

Dr. Jamie D. Hyodo
University of Nebraska-Lincoln
Marketing
(402) 472-6638
Email: jhyodo2@unl.edu

Education

Ph D, The Pennsylvania State University, 2016.
Major: Business Administration
Supporting Areas of Emphasis: Marketing
Dissertation Title: The Multiple Facets of Gratitude: Exploring the Effects of Salvation, Serendipitous, and Serene Gratitude on Consumer Behavior

MS, Queens University, 2011.
Major: Management (Marketing)

BA, University of Western Ontario, 2008.
Major: Honors Business Administration

Academic, Government, Military and Professional Positions

Academic

University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2016 - Present).

The Pennsylvania State University, Marketing Department, Smeal College of Business. (2011 - 2016).

Professional

The MIBRO Group, Toronto, Canada. (2007).

Performancesoft, Toronto, Canada. (2006).

Professional Memberships

Association for Consumer Research. (2011 - Present).

Society for Consumer Psychology. (2011 - Present).

Development Activities Attended

Conference Attendance, "Haring Symposium," Indiana University, Bloomington, Indiana. (2017).

Conference Attendance, "SCP Conference on Motivation, Emotion, and How They Interact," New York, New York. (2017).

Conference Attendance, "Society for Consumer Psychology Conference," San Francisco, CA. (2017).

Conference Attendance, "ACR Conference," Association for Consumer Research, San Diego, California. (October 2017).

Conference Attendance, Association for Consumer Research, Berlin, Germany. (October 2016).

Conference Attendance, "MARC Conference," University of Maryland. (April 2016).

Conference Attendance, "Society for Consumer Psychology Conference," St. Petersburg, Florida. (February 2016).

Conference Attendance, Association for Consumer Research, New Orleans, Louisiana. (October 2015).

Conference Attendance, "MARC Conference," Georgetown University. (April 2015).

Conference Attendance, "Society for Consumer Psychology Conference," Phoenix, Arizona. (February 2015).

Conference Attendance, "ACR Doctoral Consortium," Association for Consumer Research. (2014).

Conference Attendance, "Society for Consumer Psychology Conference." (2014).

Conference Attendance, "Society for Consumer Psychology Doctoral Consortium." (2014).

Conference Attendance, Association for Consumer Research, Baltimore, Maryland. (October 2014).

Conference Attendance, "MARC Conference," University of Virginia. (April 2014).

Conference Attendance, "Society for Consumer Psychology Doctoral Consortium." (2013).

Conference Attendance, "Society of Judgement and Decision Making Conference," Toronto, Ontario, Canada. (2013).

Conference Attendance, Association for Consumer Research, Chicago, Illinois. (October 2013).

Conference Attendance, "MARC Conference," Penn State University. (April 2013).

Conference Attendance, "Society for Consumer Psychology Conference," San Antonio, Texas. (February 2013).

Conference Attendance, Association for Consumer Research, Vancouver, British Columbia, Canada. (2012).

Conference Attendance, "ACR Doctoral Consortium," Association for Consumer Research. (2012).

Conference Attendance, "MARC Conference," University of Pittsburgh. (April 2012).

Conference Attendance, "Society for Consumer Psychology Conference," Las Vegas, Nevada. (February 2012).

Conference Attendance, "ACR Doctoral Consortium," Association for Consumer Research. (2011).

Conference Attendance, Association for Consumer Research, St. Louis, Missouri. (October 2011).

Workshop, "Ivey Case-Teaching Workshop," Richard Ivey School of Business, Western University, Canada. (2008).

Workshop, "Teaching at the University Level Workshop," University of Western Ontario, Canada. (2008).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MRKT 345, Market Research, 2 courses.

MRKT 399, Special Project, 1 course.

MRKT 426, Services Marketing, 4 courses.

MRKT 998A, Seminar in Special Topics; Qualifying Paper, 1 course.

Directed Student Learning

Doctorate (committee member)

Doctorate (committee member), Marketing. (May 2016 - Present).
Advised: Matthew Hall

Doctorate (committee member), Marketing. (May 2015 - Present).
Advised: Aditya Gupta

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Blanchard, S. J., Carlson, K. A., Hyodo, J. (2016). The Favor Request Effect: Requesting a Favor from Consumers to Seal the Deal. *Journal of Consumer Research*, 42(6), 985-1001.

Conference Proceedings

Hall, M., Hyodo, J. (2017). *Is My Failure Your Problem?: Examining Carryover Effects of Prior Consumer Failure on Customer Satisfaction*. San Diego, CA: 2017 ACR North American Conference.

Hyodo, J. (2017). *Is All Gratitude the Same? Developing a Gratitude Typology Based on Need and Agency*. New York, NY: SCP Boutique Conference on Motivation, Emotion, and How They Interact.

Hyodo, J., Meloy, M. G., Winterich, K. P. (2015). *When Pride and Gratitude Promote NWOM: How Specific Positive Emotions Affect Likelihood of Spreading Negative Word-of-Mouth*. Society for Consumer Psychology.

Hyodo, J., Bolton, L. (2014). *WWJD? The Effect of Religious Mindsets on Consumer Responses to Organizational Failures*. Association for Consumer Research.

Hyodo, J., Bolton, L. (2014). *WWJD? The Effects of Religious Mindsets on Consumer Response to Brand Failure*. Marketing Academic Research Colloquium, Georgetown University.

Hyodo, J., Winterich, K. P., Meloy, M. G. (2013). *Thank You: When and Why Expressions of Gratitude Enhance Consumer Satisfaction and Loyalty*. Association for Consumer Research.

