

# Abigail Nappier Cherup

University of Nebraska-Lincoln, Ph.D. Candidate

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## EDUCATION

### **Ph.D. University of Nebraska-Lincoln, expected 2020**

Dissertation: Toward a Deeper Understanding of Marketplace Inclusion:  
An Investigation of Service Environments

Committee: Les Carlson (Chair), James W. Gentry, Andre F. Maciel,  
Meike Eilert (University of Kentucky), and Wayne  
Babchuk (Depts of Anthropology & Sociology)

Status: Proposal successfully defended June 5, 2019

### **M.A. University of Wisconsin-Madison, 2012**

Gender & Women's Studies

### **B.A. Western Michigan University, 2009**

Anthropology, Gender & Women's Studies, and Marketing

## HONORS AND AWARDS

**AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles,**  
Winner, 2018

**Haring Symposium,** Fellow, Indiana University, 2018, 2019.

**Graduate Research Assistant (2019) and Teaching (2019),** Winner, College of  
Business, University of Nebraska-Lincoln, 2019

**Graduate Student Excellence in Research (2018), Teaching (2017), and Service**  
(2017), Winner, Dept. of Marketing, University of Nebraska-Lincoln

**Advanced Opportunity Fellowship** (awarded to underrepresented students in  
higher education), University of Wisconsin-Madison, 2010-2011

**Jennifer C. Wenger Memorial Study / Work Abroad Fund** (awarded to young  
women pursuing anthropology), Western Michigan University, 2007

## RESERCH INTERESTS

My primary interests are in consumer culture and consumer well-being. Specifically, I am interested in studying the experiences of overlooked consumers to extend marketing theories and provide managerial insights on how organizations and policy makers can cater to an increasingly diverse population.

## DISSERTATION RESEARCH

Despite their best attempts, firms continue to struggle with consumer diversity efforts. An area growing in practical importance yet relatively unexplored in the literature is how consumers experience and managers create inclusive market spaces. In this ethnographic study, I conduct participant observation and depth interviews with consumers who have a concealable stigmatized identity (bisexuals) and managers of servicescapes that have a commitment to creating inclusive spaces. The goals of this project are to understand 1) how consumers with a concealable stigmatized identity find and experience servicescapes that enable them to reveal these identities and 2) how managers develop and sustain inclusive spaces.

## RESEARCH IN PROGRESS

**Nappier Cherup, Abigail** and Meike Eilert “The Ally Effect: The Role of Implicit and Explicit Signals in LGBTQ Advertising.” Invited for 2<sup>nd</sup> Round Review: *Journal of Advertising*.

Eilert, Meike and **Abigail Nappier Cherup**, “The Activist Company: Building a Framework to Examine the Role of Corporations in Social Movements.” Under Review: special issue of *Journal of Public Policy & Marketing* on Political Activity and Marketing.

**Nappier Cherup, Abigail**, Andre F. Maciel, and Les Carlson, “To Reveal or to Conceal? Self-Preservation in Market Spaces.” Writing manuscript for submission to *Journal of Consumer Research*.

**Nappier Cherup, Abigail**, Andre F. Maciel, and Les Carlson, “Toward a Deeper Understanding of Marketplace Inclusion: An Investigation of Servicescapes.” Data collection in progress. Target: *Journal of Marketing*.

**Nappier Cherup, Abigail** and Les Carlson, “Drivers of Persuasion Knowledge: Decentering the “Typical” Consumer.” **Winner** of the AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles. Revising manuscript for invited submission to *AMS Review*.

**Nappier Cherup, Abigail**, Robert Harrison, Ann Veeck, and Lisa Peñaloza, "Queering Reader Response Theory through the Queer Gaze: Identity, Desire, and Recognition." Preparing manuscript for submission to *Consumption Markets & Culture*.

**Nappier Cherup, Abigail**, Alexander Rose, and Susan Dobscha, "Decentering Human Experiences: The Case of CrossFit." Data collection in progress.

## REFEREED JOURNAL ARTICLES

**Nappier Cherup, Abigail** (2019), "Media Review: Doing Fieldwork in China...With Kids! The Dynamics of Accompanied Fieldwork in the People's Republic," *Journal of Mixed Methods Research*, 13(2), 261-262.

