

**Dr. Jamie D. Hyodo**  
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Marketing  
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## **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).

## **Licensures and Certifications**

Search Committee Certification, EAD, University of Nebraska-Lincoln. (September 30, 2019 - September 30, 2022).

## **Professional Memberships**

American Marketing Association. (2020 - Present).

Association for Consumer Research. (2011 - Present).

Society for Consumer Psychology. (2011 - Present).

## **Development Activities Attended**

Conference Attendance, "SCP 2021 Virtual Conference," Society for Consumer Psychology. (March 2021).

Conference Attendance, "ACR Virtual Conference," Association for Consumer Research, Paris, France. (October 2020).

Conference Attendance, "2020 AMA Winter Marketing Educators' Conference," American Marketing Association, San Diego, CA. (February 2020).

Conference Attendance, "American Marketing Association Consumer Behavior Special Interest Group (CBSIG)," Bern, Switzerland. (July 2019).

Faculty Development, "New Faculty Development Program," University of Nebraska-Lincoln, Lincoln, Nebraska, United States. (August 2018 - May 2019).

Conference Attendance, "Society for Consumer Psychology Winter Conference," Society for Consumer Psychology, Savannah, GA. (February 27, 2019 - March 3, 2019).

Conference Attendance, "Society for Consumer Psychology," Savannah, Georgia. (February 2019).

Conference Attendance, "ACR Conference," Association for Consumer Research, Dallas, Texas. (October 2018).

Conference Attendance, "SCP Conference on Motivation, Emotion, and How They Interact," Dallas, Texas. (February 2018).

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).

## **Awards and Honors**

Faculty Mentoring Award, Department of Marketing, College of Business, University of Nebraska-Lincoln. (May 2020).

## **TEACHING**

### **Teaching Experience**

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

MRKT 345, Market Research, 11 courses.

MRKT 399, Special Project, 1 course.

MRKT 426, Services Marketing, 4 courses.

MRKT 826, Services Marketing, 3 courses.

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

## RESEARCH

### Published Intellectual Contributions

#### Refereed Journal Articles

- Hyodo, J., Bolton, L. (2021). How Does Religion Affect Consumer Response to Failure and Recovery by Firms? *Journal of Consumer Research*, 47(5), 807-828. <https://go.unl.edu/qs2r>
- 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. J., Hyodo, J., Barasch, A. (2021). *Did You See What I Did? How Receiving Attention Enhances Post-Sharing Satisfaction with Shared Experiences*. 2021 Association for Consumer Research (ACR) Virtual Conference.
- Hall, M., Hyodo, J., Kristofferson, K. (2020). *You Didn't Take My (Uncertain) Advice? Examining the Effects of Confidence and Recommendation Outcomes on Recommender Preferences*. 2020 ACR Virtual Conference.
- Hall, M., Hyodo, J., Barasch, A. (2020). *When Likes Lead to Liking: How Post-Consumption Attention Enhances Experience Satisfaction*. San Diego, CA: 2020 AMA Winter Marketing Educators' Conference.
- Hall, M., Hyodo, J. (2019). *The Risks of Serving Growth-Minded Consumers in an Increasingly DIY Marketplace*. Bern: American Marketing Association Consumer Behavior Special Interest Group (CBSIG).
- Hyodo, J., Bolton, L. E. (2019). *How Does Religion Affect Consumer Response to Failure and Recovery by Firms?*. Savannah, GA: Society for Consumer Psychology.
- Hall, M., Hyodo, J. (2018). *If No One Saw It on Instagram, Was It Any Good? Examining Received Attention as a Social Benefit of Experiential Consumption*. Dallas, TX: Association for Consumer Research Conference.
- Hall, M., Hyodo, J. (2018). *'I Thought People Would be Stoked on Me': The Effect of Received Attention on Purchase Satisfaction*. Dallas, TX: Society for Consumer Psychology.
- Hyodo, J., Meloy, M. G., Winterich, K. P. (2018). *Is All Gratitude the Same? Differentiating Salvation, Serendipitous, and Serene Gratitude*. Dallas, TX: Society for Consumer Psychology Conference.
- 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. J. (Presenter & Author), Hyodo, J. (Author Only), Barasch, A. (Author Only), 2021 ACR Virtual Conference, "Did You See What I Did? How Receiving Attention Enhances Post-Sharing Satisfaction with Shared Experiences," Association for Consumer Research. (October 2021).

