marketing, Vol. 56 No. 7, pp. 1830-1855. https://doi.org/10.1108/EJM-02-2021-0140

Dr. Thuy Nguyen, Clinical Associate Professor of Marketing

Nguyen, Thuy D., Chanchal Tamrakar, Majed Yaghi, Gopala Ganesh, Charles Blankson, Robert Pavur (2026). “From Perception to Participation: How DEI Performance Mediates University Student Ideology and Engagement.” Journal of Nonprofit and Public Sector Marketing, https://doi.org/10.1080/10495142.2026.2656229 (B)

Nguyen, Thuy D., Majed Yaghi, Gopala Ganesh, Charles Blankson, Audhesh Paswan, Robert Pavur (2024). “Diversity, Equity, Inclusion Initiatives and Service Brand Performance.” Journal of Product and Brand Management, https://doi.org/10.1108/JPBM-05-2023-4545 (A)

Department of Marketing Faculty Publications [2023-2026] Continued

Dr. Ruoou Li, Assistant Professor of Marketing

Yunlu Yin*, Ruoou Li*, and Yi Su^ (2025). "The Effect of Gender-Neutral Marketing on Consumer Attribute Preference," Journal of Marketing Research, 62(6), 1026-44.

Buechel, Eva C. and Ruoou Li (2023). Mysterious Consumption: Preference for Horizontal (Versus Vertical) Uncertainty and the Role of Surprise, Journal of Consumer Research, 49(6), 987-1013.

Dr. Chanchal Tamrakar, Clinical Assistant Professor of Marketing

Nguyen, T., Tamrakar, C., Yaghi, M., Ganesh, G., Blankson, C., & Pavur, R. (2026). From Perception to Participation: How DEI Performance Mediates University Student Ideology and Engagement. Journal of Nonprofit & Public Sector Marketing, 1–25. https://doi.org/10.1080/10495142.2026.2656229

Pyo, T., Tamrakar, C., Sisodiya, S., & Lee, J. Y. (2025). New Recommendation Agent to Identify Innovators Utilizing User-Generated Content. Journal of Applied Business and Economics, 27(3). https://doi.org/10.33423/jabe.v27i3.7646

Dr. Charles Blanson, Professor of Marketing

Dong, H. and Blankson, C. (2026). Exploring the Nature of Product Abuse in the Marketing Domain. Journal of Consumer Behavior, 1-17, https://doi.org/10.1002/cb. 70206.

Nguyen, T., Tamrakar, C., Yaghi, M., Ganesh, G., Blankson, C., & Pavur, R. (2026). From Perception to Participation: How DEI Performance Mediates University Student Ideology and Engagement. Journal of Nonprofit & Public Sector Marketing, 1-25.

Blankson, C., Boakye, K. G., Prybutok, V. R., Mahmoud, M. A., and Opare, G. (2026). Brands in Crisis: Customer Loyalty and Corporate Reputation. Marketing Intelligence & Planning, DOI. 10. 1108/MIP-07-2024-0508.

Mahmoud, A. M. and Blankson, C. (2026), "AI-driven Sustainable Agriculture in Reducing Environmental Impact: The Role of Market-Oriented Strategies," Management Research Review, 49(9), 1102-1122.

Department of Marketing Faculty Publications [2023-2026] Continued

Dr. Charles Blanson, Professor of Marketing (continued)

Kalafatis, S. P., Blankson, C., Boatswain, M. L., and Tsogas, M. H. (2025). Positioning Strategies in B2B Marketing: The Regulatory Focus Orientation. Journal of Business-to-Business Marketing, 32(4), 425-461, Doi: 10.1080/1051712X.2024.2411455.

Dong, H. and Blankson, C. (2025). Learning Process Challenges and Outcomes in the Fintech Domain. International Journal of Bank Marketing, Doi: 10.1108/IJBM-05-2024-0263.

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