## CONFERENCE PROCEEDINGS

(\*Denotes presenter)

Shepherd, Steven\* and **Abigail Nappier Cherup** (special session co-chairs), "Ads, Advocates, and Allies in Navigating the Road from Marginalization to Legitimation," ACR, Atlanta, GA, 2019;

**Nappier Cherup, Abigail\*** and Meike Eilert, "The Ally Effect: The Role of Implicit and Explicit Signals in LGBTQ Advertising," ACR, Atlanta, GA, 2019.

**Nappier Cherup, Abigail\*** Alexander Rose, and Susan Dobscha, "Decentering Human Experiences: The Case of CrossFit," Winter AMA, Austin, TX, 2019.

Eilert, Meike and **Abigail Nappier Cherup\*** "The Activist Company: Building a Framework to Examine the Role of Corporations in Social Movements," Winter AMA, Austin, TX, 2019.

**Nappier Cherup, Abigail\*** and Andre F. Maciel, "Stigma at Every Turn: An Emergent Theory of Liquid Identities." ACR, Dallas, TX, 2018.

**Nappier Cherup, Abigail\*** Alexander Rose, and Susan Dobscha,\* "Shaping the Self as Object: Object-Oriented Ontology and Feminism in the Gym," Gender, Marketing, and Consumer Behavior, Dallas, TX, 2018.

**Nappier Cherup, Abigail\*** and Lisa Peñaloza, "Theorizing the Queer Gaze / Queering Reader Response Theory: A CCT Conversation," Consumer Culture Theory, Odense, Denmark, 2018.

Eilert, Meike and **Abigail Nappier Cherup**,\* “The Activist Company: Building a Framework to Examine the Role of Corporations in Social Movements,” *Marketing and Public Policy*, Columbus, OH, 2018.

**Nappier Cherup, Abigail**,\* Alexander Rose, and Susan Dobscha, “Intersections of Meaning Making: Boundary Objects at the Box,” *Academy of Marketing Science*, New Orleans, LA, 2018.

**Nappier Cherup, Abigail**\* and Jim Gentry, “A Growing Yet Overlooked Segment: Non-Monosexual Consumers Respond to LGBTQ-Themed Advertisements,” *Consumer Culture Theory*, Anaheim, CA, 2017.

**Nappier Cherup, Abigail**,\* “Speak My Language: Advocating for Mixed Methods Designs in Public Policy and Marketing Research,” *Marketing and Public Policy*, Washington, D.C., 2017.

**Nappier Cherup, Abigail**\* and Xin Zhao, “Implicit or Explicit Imagery: Polysemic Identities in LGBTQ Advertising,” *Consumer Culture Theory*, Lille, France, 2016.

**Nappier Cherup, Abigail**\* and Jim Gentry, “The Challenge of Polysemic Identities: Bisexual and Queer Women Respond to LGBTQ Advertisements,” *Gender, Marketing, and Consumer Behavior*, Paris, France, 2016.

**Nappier, Abigail**,\* Robert Harrison, and Ann Veeck, “Unpacking “Gay Vague” Advertising: The Case of Lesbian Chic,” *American Academy of Advertising*, Chicago, IL, 2015.

## TEACHING INTERESTS

My primary teaching interests are in marketing and society, consumer behavior, principles of marketing, marketing research, and digital marketing.

### Teaching Experience (University of Nebraska–Lincoln)

<u>Course</u>	<u>Title</u>	<u>Semester</u>	<u>Evaluation</u>
MRKT 441	Digital Marketing	Spring 2020	In Progress
MRKT 441	Digital Marketing	Fall 2019	4.73/5.00
MRKT 346	Marketing Channels Management	Fall 2016	4.80/5.00
MRKT 346	Marketing Channels Management	Fall 2017	4.05/5.00
MRKT 345	Marketing Research	Spring 2017	4.14/5.00
MRKT 341	Principles of Marketing	Spring 2016	4.28/5.00
MRKT 300	Contemporary Issues in Marketing	Summer 2016	3.30/5.00*
MRKT 300	Contemporary Issues in Marketing	Summer 2017	3.60/5.00*

\*Online course, evaluations are based on less than a 40% response rate

### **Instructional Presentations**

“Conducting Effective Interviews,” and “Coding and Analyzing Interview Data,”  
MRKT 490: Special Topics in Marketing, University of Nebraska-Lincoln, 2018.

