

# Natalie Chisam

---

HLH 345F, P.O. Box 880492, Lincoln, Nebraska 68588  
913.530.5763 | nchisam@unl.edu

---

## Academic Appointments

<b>University of Nebraska–Lincoln, College of Business, Lincoln, Nebraska</b> <i>Assistant Professor of Marketing</i>	<b>2023–Present</b>
<b>Sales and Marketing Strategy Institute, Seattle, Washington</b> <i>Associate Executive Director</i>	<b>2019–Present</b>

---

## Academic Background

<b>University of Washington, Foster School of Business, Seattle, Washington</b> 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	<b>June 2023</b>
<b>University of Washington, Foster School of Business, Seattle, Washington</b> Master of Science in Business Administration	<b>June 2021</b>
<b>University of Notre Dame, Mendoza College of Business, Notre Dame, Indiana</b> Master of Business Administration with Honors ( <i>Magna cum laude</i> ) <i>Concentrations:</i> Marketing and Business Analytics	<b>May 2019</b>
<b>Indiana University-Bloomington, Kelley School of Business, Bloomington, Indiana</b> Bachelor of Science in Business <i>Major:</i> Marketing	<b>May 2013</b>

---

## Research

**Research Interests:** Marketing strategy, data privacy, marketing law & public policy.

**Impact:** 7,000+ reads on the official journal websites

### Journal Publications

1. Mehdi Nezami, **Natalie Chisam**, and Robert W. Palmatier (2024), “Organizational Networks and Firm Performance: A Meta-Analysis,” forthcoming at *Journal of the Academy of Marketing Science*.  
- 457+ reads on the official journal website

2. 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 (3), 617–635.
  - *Journal of the Academy of Marketing Science* Sheth Foundation Best Paper Award Finalist (2023)
  - Citations = 6; 6,082+ reads on the official journal website
3. **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.
  - Citations = 7; 614+ reads on the official journal website

### Research Under Review or Revisions

1. **Natalie Chisam**, Jordan W. Moffett, Kelly D. Martin, and Robert W. Palmatier, “Customer Data Stewardship,” preparing for third-round review at *Journal of Marketing*.
  - Research Excellence Team Support Program Recipient (University of Kentucky; \$10,000)
  - Research Grant Program Recipient (University of Nebraska–Lincoln; \$2,500)
  - Featured in MSI Working Paper Series and MSI Source Newsletter

### Selected Working Papers and Works in Progress

1. **Natalie Chisam**, Jordan W. Moffett, Frank Germann, and Robert W. Palmatier, “Privacy Tradeoffs in International Markets,” Target *Journal of International Business Studies*.
  - Research Excellence Team Support Program Recipient (University of Kentucky; \$10,000)
  - Featured in MSI Working Paper Series and MSI Source Newsletter
2. Jordan W. Moffett, **Natalie Chisam**, and Kelly D. Martin, “Customer Privacy Journey,” Target *Journal of Marketing*.
  - Research Excellence Team Support Program Recipient (University of Kentucky; \$13,500)
3. Nita Umashankar, **Natalie Chisam**, and Morgan K. Ward, “Privacy Surveillance,” Target *Journal of Marketing Research*.
  - Research Grant Program Recipient (University of Nebraska–Lincoln; \$2,000)

### 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-should-companies-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 (2023)
  2. “The Effect of Privacy Regulations on Firm Performance,” Customer Data Privacy, Security, and Vulnerability Special Session, AMA Summer 2023 Conference, San Francisco, California (2023)
  3. “Data Privacy Regulation: Effects on Firm Performance,” AMA Summer 2022 Conference, Chicago, Illinois (2022)
  4. “Data Privacy Regulation: Effects on Firm Performance,” UW – UBC 2022 Annual Marketing Conference, Seattle, Washington (2022)
  5. “Data Privacy Regulation Management Strategies,” Microsoft Compliance Research Showcase, Seattle, Washington (2022)
- 

## Teaching and Professional Experience

### Teaching Experience, University of Nebraska, Assistant Professor

- Marketing Research, Undergraduate
  - Fall 2024 (2 sections)
  - Fall 2023 (2 sections), Overall Course/Instructor Median: 5.00/5.00
- Marketing Communication, Undergraduate
  - Fall 2023 (1 section), Overall Course/Instructor Median: 5.00/5.00
- University of Nebraska–Lincoln College of Business Distinguished Teaching Award Finalist (2023)

### Teaching Experience, University of Washington, Graduate Teaching Assistant

- Executive MBA Marketing Strategy with Teaching Component (2020–2023)
- University of Washington EMBA Outstanding Teaching Assistant Award

### 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 Nebraska–Lincoln College of Business Teaching and Learning Center Learning Community Grant (2024)
- 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)
- Marketing Strategy Consortium Fellow (2022)

- 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)
- 

## Service

### University

- Faculty search committee member (2024)
- Second-year PhD student paper reviewer (2024)

### Professional

- AMA Innovation, Technology, and Interactivity (Tech) SIG Vice President for Engagement (2024–present)
- Ad Hoc Journal Reviewer
  - *Journal of Marketing* (2023)
  - *Journal of Public Policy & Marketing* (2022)
- Conference Track Reviewer
  - American Marketing Association Summer Conference (2021–present)
  - American Marketing Association Winter Conference (2021–present)
- Other Service
  - Invited Guest Lecturer (PhD Seminar), Iowa State University, Dr. Ju-Yeon Lee (Fall 2024)
  - American Marketing Association Retail and Pricing SIG Doctoral Student Liaison (2022–2023)