Hall, M. (Author Only), Hyodo, J. (Presenter & Author), Kristofferson, K. (Author Only), 2020 ACR Virtual Conference, "You Didn't Take My (Uncertain) Advice? Examining the Effects of Confidence and Recommendation Outcomes on Recommender Preferences," Association for Consumer Research. (October 2020).

Hall, M. (Author Only), Hyodo, J. (Presenter & Author), 2020 AMA Winter Marketing Educators' Conference, "I Should Have Tried That: The Risks of Serving Growth-Minded Consumers in an Increasingly DIY Marketplace," American Marketing Association, San Diego, CA. (February 2020).

Hall, M. (Author Only), Hyodo, J. (Presenter & Author), Barasch, A. (Author Only), 2020 AMA Winter Marketing Educators' Conference, "When Likes Lead to Liking: How Post-Consumption Attention Enhances Experience Satisfaction," American Marketing Association, San Diego, CA. (February 2020).

Hyodo, J., Bolton, L. E., American Marketing Association Consumer Behavior Special Interest Group (CBSIG), "How does Religion Affect Consumer Response to Failure and Recovery by Firms?," Bern, Switzerland. (July 2019).

Hall, M., Hyodo, J., American Marketing Association Consumer Behavior Special Interest Group (CBSIG), "The Risks of Serving Growth-Minded Consumers in an Increasingly DIY Marketplace," Bern, Switzerland. (July 2019).

- Hall, M. (Presenter & Author), Hyodo, J. (Author Only), Kristofferson, K. (Author Only), Society for Consumer Psychology, "Examining Social and Product-Related Outcomes of Rejected Recommendations," Savannah, GA. (March 2019).
- Hyodo, J. (Presenter & Author), Bolton, L. E. (Author Only), Society for Consumer Psychology, "How Does Religion Affect Consumer Response to Failure and Recovery by Firms?," Savannah, GA. (March 2019).
- Hall, M. (Presenter & Author), Hyodo, J. (Author Only), Association for Consumer Research, "If No One Saw It on Instagram, Was It Any Good? Examining Received Attention as a Social Benefit of Experiential Consumption," Dallas, TX. (October 2018).
- Hyodo, J. (Presenter & Author), Meloy, M. G. (Author Only), Page Winterich, K. (Author Only), Society for Consumer Psychology, "Is All Gratitude the Same? Differentiating Salvation, Serendipitous, and Serene Gratitude," Dallas, TX. (February 2018).
- Hall, M. (Presenter & Author), Hyodo, J. (Author Only), Society for Consumer Psychology, "'I Thought People Would be Stoked on Me': The Effect of Received Attention on Purchase Satisfaction," Dallas, TX. (February 2018).
- 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).

## **Media Contributions**

### **Internet**

Yellowdig Webinar, <https://www.youtube.com/watch?v=4DbzpRb0Npg&feature=youtu.be>. (December 2019).

## **Awards and Honors**

Haring Symposium, Faculty Representative, Indiana University. (April 2017).

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).

## **Intellectual Contributions in Submission**

### **Other**

Hall, M., Hyodo, J. *From Competitor to Customer: How Consumer Engagement in DIY Helps Service Providers*. Journal of Service Research.

## **SERVICE**

### **University Service**

Committee Chair, Department of Marketing Grade Appeal Committee. (August 2020 - Present).

Behavioral Lab Coordinator. (January 2017 - Present).

Coordinator, Mittelstaedt Doctoral Symposium. (August 2016 - May 2019).

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

Reader, Second Year/Comprehensive Exam Paper Reviewer. (August 2017).

### **Professional Service**

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (June 2020 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Consumer Research. (June 2020 - Present).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (June 2020 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Interactive Marketing. (March 2020 - Present).

Reviewer, Ad Hoc Reviewer, Marketing Letters. (September 2019 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Public Policy & Marketing. (August 2018 - Present).

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).

Conference Program Committee Member, 2020 Society for Consumer Psychology Conference, Huntington Beach, CA. (2020).

Reviewer/Discussant, Conference Paper, AMA CBSIG Conference, Bern. (2019).

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).

## **Awards and Honors**

### **Service, University**

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (March 2019).