## **PROFESSIONAL SERVICE**

### **Journal Reviewer**

International Journal of Advertising

### **Conference Reviewer**

Marketing and Public Policy Conference 2018-2019

AMA Summer Conference 2018

AMA Summer Conference 2017

### **College and Department**

Marketing PhD Student President, Dept. of Marketing, UNL, 2018-2019

Marketing PhD Student Social Chair, Dept. of Marketing, UNL, 2016-2018

Peer Mentor, Dept. of Marketing, UNL, 2016-Present

Graduate Student Association representative, Diversity and Inclusion Committee,  
UNL, 2017-2018

Undergraduate Research and Graduate Travel Program reviewer, UNL, 2017-2018

Master of Ceremonies, Robert Mittelstaedt Doctoral Symposium, Dept. of  
Marketing, UNL, 2017

Created Faculty Excellence in Mentoring Award, Dept. of Marketing, UNL, 2016

**Other**

Volunteer, Gender, Marketing, and Consumer Behavior, Dallas, TX, 2018

Mentor through Big Brothers, Big Sisters, 2014-Present

**PROFESSIONAL ASSOCIATIONS**

American Marketing Association (AMA)

Academy of Marketing Sciences (AMS)

Association for Consumer Research (ACR)

Consumer Culture Theory (CCT)

American Association of University Women (AAUW)

**DOCTORAL COURSEWORK**

**Theory**

Consumer Culture Theory	Xin Zhao
CCT: A Canon of Classics	Søren Askegaard <sup>1</sup>
Consumer Psychology	Jim Gentry
Marketing & Society	Les Carlson
Marketing Strategy	Amit Saini
Marketing Channels	Ravi Sohi
Sociology of Gender	Regina Werum
Social Psychology	Cynthia W. Esqueda

**Method**

Research Design & Methods	Jonathan O’Brien
Qualitative Research	Wayne Babchuk
Mixed Methods	Michelle H. Smith
Experimental Design & Data Analysis	Cal Garbin
Psychometric Methods	Cal Garbin
Structural Equation Modeling	Becca Brock
Special Topics in Measurement	Dwayne Ball
Survey Methods	Ron Shope

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<sup>1</sup> Offered by the Universities of Southern Denmark. Instructors: Eric Arnould, Søren Askegaard, Craig Thompson, Jeff Murray, Benoit Hilbrunn, Ian Woodward, Niklas Woermann, James Fitchett, Julie Emontspool, and Gry Høngsmark Knudsen.

## COMPLEMENTARY WORKSHOPS ATTENDED

Marketing and Public Policy Research Workshop and Doctoral Symposium, The Ohio State University, Columbus, OH, 2018.

Qualitative Data Analysis Workshop, Long Beach, CA, 2017.

Gender Theory: Foundations & Extensions, Bentley University, Waltham, MA, 2017.

## PROFESSIONAL EXPERIENCE

### **Director of Volunteer and Partner Services, 2012 – 2015**

Communities In Schools of Kalamazoo

#### Summary of Duties

Recruiting, orienting, and placing over 1,000 volunteers at 21 different public-school sites, as well as maintaining accurate files for every volunteer complete with state and federal background checks

Maintaining positive partnerships with over 90 community organizations, and creating a system for tracking partnerships

Speaking in front of business teams, college classrooms, and community organizations to recruit volunteers and partners

Interacting with staff from 21 schools to support volunteers and problem solve

Managing one direct report, the Volunteer Services Coordinator, as well as 11 AmeriCorps VISTA members (Volunteers In Service to America), each placed at different sites

Planning and facilitating volunteer orientations, trainings, and recognition events

Serving as the point person for the AmeriCorps grant by writing grant renewals and completing quarterly and annual reports

Ensuring the successful delivery of a scholarship to first year black African American college students

Collaborating with directors of Elementary and Secondary Programming, Marketing, Fund Development, Business Engagement, Physical and Social-

Emotional Health to plan and implement quality volunteer-staffed programs

Initiating a volunteer tracking system to capture volunteer time across sites and provide information on impact to community partners and granting institutions

