

## **Dr. Patricia F. Kennedy**

University of Nebraska-Lincoln  
Marketing  
(402) 472-3002  
Email: pkennedy1@unl.edu

### **Education**

Ph D, University of Oregon, 1990.  
Major: Marketing  
Supporting Areas of Emphasis: Psychology

MBA, University of Oregon, 1980.  
Major: Human Resource Management

BBA, University of Oregon, 1979.  
Major: Management

### **Professional Positions**

#### **Academic**

Associate Dean, University of Nebraska-Lincoln.

Associate Professor of Marketing, University of Nebraska-Lincoln. (September 1996 - Present).

Assistant Professor of Marketing, University of Nebraska-Lincoln. (September 1989 - August 1996).

Teaching & Research Assistant, University of Oregon. (1985 - 1989).

#### **Professional**

Account Executive, Montgomery Advertising Agency, Portland, Oregon. (1980 - 1985).

Office Manager, Portland Community College, Portland, Oregon. (1975 - 1977).

Assistant Convention Sales Manager, Walt Disney World, Buena Vista, Florida. (1971 - 1975).

### **Professional Memberships**

American Marketing Association Sports Marketing SIG. (2006 - Present).

Phi Beta Delta – International Honor Society. (2000 - Present).

Sports Marketing Association. (2000 - Present).

Alpha Kappa Psi - Business Fraternity. (1998 - 2009).

Beta Gamma Sigma – Business Honor Society. (1998 - 2009).

American Marketing Association. (1985 - 2009).

Association for Consumer Research. (1985 - 2009).

Academy of Marketing Science. (2008).

American Association for Higher Education. (2008).

American Association of University Professors. (2008).

American Association of University Women. (2008).

National Association of Female Executives. (2008).

Society for Consumer Psychology. (2008).

American Academy of Advertising. (1989 - 2008).

American Marketing Association - Lincoln Chapter. (1990 - 2000).

### **Development Activities Attended**

Conference Attendance, "Western Economic Association International Conference." (2010).

Conference Attendance, "AMA Summer Educators' Conference," AMA. (2009).

Conference Attendance, "AMA Winter Educators' Conference," AMA. (2009).

Conference Attendance, "International Conference in Retailing & Consumer Services Sciences." (2008).

Conference Attendance, "Western Economics Association International Conference." (2008).

Conference Attendance, "Sports Marketing Association Conference." (2007).

Conference Attendance, "USDA Conference." (2007).

Conference Attendance, "Western Economic Association International Conference." (2007).

Conference Attendance, "Sports Marketing Association Conference." (2006).

### **Awards and Honors**

Pinnacle Bank Faculty Award. (2006).

Nominated by UNL Students for Distinguished Teaching Award. (2001).

UNL Student Organization Advisor of the Year, UNL Student Organization. (2001).

UNL Student Organization Rookie Adviser of the Year. (2000).

Nominated by UNL Students for Distinguished Teaching Award. (1998).

Nominated by UNL students for Distinguished Teaching Award. (1993).

Outstanding Faculty Member Award, Alpha Omicron Pi, University of Nebraska. (1993).

Outstanding Service to Students Award, Stuart Leadership Development Program, University of Nebraska, College of Business Administration. (1993).

Student Organization Adviser of the Year, University of Nebraska. (1992).

Outstanding Faculty Adviser Award, American Marketing Association. (1991).

Teaching Award, Students with Disabilities, University of Nebraska. (1991).

Certificate of Recognition for Teaching, Phi Mu, University of Nebraska. (1990).

Outstanding Faculty Adviser Award, American Marketing Association. (1990).

Recognition for dedicated time and effort to the chapter, AMA Lincoln Chapter. (1990).

American Marketing Association Doctoral Consortium Fellow. (1988).

Finalist for the University of Oregon Award for Distinguished Teaching by Graduate Teaching Fellows. (1988).

Oregon Certificate of Appreciation, City of Eugene. (1988).

Graduate Teaching Fellow of the Year, University of Oregon, College of Business Administration. (1987).

## **TEACHING**

### **Teaching Experience**

#### **University of Nebraska-Lincoln**

MRKT 347, Marketing Comm Strategy, 5 courses.  
MRKT 428, Sports Marketing, 34 courses.  
MRKT 442, Marketing Management, 1 course.  
MRKT 828, Sports Marketing, 6 courses.  
MRKT 830, Issues Marketing Communication, 1 course.  
MRKT 896, Sports Marketing Practicum, 1 course.

