

Natalie Chisam

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ACADEMIC APPOINTMENTS

UNIVERSITY OF NEBRASKA—LINCOLN, COLLEGE OF BUSINESS, LINCOLN, NEBRASKA <i>Assistant Professor of Marketing</i>	2023 – Present
SALES AND MARKETING STRATEGY INSTITUTE, SEATTLE, WASHINGTON <i>Associate Executive Director</i>	2019 – Present

ACADEMIC BACKGROUND

UNIVERSITY OF WASHINGTON, FOSTER SCHOOL OF BUSINESS, SEATTLE, WASHINGTON Doctor of Philosophy, Marketing <i>Dissertation:</i> Understanding the Impacts of Data Privacy Regulations on Firm Performance <i>Minor:</i> Statistics <i>Committee:</i> Robert W. Palmatier (Chair), Frank Germann, Nidhi Agrawal, Oliver Rutz, Jerald R. Herting (GSR)	June 2023
UNIVERSITY OF WASHINGTON, FOSTER SCHOOL OF BUSINESS, SEATTLE, WASHINGTON Master of Science in Business Administration	June 2021
UNIVERSITY OF NOTRE DAME, MENDOZA COLLEGE OF BUSINESS, NOTRE DAME, INDIANA Master of Business Administration with Honors (<i>Magna cum laude</i>) <i>Concentrations:</i> Marketing and Business Analytics	May 2019
INDIANA UNIVERSITY - BLOOMINGTON, KELLEY SCHOOL OF BUSINESS, BLOOMINGTON, INDIANA Bachelor of Science in Business <i>Major:</i> Marketing	May 2013

RESEARCH

RESEARCH INTERESTS

Marketing strategy, data privacy, marketing law & public policy

PUBLICATIONS

1. Leigh McAlister, Frank Germann, **Natalie Chisam**, Pete Hayes, Adriana Lynch, and Bill Stewart, (2023) “A Taxonomy of Marketing Organizations,” *Journal of the Academy of Marketing Science*, 51, 617–635.
2. **Natalie Chisam**, Frank Germann, and Robert W. Palmatier (2022), “A Call for Research at the Public Policy–Marketing Strategy Interface,” *Journal of Public Policy & Marketing*, 41 (3), 213–215.

RESEARCH UNDER REVIEW OR REVISIONS

1. **Natalie Chisam**, Frank Germann, and Robert W. Palmatier, “Data Privacy Regulations: Stakeholder Trade-Offs and Firm Performance,” under second-round review at *Journal of Marketing*.
 - Featured in MSI Working Paper Series and MSI Source Newsletter
2. **Natalie Chisam**, Jordan W. Moffett, Kelly D. Martin, and Robert W. Palmatier, “Firm Data Stewardship,” (reject and resubmit) under review at *Journal of Marketing*.
 - Research Excellence Team Support Program Recipient (University of Kentucky; \$10,000)
 - Featured in MSI Working Paper Series and MSI Source Newsletter
3. Mehdi Nezami, **Natalie Chisam**, and Robert W. Palmatier, “Organizational Networks and Firm Performance: A Meta-Analysis,” under third-round review at *Journal of the Academy of Marketing Science*.

SELECTED WORKING PAPERS AND WORKS IN PROGRESS

1. Jordan W. Moffett, **Natalie Chisam**, Kelly D. Martin, and Robert W. Palmatier, “Customer Privacy Journey,” target *Journal of Marketing*.
 - Research Excellence Team Support Program Recipient (University of Kentucky; \$13,500)
2. Nita Umashankar, **Natalie Chisam**, and Morgan Ward, “Privacy Surveillance,” target *Journal of Marketing*.