## REFERENCES

### **Les Carlson**

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### **Andre F. Maciel**

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### **James W. Gentry**

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### **Meike (Anne) Eilert**

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438 Gatton College of Business and  
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## ABSTRACTS FOR OTHER RESEARCH

### **The Ally Effect: The Role of Implicit and Explicit Signals in LGBTQ+ Advertising**

Co-author: Meike Eilert

*(Journal of Advertising, invited for 2<sup>nd</sup> submission)*

While much research has investigated the attitudes of members and non-members of marginalized groups towards advertisements targeting this group, little is known about the attitudes of allies, that is, consumers who are not a member of the group but hold a favorable attitude towards that group. In two studies, we find that ally consumers prefer explicit signals of marginalized group representation over implicit signals, leading to higher evaluations of the ad and the company, but only if the company appears to be authentic in their support of the group. This study has implications for managers who seek to increase representation of marginalized groups in their ads in a way that also resonates with a broader customer base.



**The Activist Company:  
Building a Framework to Examine the Role of Corporations in Social Movements**

Co-author: Meike Eilert

(*Journal of Public Policy & Marketing* special issue on Political Activity and Marketing,  
under review)

In recent years, companies taking public stances on socio-political issues have become a more frequent occurrence despite the controversy that still surrounds companies actively participating in social movements such as marriage, racial, gender equality, or immigration. Despite the importance of the topic, research on understanding the role of companies in social movements is scarce. This paper provides a comprehensive framework for understanding the different roles a company may take on in service to a social movement. The framework is based on criteria such as the company's centrality to the movement as determined by its use of resources to support the movement, and its use of influence strategies on behalf of the movement. This research has important implications for managers, policy makers, and any other agents that seek to facilitate social change.

**Drivers of Persuasion Knowledge: Decentering the Typical Consumer**

Co-author: Les Carlson

(Revising manuscript for invited submission to *AMS Review*)

Consumers access persuasion knowledge every day when coping with persuasion attempts and interacting with others. Though it is well established that one's persuasion knowledge develops throughout their lifetime, it is unclear what drives this development, and what shape it takes. A model of persuasion knowledge currently exists (Friestad and Wright 1994), yet antecedents to persuasion knowledge are not included in the model. Within the diverse landscape of consumers, it is important to understand what role consumer identities and experiences play in driving the development of their knowledge about persuasion. The purpose of this paper is to provide an integrative framework that brings together marketing theory (the persuasion knowledge model) with feminist theory and concepts (intersectionality, situated knowledges, and hegemony) to, 1) understand what drives the development of persuasion knowledge among all consumers, and 2) make room for less privileged ways of knowing about persuasion.

**Queering Reader Response Theory through the Queer Gaze:  
Identity, Desire, and Recognition**

Co-authors: Rob Harrison, Ann Veeck, and Lisa Peñaloza

(Preparing manuscript for submission to *Consumption Markets & Culture*)

Gazing typically refers to the way an individual engages with a text, whether it be the written word, a static image, or a moving film. Previous research on how consumers interpret advertising texts have taken a reader-response approach, wherein factors outside of one's identity are considered important to the reading process. The current project extends this work and proposes a queer gaze to account for the importance of the queer community when queer consumers read advertising texts with queer representations. Through focus groups and depth interviews, this multimethod study investigates how queer consumers not only identify with and desire elements of an advertising text but utilize community knowledge to recognize other queer identities. Findings indicate the importance of queering current conceptualizations of gazing and reader response theory to understand how consumers bring their community-level knowledge to bear when interpreting advertising texts.

### **Decentering Human Experiences: The Case of CrossFit**

Co-authors: Alexander Rose and Susan Dobscha

(Data collection in progress)

Research in markets and consumption often takes the human experience as the central point for understanding nascent and mature phenomena. Objects are considered as products or resources of a firm, as inanimate things shaped and sold by agentic humans. Theoretical approaches such as actor network theory (ANT) and object-oriented ontology (OOO) consider the agency objects can have and their potential to act on other human and nonhuman objects. The current ethnographic study employs OOO and the concept of boundary objects to decenter the human perspective from one consumption experience: CrossFit. We find that nonhuman objects shape human and other nonhuman objects, objects take on different meanings as they move throughout spaces, and the absence of objects drastically impacts consumption spaces and experiences. The major contribution of this study lies in understanding the roles and experiences of nonhuman objects in consumption.