### **Directed Student Learning**

#### **Doctorate (committee chair/supervisor)**

Doctorate (committee chair/supervisor), Marketing. (January 2011 - Present).  
Advised: Jessica Mikeska

#### **Doctorate (committee member)**

Doctorate (committee member), Other (Within University of Nebraska-Lincoln). (2011 - Present).  
Advised: B Liquin

Doctorate (committee member), Marketing. (2011 - August 2012).  
Advised: Jie Gao Fowler

Doctorate (committee member), Economics. (2006 - 2008).  
Advised: Bree Dority

Doctorate (committee member), Other (Within University of Nebraska-Lincoln). (2004 - 2008).  
Advised: Deb Dragseth

Doctorate (committee member), Marketing. (2006).  
Advised: Maia Beruchashvili

Doctorate (committee member), Marketing. (2003 - May 2006).  
Advised: Seungwoo Chun

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (2004).  
Advised: Anne Dibley

Doctorate (committee member), Marketing. (1999 - 2002).  
Advised: Lee McGinnis

#### **Masters (committee chair/supervisor)**

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (August 2004 - May 2006).  
Advised: Ian Gray

Masters (committee chair/supervisor), Other (Within University of Nebraska-Lincoln). (May 2005).  
Advised: David Svoboda

Masters (committee chair/supervisor), Marketing. (2004).  
Advised: Joseph Garrin

Masters (committee chair/supervisor), Marketing. (2002).  
Advised: Jessica Kennedy, Angela Mittan, Bethany Throener, Adam Simeon

Masters (committee chair/supervisor), Marketing. (2001).  
Advised: John Moorhead, Todd Carstens, Dena Noe

Masters (committee chair/supervisor), Marketing. (2000).  
Advised: Mark Hatten

#### **Masters (committee member)**

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2011 - Present).  
Advised: Megan Burda

Masters (committee member), Other (Within University of Nebraska-Lincoln). (August 2006 - May 2009).  
Advised: John Provenzano

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2004).  
Advised: Christina Deck

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2003 - 2004).  
Advised: Brian Aust

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2002).  
Advised: Alenjaandra Correal, Anna Shirin Hornecker, Brandon Meier, Kim Simeon, Holly Vierk, Michael Losee

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2001).  
Advised: Tonia Belsass, Darcie Chartier, Michael Consbruck, Lee Denker, Brian Fitzgerald, Lauren Hampton, Sandra Noetzel, Jun Peng, Petar Malesev

Masters (committee member), Other (Within University of Nebraska-Lincoln). (2000).  
Advised: Wendy Abbott, Krismichelle Nohavec, Doug Oldfield, Bethany Riddle, Kathryn Witte, Tim Geysels

### **Postbaccalaureate**

Postbaccalaureate, Marketing. (May 2012 - Present).  
Advised: Jessica Mikeska

Postbaccalaureate. (August 2011 - December 2011).  
Advised: Kirby Washburn

Postbaccalaureate. (January 2009 - November 2011).  
Advised: Michael Zundel

Postbaccalaureate, Marketing. (June 2009 - April 2010).  
Advised: Sean McCarron

Postbaccalaureate. (August 2009 - December 2009).  
Advised: Meghan Collins

Postbaccalaureate. (August 2008 - December 2008).  
Advised: Holly Koopmans

Postbaccalaureate. (August 2008 - December 2008).  
Advised: Maggie Sinclair

Postbaccalaureate. (July 2008 - August 2008).  
Advised: Holly Koopmans

Postbaccalaureate, "First Year Paper," Marketing. (May 2008 - July 2008).  
Advised: Shannon Cummins

Postbaccalaureate, Marketing. (August 2007 - December 2007).  
Advised: Amber Wolff

Postbaccalaureate. (January 2006 - May 2006).  
Advised: Kelly Jo Krause

Postbaccalaureate. (January 2006 - May 2006).  
Advised: Kelly Jo Krause

Postbaccalaureate. (August 2005 - December 2005).  
Advised: Joseph Garvin

Postbaccalaureate. (August 2004 - December 2004).  
Advised: Rebecca Richter

### **Undergraduate**

Undergraduate, "Independent Study," Other (Within University of Nebraska-Lincoln). (January 2012 - June 2012).  
Advised: Samuel Skoglund

Undergraduate, "Independent Study," Management. (August 2011 - December 2011).  
Advised: James Burkhardt

Undergraduate, "Independent Study," Other (Within University of Nebraska-Lincoln). (July 2011 - August 2011).  
Advised: Blaire Dinsdale

Undergraduate, "Independent Study," Marketing. (July 2011 - August 2011).  
Advised: Justin McQuistan

Undergraduate, "Independent Study." (June 2011 - August 2011).  
Advised: Krit Palakavong Na Ayudhaya

Undergraduate, "Independent Study," Other (Within University of Nebraska-Lincoln). (January 2011 - May 2011).  
Advised: Derek Wichman

Undergraduate, "Independent Study." (July 2010 - August 2010).  
Advised: Phillip Nagel

Undergraduate, "Independent Study." (January 2010 - May 2010).  
Advised: Colton Nielsen

Undergraduate, "Independent Study." (July 2009 - August 2009).  
Advised: Samuel Romohr

Undergraduate, "Independent Study." (January 2009 - May 2009).  
Advised: Alexandra Harman

Undergraduate, "Independent Study." (January 2009 - May 2009).  
Advised: Anthony Marriott

Undergraduate, "Independent Study." (January 2009 - May 2009).  
Advised: Bradley Jacox

Undergraduate, "Independent Study." (January 2009 - May 2009).  
Advised: Ryan Heavican

Undergraduate, "Independent Study." (August 2008 - December 2008).  
Advised: Jonathan Anderson

Undergraduate, "Independent Study." (August 2008 - December 2008).  
Advised: Vito Teruna