Hyodo, J., Winterich, K. P., Meloy, M. G. (2013). *Thank You for Dining With Us - How Expressions of Gratitude from Organizational Representatives Affect Customer Satisfaction and Loyalty*. Society for Consumer Psychology.

Hyodo, J., LaBarge, M. (2012). *When a Thank You Doesn't Work: The Impact that Expressions of Gratitude from Organizations have on Consumer Attitudes*. Society for Consumer Psychology.

Hyodo, J. (2011). *Can Colours Make Me Happy? The Effects of Environmental Colour on Mood: A Meta-Analysis*. Association for Consumer Research.

Other

Hyodo, J., Grasby, E. (2010). *Monforte Dairy Company*. Ivey Publishing.

Hyodo, J., Grasby, E. (2009). *The Toronto Ultimate Club*. Ivey Publishing.

Presentations Given

Hall, M. (Presenter & Author), Hyodo, J. (Author Only), ACR North American Conference, "Is My Failure Your Problem?: Examining Carryover Effects of Prior Consumer Failure on Customer Satisfaction," Association for Consumer Research, San Diego, CA. (October 2017).

Hall, M. (Author Only), Hyodo, J. (Presenter & Author), "Is My Failure Your Problem?: Examining Carryover Effects of Prior Consumer Failure on Customer Satisfaction," University of Western Ontario. (October 2017).

Hyodo, J., SCP Boutique Conference on Motivation, Emotion, and How they Interact, "Is All Gratitude the Same? Developing a Gratitude Typology Based on Need and Agency," New York, NY. (June 2017).

Hyodo, J. (Presenter & Author), Garvey, A. (Author Only), Meloy, M. G. (Author Only), Abbey, J. (Author Only), "A Vessel for Vibes: How Previously-Owned Products Hold Emotional Residue," University of Kentucky, Louisville, KY. (April 2017).

Hyodo, J. (Presenter & Author), Albert Haring Symposium, "How Does Religion Affect Consumer Response to Brand Failure?," Indiana University, Bloomington, IN. (March 2015).

Hyodo, J. (Presenter & Author), Meloy, M. G. (Author Only), Winterich, K. P. (Author Only), Society for Consumer Psychology, "When Pride and Gratitude Promote NWOM: How Specific Positive Emotions Affect Likelihood of Spreading Negative Word-of-Mouth," Phoenix, AZ. (February 2015).

Hyodo, J. (Presenter & Author), Bolton, L. (Author Only), Association for Consumer Research, "WWJD? The Effect of Religious Mindsets on Consumer Responses to Organizational Failures," Baltimore, MD. (October 2014).

Hyodo, J. (Presenter & Author), Bolton, L. (Author Only), Marketing Academic Research Colloquium, "WWJD? The Effects of Religious Mindsets on Consumer Response to Brand Failure," Georgetown University. (May 2014).

Hyodo, J. (Presenter & Author), Winterich, K. P. (Author Only), Meloy, M. G. (Author Only), Association for Consumer Research, "Thank You: When and Why Expressions of Gratitude Enhance Consumer Satisfaction and Loyalty," Chicago, IL. (October 2013).

Hyodo, J. (Presenter & Author), Winterich, K. P. (Author Only), Meloy, M. G. (Author Only), Society for Consumer Psychology, "Thank You for Dining With Us - How Expressions of Gratitude from Organizational Representatives Affect Customer Satisfaction and Loyalty," San Antonio, TX. (February 2013).

Hyodo, J. (Presenter & Author), LaBarge, M. (Author Only), Society for Consumer Psychology, "When a Thank You Doesn't Work: The Impact that Expressions of Gratitude from Organizations have on Consumer Attitudes," Las Vegas, NV. (February 2012).

Hyodo, J. (Presenter & Author), Association for Consumer Research, "Can Colours Make Me Happy? The Effects of Environmental Colour on Mood: A Meta-Analysis," St. Louis, MO. (October 2011).

Awards and Honors

Fellow, Haring Symposium. (April 2015).

Georgetown Institute for Consumer Research Consumer Insights Challenge. (2014).

Paul F. Anderson Dissertation in Marketing Award, The Pennsylvania State University, Smeal College of Business. (2014).

SERVICE

Department Service

Coordinator, Mittelstaedt Doctoral Symposium. (August 2017 - Present).

Behavioral Lab Coordinator. (January 2017 - Present).

Reader, Second Year/Comprehensive Exam Paper Review. (May 2017).

College Service

Committee Member, Scholarship, Honors, & Awards. (August 2016 - May 2019).

Professional Service

Reviewer, Ad Hoc Reviewer, Journal of Business Ethics. (2017 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Consumer Psychology. (December 2016 - Present).

Reviewer/Discussant, Conference Paper, American Marketing Association Winter Educators' Conference. (2016 - Present).

Reviewer/Discussant, Conference Paper, Association for Consumer Research. (2011 - Present).

Reviewer/Discussant, Conference Paper, Society for Consumer Psychology (Winter). (2011 - Present).

Reviewer, Ad Hoc Reviewer, European Journal of Marketing. (2016).

Reviewer, Ad Hoc Reviewer, International Journal of Research in Marketing. (2016).

Trainee Reviewer, Journal of Consumer Research. (2014 - 2016).

Reviewer, Ad Hoc Reviewer, Society for Consumer Psychology (Summer). (December 6, 2016 - December 14, 2016).

Reviewer/Discussant, Conference Paper, American Marketing Association Winter Educators' Conference. (2014).