PUBLISHED MSI WORKING PAPERS AND BOOK CHAPTERS

1. **Natalie Chisam**, Jordan W. Moffett, Kelly D. Martin, and Robert W. Palmatier (2023), “Leading on Privacy: How Firms Can Build Trust and Enhance Performance Across Authenticity Indicators,” *Marketing Science Working Paper Series*, <https://www.msi.org/research-recap/how-shouldcompanies-implement-privacy-as-strategy/>.
2. **Natalie Chisam**, Frank Germann, and Robert W. Palmatier (2023), “Navigating the Data Privacy Regulatory Landscape: How Firms Can Withstand the Negative Performance Implications,” *Marketing Science Working Paper Series*, <https://www.msi.org/working-paper/navigating-the-data-privacy-regulatory-landscape-how-firms-can-withstand-the-negative-performance-implications/>.
3. **Natalie Chisam**, Joshua T. Beck, and Robert W. Palmatier (2022), “Relationship Marketing,” in *Handbook of Business-to-Business Marketing* (2nd edition), ed. Gary L. Lilien, Andrew J. Petersen, and Stefan Wuyts, Edward Elgar Publishing, 315–334.

INVITED RESEARCH AND CONFERENCE PRESENTATIONS

1. “Privacy as Strategy,” Customer Data Privacy, Security, and Vulnerability Special Session, AMA Summer 2023 Conference, San Francisco, California
2. “The Effect of Privacy Regulations on Firm Performance,” Customer Data Privacy, Security, and Vulnerability Special Session, AMA Summer 2023 Conference, San Francisco, California
3. “Data Privacy Regulation: Effects on Firm Performance,” *AMA Summer 2022 Conference*, Chicago, Illinois
4. “Data Privacy Regulation: Effects on Firm Performance,” *UW – UBC 2022 Annual Marketing Conference*, Seattle, Washington

5. “Data Privacy Regulation Management Strategies,” *Microsoft Compliance Research Showcase*, Seattle, Washington (2022)

TEACHING AND PROFESSIONAL EXPERIENCE

TEACHING EXPERIENCE, UNIVERSITY OF NEBRASKA, ASSISTANT PROFESSOR

Courses: Marketing Research, Marketing Communication (Fall 2023)

TEACHING EXPERIENCE, UNIVERSITY OF WASHINGTON, GRADUATE TEACHING ASSISTANT

Courses: Executive MBA Marketing Strategy with Teaching Component (2020 – 2023)

PROFESSIONAL EXPERIENCE

Monsanto Company, St. Louis, Missouri, Marketing Coordinator, Channel Seed (2016 – 2017)

Bernstein-Rein Advertising, Kansas City, Missouri, Account Executive, McDonald’s (2014 – 2016)

Cerner Corporation, Kansas City, Missouri, Consultant, Revenue Cycle (2013 – 2014)

HONORS AND AWARDS

- University of Washington James B. Wiley Endowed PhD Fellowship (\$25,000 scholarship)
- University of Washington Gary Wipfler Distinguished Leader Fellowship (\$5,000 per year scholarship)
- University of Washington EMBA Outstanding Teaching Assistant Award
- Notre Dame Dean's Award (\$1,000, awarded to the top student who demonstrates strong leadership amongst classmates, shows promise for future professional success, and has a strong record of scholarship as selected by faculty)
- Notre Dame Donna M. Sclafani Memorial Award (\$1,000, presented to an outstanding female MBA marketing student as voted by the Department of Marketing faculty)
- Notre Dame 2018 Brogan Award (\$6,000, given to top-four female students ranked by GPA)
- Notre Dame Forté Fellowship (\$40,000 per year scholarship awarded to female students recognized for academic aptitude, leadership, and future potential)
- Marketing Strategy Consortium Fellow, 2022

ACADEMIC SERVICE

- Ad Hoc Reviewer for *Journal of Marketing* and *Journal of Public Policy & Marketing*
- American Marketing Association Retail and Pricing SIG Doctoral Student Liaison (2022 – 2023)

REFERENCES

Dr. Robert W. Palmatier (Chair)

Professor of Marketing

John C. Narver Endowed Professor in Business Administration

Foster School of Business, University of Washington

palmatrw@uw.edu

Dr. Frank Germann

Associate Professor of Marketing

Marketing Department Chair and Viola D. Hank Associate Professor

Mendoza School of Business, University of Notre Dame

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Dr. Kelly D. Martin

Professor of Marketing

Tinberg Business for a Better World University Professor

Dean's Distinguished Research Fellow

College of Business, Colorado State University

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