Undergraduate, "Independent Study." (July 2008 - August 2008).  
Advised: Andrew Foreman

Undergraduate, "Independent Study." (July 2008 - August 2008).  
Advised: Ashley Hottovy

Undergraduate, "Independent Study." (January 2008 - May 2008).  
Advised: Abby Penas

Undergraduate, "Independent Study." (August 2007 - December 2007).  
Advised: David Long

Undergraduate, "Independent Study." (July 2007 - August 2007).  
Advised: Hayley Ask

Undergraduate, "Independent Study." (July 2007 - August 2007).  
Advised: Whitney Behanick

Undergraduate, "Independent Study." (January 2007 - May 2007).  
Advised: Margaret Delashmutt

Undergraduate, "Independent Study." (January 2007 - May 2007).  
Advised: Robert Norris

Undergraduate, Other (Within University of Nebraska-Lincoln). (August 2006 - December 2006).  
Advised: Bradley Higgins

Undergraduate. (June 2006 - October 2006).  
Advised: Paige Pilkington

Undergraduate. (June 2006 - September 2006).  
Advised: Adam Wertz

Undergraduate. (May 2006 - June 2006).  
Advised: Daniel Schumann

Undergraduate. (January 2006 - May 2006).  
Advised: Jenna Smith

Undergraduate. (August 2005 - December 2005).  
Advised: Aaron Manning

Undergraduate. (August 2005 - December 2005).  
Advised: Katherine Pavel

Undergraduate. (August 2005 - December 2005).  
Advised: Katie Dischler

Undergraduate. (August 2005 - December 2005).  
Advised: Kurt Kuenning

Undergraduate. (August 2005 - December 2005).  
Advised: Rebecca Holthe

Undergraduate, Marketing. (2005).  
Advised: Daniel Schumann

Undergraduate. (June 2005 - July 2005).  
Advised: Melissa Elmer

Undergraduate. (January 2005 - May 2005).  
Advised: Kevin Kohler

Undergraduate. (January 2005 - May 2005).  
Advised: Tyler Heun

Undergraduate. (August 2004 - January 2005).  
Advised: Katelin Goddard

Undergraduate. (August 2004 - December 2004).

Advised: Kathryn Techen

Undergraduate. (August 2004 - December 2004).

Advised: Ryan Donohue

Undergraduate, Marketing. (2003).

Advised: Jocelyn Robertshaw, Leah Sawyer, Timothy Giles, Resat Ugur, Adam Simeon, Christopher Jacobs, David Patera

Undergraduate, Marketing. (2002).

Advised: Jeffrey Anderson, Jennifer Herz, Jonathan Kreycik, Jason Merrihew, Nicolette Muhs, Jennifer Pruet, Scott Rempe, Marie Fritton, McKenzie Monzingo, Kellie Davis, Resat Karacan, Jason Rathe, Adam Simeon, Nickette Allen, Sarah Claus, Thomas Danielson, Erin Halligan, Brandon Meier, Jennifer Miller, Angela Mittan, Daniel McCrillis, Carissa Nelson, Jeffrey Wernimont, Daniel McCrillis

Undergraduate, Marketing. (2001).

Advised: Emily Borchelt, Marisa Colaiano, Aaron Comes, Brian Dierks, Jennifer Dunbar, Brett Ehlers, Marsha Fischer, Tonia Belsaas, Brandon Meier, Jennifer Schultz, Alphonso Mayfield, Ryan Ragsdale, Jeri Predoehl, Adam Nowak, Todd Carstens, John Moorhead, Katarina Balan, James Fitzpatrick, Alisha Shepard, April Johnson, Alejandra Correal, Kellie Davis, Alissa Johnson, Jessica Kolterman, Craig Wiedel

Undergraduate, Marketing. (2000).

Advised: Elizabeth McDonald, Jessica Jarvis, Jeremy Jacobitz, Courtney Stiers, Aimee Carlson, Julie Cotton, Colleen McGinty, Amy Rol, Lindsay Seim, Todd Carstens, Jody Gunn

## RESEARCH

### Published Intellectual Contributions

#### Book Chapters

Kennedy, P. F. (2007). In Jeffrey James (Ed.), *The Importance of Sports Marketing to Society: A Role for Children's and Adolescent's Sports in the Fight Against Obesity* (pp. 167-179). Morgantown, WV: Sports Marketing Across the Spectrum: Selected Research from Emerging, Developing, and Established Scholars.

Kennedy, P. F., Martin, M. (1994). In Janeen Costa (Ed.), *The Measurement of Social Comparison to Advertising Models: A Gender Gap Revealed* (pp. 104-124). Thousand Oaks, California: Gender Issues and Consumer Behavior.

#### Refereed Journal Articles

Dority, B., McGarvey, M. G., Kennedy, P. F. (2010). Marketing Foods and Beverages in Schools: The Effect of School Food Policy on Students' Overweight Measures. *Journal of Public Policy & Marketing*, 29(2), 204-218. <http://www.journals.marketingpower.com/toc/jppm/29/2>

Kennedy, P. F., McGarvey, M. G. (2008). Animal-Companion Depictions in Women's Magazine Advertising. *Journal of Business Research*, 61(5), 424-430. [www.sciencedirect.com](http://www.sciencedirect.com)

Kennedy, P. F., Gentry, J. W., Paul, K., Hill, R. P. (1995). Family Transitions During Grief: Discontinuities in Household Consumption Patterns. *Journal of Business Research*, 34.



- Kennedy, P. F., Gentry, J. W., Macintosh, G. (1995). Marketing Implications of the Expected Role of Physicians in Family Decisions Concerning the Institutionalization of the Elderly. *Psychology & Marketing*.
- Kennedy, P. F., Gentry, J. W., Paul, K., Hill, R. P. (1994). The Vulnerability of Those in Grief: Implications for Public Policy. *Journal of Public Policy and Marketing*.
- Kennedy, P. F., Martin, M. (1993). Advertising and Social Comparison: Consequences for Female Pre-Adolescents and Adolescents. *Psychology & Marketing*.
- Kennedy, P. F., Swenson, M. J., Utsey, M. F. (1990). Interactive Effects of Marketing Mix Variables: Issues, Findings, and Outlook. *Review of Marketing*.
- Kennedy, P. F., Kahle, L. R. (1989). Using the List of Values (LOV) to Understand Consumers. *The Journal of Services Marketing*.

### Conference Proceedings

- Kennedy, P. F., McGarvey, M. G., Cummins, S. (2009). *Marketing Physical Activity and Sports to Children and Adolescents: Implications for Public Health Policy*. AMA Winter Marketing Educators' Conference Proceedings.
- Kennedy, P. F., McGarvey, M. G., Dority, B. (2008). *Food and Beverage Advertising as a Factor in Childhood Obesity*. Proceedings of the 15th International Conference on Recent Advances in Retailing and Consumer Services Science.
- Kennedy, P. F., McGarvey, M. G., Dority, B., Cummins, S. (2008). *Marketing Physical Activity and Sports to Children and Adolescents: Implications for Public Health Policy*. Oahu, Hawaii: Western Economic Association International Conference Proceedings.
- Kennedy, P. F., Cummins, S. (2008). *Retailing and Advertising of Food and Beverages*. Zagreb: European Institute of Retailing and Services Studies Conference Proceedings.
- Kennedy, P. F. (2007). *Attitude Toward Advertising of Foods and Beverages as a Factor in Adolescent Obesity*. Proceedings of the Western Economic Association International Conference.
- Kennedy, P. F. (2007). *The Importance of Sport Participation and Physical Activity in Controlling Children's and Adolescent's Weight*. Fifth Annual Sport Marketing Association Conference.
- Kennedy, P. F. (2006). *The Importance of Sport Participation in the Lives of Children: Fighting the Obesity Epidemic in the U.S.*. 4th Annual Sport Marketing Association Conference.
- Kennedy, P. F., Kuska, S. B. (2006). *The Relationship Between Ecologically Conscious Consumer Behavior, Perceived Consumer Effectiveness, Environmental Concern, Values, and Recycling Behavior: Consumer Purchase of Recycled Building Materials*. Budapest: 13th International Conference on Recent Advances in Retailing and Consumer Services Science.
- Kennedy, P. F., Chalmers, T., Price, L. (2006). *Negotiating Work and Play On and Off the Soccer Field*. Sydney: The Asia-Pacific ACR Conference.
- Kennedy, P. F., Beruchashvili, M. (2006). *The Role of Body Image and Self-Esteem in Adolescent Consumers' Use of Marketing Communication Messages as Input for Food Choices*. Sydney: The Asia-Pacific ACR Conference.

- Kennedy, P. F., Chalmers, T., Kahle, L. (2005). *Soccer Moms & Dads: Family Values Enacted Through Sports*. European ACR 2005 Proceedings.
- Kennedy, P. F., Luchs, C., Novak, K. (2004). *In This Corner Sumo Wrestling – In the Other World Wrestling Entertainment: Japanese and American Consumers' Perceptions of Authenticity in Sport and the Implications for the Popularity of a Sport*. Memphis, TN: Sports Marketing Conference.
- Kennedy, P. F., Kuska, S. (2004). *Consumers' Values and Perceived Consumer Effectiveness in the Purchase of Recycled Products*. Prague: Accepted for presentation at the 11th International Conference on Recent Advances in Retailing and Consumer Services Science.
- Kennedy, P. F., Kuska, S. (2004). *A Synergistic Exploration of the Environmentally-Conscious Buyer of Recycled Building Materials: An Academic-Practitioner Partnership in the Real Estate and Building Construction Industries*. Dublin: Accepted for presentation at the Architecture Research Centers Consortium/European Association for Architectural Education Conference.
- Kennedy, P. F., Novak, K., Luchs, C. (2003). *Sports Event Sponsorship and Corporate Image: Bank of America and the Unique Event*. Gainesville, FL: Sports Marketing Association Conference.
- Kennedy, P. F., Luchs, C., Novak, K. (2003). *Virtual Fan Communities and the NFL Draft Experience*. Gainesville, FL: Sports Marketing Association Conference.
- Kennedy, P. F., Evans, R., Morstad, J. (2001). *Transforming the Practices for Learning Communication and Technology: CBA and the EJ Faulkner Writing Lab*. Cancun: Proceedings of the 2001 International Business Education and Technology Conference.
- Kennedy, P. F., Karels, G. V. (2000). *A Comparison of the Development of e-Commerce in the United States and Japan: Similarities, Differences, and Knowledge Transfer*. Proceedings of the Seventh International Conference of Recent Advance in Retailing and Services Science.
- Kennedy, P. F., Ward, A. (1999). *A Comparison of Shopping Behaviors of Teenage Girls in the U.S. and U.K.*. Las Croabas: Proceedings of the Sixth International Conference on Recent Advances in Retailing and Services Science.
- Kennedy, P. F., Ekici, A., Commuri, S. (1999). *Influence of Advertising Appeal on Perceived Efficacy and Pre-Purchase Trust: An Investigation of Fear and Profit Motive Appeals*. American Academy of Advertising Conference Proceedings.
- Kennedy, P. F., Ward, A. (1998). *Patronage Behavior, Brand Knowledge, Brand Preferences, and Fashion Information Sources of High-School Girls*. Baveno: Proceedings of the Fifth International Conference on Recent Advances in Retailing and Services Science.
- Kennedy, P. F., Martin, M., Gentry, J. W. (1996). *Why Some Girls are Harmed by the Presence of Beautiful Models in Ads and Others Benefit: Investigating the Convolved Role of Motives for Comparison*. Advances in Consumer Research.
- Kennedy, P. F., Gentry, J. W., Martin, M. C. (1996). *Gender and Age Differences in the Importance of Physical Attractiveness: Advertising Presentations and Motives for Comparison for Pre-Adolescent Children*. Gender and Consumer Behavior Conference Proceedings.
- Kennedy, P. F., Grossbart, S. (1995). *Interactive Media and Retail Patronage*. Symposium on Patronage Behavior and Retail Strategy.

- Kennedy, P. F., Gentry, J. W. (1993). *A Doctoral Symposium: Preparing Students for Conference Behavior*. Association for Business Simulation and Experiential Learning Proceedings.
- Kennedy, P. F., Baker, S. M. (1993). *Death by Nostalgia: A Diagnosis of Context Specific Cases*. Advances in Consumer Research.
- Kennedy, P. F., Martin, M. (1993). *Social Comparison and the Beauty of Advertising Models: The Role of Motives for Comparison*. Advances in Consumer Research.
- Kennedy, P. F., Martin, M. (1993). *Advertising and Social Comparison: An Exploration in Measurement and Male-Female Differences*. Gender and Consumer Behavior Second Conference Proceedings.
- Kennedy, P. F., Mittelstaedt, R., Subramanian, S. (1990). *Advertising in 1893: Nathaniel Fowler's Survey Revisited*. Proceedings of the Fifth Conference on Historical Research in Marketing and Marketing Thought.
- Kennedy, P. F., Kahle, L. R., Beatty, S. E. (1986). *Comment on Classically Conditioning Human Consumers*. Advances in Consumer Research.

#### **Journal Articles**

- Kennedy, P. F., Commuri, S., Ekici, A. (2002). Historical Review of Advertising Targeting Mothers: Content Analysis Under Sociological Imagination of Ads in 1920s, 1950s, & 1980s. *Advances in Consumer Research*, 29, 117-123.

#### **Presentations Published in Proceedings**

- Kennedy, P. F. (Presenter & Author), Cummins, S. (Author Only), European Institute of Retailing and Services Studies Conference, "Retailing and Advertising of Foods and Beverages as Factors in Child and Adolescent Overweight and Obesity," European Institute of Retailing and Services Studies, Zagreb, Croatia. (July 2008).
- Kennedy, P. F. (Presenter & Author), McGarvey, M. G. (Presenter & Author), Dority, B. (Author Only), Cummins, S. (Author Only), Western Economic Association International Conference, "Marketing Physical Activity and Sports to Children and Adolescents: Implications for Public Health Policy," Western Economic Association, Oahu, Hawaii. (July 2008).
- Gentry, J. W., Martin, M., Kennedy, P. F., Gender and Consumer Research Conference, "Gender and Age Differences in the Importance of Physical Attractiveness: Advertising Presentation and Motives for Comparison for Pre-Adolescent Children." (1996).
- Gentry, J. W., Martin, M., Kennedy, P. F., Association for Consumer Research Conference, "Why Some Girls Are Harmed by the Presence of Beautiful Models in Ads and Others Benefit: Investigating the Convolutioned Role of Motives for Consumption," Association for Consumer Research. (1995).
- Gentry, J. W., Kennedy, P. F., Association for Business Simulation Experiential Learning Conference, "A Doctoral Symposium: Preparing Students for Conference Behavior," Association for Business Simulation Experiential Learning. (1993).

#### **Presentations Given**

Kennedy, P. F. (Presenter & Author), Carlson, L. (Author Only), Mikeska, J. (Presenter & Author), AMA Marketing & Public Policy Conference, "Understanding Antecedents to Overweight and Obesity Among Children," American Marketing Association, Atlanta, GA. (June 8, 2012).

Kennedy, P. F. (Presenter & Author), McGarvey, M. G. (Author Only), Cummins, S. M. (Presenter & Author), AMA Winter Educators' Conference, "Marketing Physical Activity and Sports to Children and Adolescents: Implications for Public Health Policy," American Marketing Association, Tampa, FL. (February 21, 2009).

Kennedy, P. F. (Presenter & Author), Cummins, S. (Author Only), European Institute of Retailing and Services Studies Conference, "Retailing and Advertising of Foods and Beverages as Factors in Child and Adolescent Overweight and Obesity," European Institute of Retailing and Services Studies, Zagreb, Croatia. (July 2008).

McGarvey, M. G. (Presenter & Author), Kennedy, P. F. (Author Only), Dority, B. (Author Only), Western Economic Association International Annual Conference, "The Effect of School Food Policy on Adolescent Overweight Measures," Western Economic Association, Hawaii. (July 2008).

Kennedy, P. F. (Presenter & Author), McGarvey, M. G. (Presenter & Author), Dority, B. (Author Only), Cummins, S. (Author Only), Western Economic Association International Conference, "Marketing Physical Activity and Sports to Children and Adolescents: Implications for Public Health Policy," Western Economic Association, Oahu, Hawaii. (July 2008).

McGarvey, M. G., Kennedy, P. F., Southern Economic Association Annual Conference, "The Effect of Self-Reporting Error: An Adolescent Overweight Regression Model," Southern Economic Association, New Orleans, LA. (November 2007).

Kennedy, P. F. (Presenter & Author), USDA Project Directors Meeting, "Socially Constituted Food Consumption of Adolescents," USDA, Washington, DC. (June 2007).

Kennedy, P. F. (Presenter & Author), USDA Project Directors Meeting, "Socially Constituted Food Consumption of Adolescents," USDA, Albuquerque, NM. (June 2006).

Kennedy, P. F., Syracuse Jaycees Meeting, Syracuse Jaycees, Syracuse, Nebraska. (February 1997).

Kennedy, P. F., Optimists Club Meeting, Optimists Club, Lincoln, Nebraska. (January 1997).

Gentry, J. W., Martin, M., Kennedy, P. F., Gender and Consumer Research Conference, "Gender and Age Differences in the Importance of Physical Attractiveness: Advertising Presentation and Motives for Comparison for Pre-Adolescent Children." (1996).

Kennedy, P. F., Women Mean Business: Women's Entrepreneurship Conference, Lincoln, Nebraska. (October 1996).

Kennedy, P. F., Okleshen, C., Grossbart, S., AMA Summer Educators Conference, "Virtual Communities: In Search of Gemeinschaft Via Computer-Mediated Communication," AMA, San Diego, CA. (August 1996).

Kennedy, P. F., Grossbart, S., Okleshen, C., AMA Summer Educators' Conference, "The Character of Interactivity in Electronic Commerce and its Macromarketing Implications," AMA, San Diego, California. (August 1996).

Kennedy, P. F., Macromarketing Conference, San Diego, California. (August 1996).

Gentry, J. W., Martin, M., Kennedy, P. F., Association for Consumer Research Conference, "Why Some Girls Are Harmed by the Presence of Beautiful Models in Ads and Others Benefit: Investigating the Convolved Role of Motives for Consumption," Association for Consumer Research. (1995).

Gentry, J. W., Kennedy, P. F., Association for Business Simulation Experiential Learning Conference, "A Doctoral Symposium: Preparing Students for Conference Behavior," Association for Business Simulation Experiential Learning. (1993).

Kennedy, P. F., Annual Meeting of the Western Psychological Association, Burlingame, California. (April 1988).

Kennedy, P. F. (Presenter & Author), Grossbart, S., Okleshen, C. (Author Only), American Marketing Association Educators Conference, "A Theory-Based Model for Understanding the Restricted Use of New Computer Technology By Women," American Marketing Association. (August 1986).

## **Media Contributions**

### **Magazine**

Nebraska Business. Marketing and Economic Factors That Impact the Rise in Childhood and Adolescent Obesity (October 2008).

### **Newspaper**

Omaha World Herald. "Kids Can be Schooled in Healthful Eating" (November 23, 2010).

Washington Post. School Junk Food Ban Works, Study Finds (July 2010).

## **Contracts, Grants and Sponsored Research**

### **Grant**

McGarvey, Mary G., Kennedy, Patricia F., "Effects of School Food Environments on BMI, Diet Quality and Academic Performance," Sponsored by Robert Wood Johnson Foundation, Associations/Foundations, \$200,000.00.

McGarvey, Mary G., Kennedy, Patricia F., "Policy, Economic, Marketing, and Social Effects on Adolescents' Food Choices," Sponsored by National Institutes of Health, Federal, \$405,575.00.

McGarvey, Mary G., Kennedy, Patricia F., "School Policy, Economic, Marketing and Social Effects on African-American and Hispanic Adolescents' Food and Beverage Choices," Sponsored by UNL Office of Research, Universities, \$98,501.00.

Kennedy, Patricia F. (Investigator), "Marketing Rural Communities to Attract & Retain Workers," Sponsored by USDA, Federal, \$498,558.00. (September 1, 2008 - August 31, 2010).

Kennedy, Patricia F. (Co-Principal Investigator), Cummins, Shannon (Collaborator), McGarvey, Mary G. (Co-Principal Investigator), Dority, Bree (Collaborator), "Socially Constituted Food Consumption of Adolescents," Sponsored by USDA, Federal, \$350,000.00. (May 15, 2005 - November 14, 2008).

## **Research in Progress**

"Parental vs. Marketing Influence on Children's Overweight or Obesity" (On-Going)

"School Food Policy Effects on Student Obesity" (Planning)

"Attitude Toward Advertising of Foods and Beverages as a Factor in Adolescent Obesity"  
(Writing Results)

"Marketing Physical Activity and Sports to Children and Adolescents: Implications for U.S.  
Society" (Writing Results)

## **SERVICE**

### **Department Service**

Committee Member, Faculty Search Committee - Assistant or Associate Professor. (July 2012 - Present).

Assessment. (2003 - Present).

Marketing Department Undergraduate Program. (August 2006 - May 2012).

Committee Member, Faculty Search Committee - Assistant PoP. (January 2012 - April 2012).

Committee Member, Faculty Search Committee - Assistant or Associate Professor. (July 2011 - November 2011).

Committee Chair, Faculty Search Committee - Assistant Professor Marketing. (May 2009 - December 2009).

Committee Member, Faculty Search Committee for Agribusiness Director. (2008).

Committee Member, Faculty Search Committee. (2005 - 2006).

Faculty Advisor, Marketing Club. (1997 - 2000).

Committee Chair, Assessment Committee. (1995 - 1999).

Organizer, Research Seminar. (1993 - 1999).

Committee Member, Search Committee for Agribusiness Director. (1997 - 1998).

Committee Member, Graduate Student Recruitment Committee. (1994 - 1998).

Committee Chair, Faculty Search Committee. (1996).

Committee Member, Marketing Women's Mentoring Board. (1994 - 1995).

Committee Member, Doctoral Symposium Committee. (1992 - 1994).

Faculty Advisor, Marketing Club. (1990 - 1992).

### **College Service**

Committee Member, General Committee. (September 2011 - May 2015).

Committee Member, Undergraduate Committee (formerly APC). (August 2006 - May 2012).

Committee Member, Assessment Committee. (September 2004 - May 2010).

Committee Chair, Academic Planning Committee. (August 2008 - May 2009).

Faculty Advisor, Beta Gamma Sigma. (2002 - May 2009).

Faculty Advisor, Alpha Kappa Psi. (1997 - 2004).

Committee Chair, Academic Planning Committee. (1999 - 2002).

Committee Member, Bylaws Review Committee. (1999 - 2002).

Committee Member, CBA Executive Committee. (1999 - 2002).

Committee Chair, Gender & Minority Issues Committee. (1999 - 2002).

Committee Member, International Committee. (1999 - 2002).

Committee Member, Scholarship, Honors and Awards Committee. (1999 - 2002).

Faculty Advisor, Student Advisory Board. (1999 - 2002).

Committee Member, Assessment Committee. (1996 - 2002).

Committee Member, Planning Task Force. (1999 - 2000).

Committee Chair, Environment Task Force. (1997 - 1999).

Committee Member, Academic Planning Committee. (1996 - 1998).

Committee Chair, Gender Diversity Task Force. (1996 - 1997).

Committee Member, Ad Hoc Committee on Assessment. (1995 - 1996).

Faculty Advisor, CBA MBA Recruitment Materials Committee. (1994 - 1995).

Committee Member, Scholarship, Honors and Awards Committee. (1992 - 1995).

Committee Member, Gender & Minority Issues Committee. (1991 - 1995).

Faculty Advisor, CBA Graduate Women in Business. (1992 - 1994).

Committee Chair, Gender & Minority Issues Committee. (1992 - 1993).

## **University Service**

Committee Member, Academic Rights & Responsibilities Panel. (August 2009 - May 2012).

Committee Member, Intercollegiate Athletics Committee. (June 2006 - May 2009).

Committee Chair, Academic Freedom Award Committee. (2005 - 2006).

Committee Member, Academic Freedom Award Committee. (2003 - 2006).

Committee Member, Marshall Corps. (2003 - 2006).

Committee Member, Freshman Orientation Committee. (1999 - 2002).

Committee Member, Research Deans' Council. (1999 - 2002).

Committee Member, Leadership Initiative. (1998 - 2002).

Committee Member, Student Recruitment & Retention Committee. (2001).

Committee Member, NN21 Strategy Team. (1997 - 2001).

Committee Member, Academic Senate Executive Committee. (1995 - 1999).

Committee Member, Academic Senate. (1995 - 1999).

President, Academic Senate. (August 1998 - July 1999).

President-Elect, Academic Senate. (1997 - 1998).

Committee Chair, Faculty Compensation Advisory Committee. (1997 - 1998).

Committee Chair, UNL Martin Luther King Day Planning Committee. (1997 - 1998).

Committee Member, UNL Temporary Faculty Committee. (1997 - 1998).

Committee Member, Speakers' Bureau. (1996 - 1997).

Committee Chair, Faculty Women's Caucus. (1995 - 1996).

Committee Member, International Affairs Publication Committee. (1994 - 1995).

Committee Member, Academic Senate. (1992 - 1993).

## **Professional Service**

Officer, Vice President, American Marketing Association, Sports Marketing SIG. (January 2008 - December 2012).

Officer, Secretary, Sports Marketing Association. (2005 - 2012).

Editorial Review Board Member, Sport Marketing Quarterly. (2004 - 2012).

Reviewer, Journal Article, Journal of Public Policy & Marketing. (2011).

Reviewer, Journal Article, Sports Marketing Journal. (2011).

Reviewer/Discussant, Conference Paper, AMA Summer Marketing Educators' Conference. (2010).

Reviewer, Journal Article, Journal of Advertising. (2010).

Reviewer, Book, Matthew Shank, Sports Marketing, 5th edition. (2010).

Reviewer, Journal Article, Journal of Advertising. (2009).

Reviewer, Journal Article, Journal of Consumer Behavior. (2009).



Reviewer, Book, Matthew Shank, Sports Marketing, 4th Edition. (2007).

Reviewer/Discussant, Conference Paper, American Academy of Advertising Conference. (2005 - 2006).

Reviewer, Journal Article, Sports Marketing Quarterly. (2004 - 2006).

Reviewer, Journal Article, Journal of Advertising. (2003 - 2006).

Committee Chair, American Academy of Advertising. (1999 - 2006).

Membership Committee Chair, American Academy of Advertising. (1999 - 2006).

Session Chair, Asia-Pacific Association for Consumer Research Conference, Sydney. (June 2006).

Reviewer/Discussant, Conference Paper, International Conference on Marketing and Development. (2005).

Reviewer, Journal Article, Journal of Retailing. (2005).

Reviewer/Discussant, Conference Paper, American Marketing Association Summer Marketing Educators' Conference. (2004 - 2005).

Reviewer/Discussant, Conference Paper, Academy of Marketing Science Annual Conference. (2004).

Reviewer, Journal Article, Journal of Retailing and Consumer Services. (2004).

Reviewer, Journal Article, Journal of Retailing. (2003).

Reviewer, Journal Article, Marketing Theory. (2003).

Reviewer/Discussant, Conference Paper, American Academy of Advertising Conference. (1996 - 2003).

Reviewer, Journal Article, Journal of Retailing and Consumer Services. (2002).

Reviewer, Journal Article, American Marketing Association Winter Educators' Conference. (2000).

Reviewer, Journal Article, Journal of Retailing and Consumer Services. (2000).

Vice President - College Relations, American Marketing Association - Lincoln Chapter. (1997 - 2000).

Committee Member, American Academy of Advertising. (1998 - 1999).

Reviewer/Discussant, Conference Paper, American Marketing Association Summer Marketing Educators' Conference. (1998).

Reviewer/Discussant, Conference Paper, Association for Consumer Research Conference. (1998).

Reviewer, Journal Article, Journal of Marketing Management. (1998).

Reviewer, Journal Article, Journal of Services Marketing. (1998).

Reviewer, Journal Article, Research in Consumer Behavior. (1998).

Reviewer, Journal Article, Journal of Advertising. (1997 - 1998).

Chairperson, Fifth International Conference on Recent Advances in Retailing and Services Science, Baveno. (July 1998).

Chairperson, American Academy of Advertising Conference, Lexington, Kentucky. (March 1998).

Chairperson, American Marketing Association New and Evolving Paradigms: The Emerging Future of Marketing Conference, Dublin. (July 1997).

Chairperson, American Academy of Advertising Conference, St. Louis, Missouri. (March 1997).

Reviewer, Book, "Introduction to Advertising and Promotion," Third Edition. (1996).

Reviewer, Book, Advertising. (1995).

Reviewer/Discussant, Conference Paper, American Marketing Association Conference. (1995).

Reviewer, Book, Introduction to Advertising. (1995).

Reviewer, Book, Marketing Communications: An Integrated Approach. (1995).

Reviewer, Book, Promotion Management. (1995).

Reviewer, Book. (1995).

Reviewer/Discussant, Conference Paper, Academy of Marketing Science Conference. (1994).

Reviewer, Journal Article, Journal of Marketing Theory and Practice. (1994).

Reviewer, Book, Marketing Communications: An Integrated Approach. (1994).

Reviewer, Book, Consumer Behavior. (1993).

Reviewer/Discussant, Conference Paper, Gender and Consumer Behavior Conference. (1993).

Reviewer, Journal Article, Quarterly Journal of Business and Economics. (1993).

Reviewer, Book, Promotional Strategy. (1992).

Vice President - College Relations, American Marketing Association - Lincoln Chapter. (1990 - 1992).

Reviewer, Journal Article, Academy of Marketing Science World Marketing Congress. (1991).

Reviewer, Journal Article, Conference on Family/Household Behavior-Consumption and Production Perspectives. (1991).

Reviewer, Journal Article, Journal of Marketing Research. (1990).

American Psychological Association Conference, Boston, Massachusetts. (October 1990).

## **Public Service**

Board Member, Center Pointe, Inc.. (1999 - 2002).