

**VALERIE A. TAYLOR**

**FRANK VARALLO PROFESSOR OF MARKETING**

**OFFICE ADDRESS:**

Department of Marketing & Entrepreneurship  
Dept 6156  
615 McCallie Avenue  
College of Business  
University of Tennessee at Chattanooga  
Chattanooga, TN 37403-2598

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Office-Voice: (423) 425-4419  
Office-Fax: (423) 425-4158

**EDUCATION**

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- Ph.D.** BUSINESS ADMINISTRATION, MARKETING (August 1997)  
University of South Carolina, Columbia, South Carolina  
Cognate: Psychology  
Dissertation: The Effects of Price on Brand Extension Evaluations
- M.B.A.** MARKETING (May 1990)  
University of South Carolina, Columbia, South Carolina
- B.S.** BUSINESS ADMINISTRATION, MARKETING (May 1988), *Cum Laude*  
West Virginia University, Morgantown, West Virginia

**ACADEMIC APPOINTMENTS**

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**UNIVERSITY OF TENNESSEE AT CHATTANOOGA, CHATTANOOGA, TENNESSEE**

*Frank Varallo Professor*, Department of Marketing & Entrepreneurship, College of Business.  
August 2009 – present.

*Frank Varallo Associate Professor*, Department of Marketing & Entrepreneurship, College of Business. August 2004 – July 2009.

*Frank Varallo Assistant Professor*, Department of Marketing & Entrepreneurship, College of Business. January 2004 – July 2004.

*Assistant Professor*, Department of Marketing & Entrepreneurship, College of Business. August 2001 – December 2003.

Courses taught: Basic Marketing (BMKT 313), Integrated Marketing Communications (BMKT 362), Marketing Problems (BMKT 461), Brand Management (BMKT 566), Promotion Management (BMKT 564).

**UNIVERSITY OF KENTUCKY, LEXINGTON, KENTUCKY**

*Assistant Professor*, School of Management—Marketing Area, Gatton College of Business and Economics, August 1997 – May 2001. Courses taught: Marketing Communications, Marketing Research.

**UNIVERSITY OF SOUTH CAROLINA, COLUMBIA, SOUTH CAROLINA**

*Research Assistant and Instructor*, Department of Marketing, Moore School of Business, August 1992 – May 1997. Courses taught: Marketing Research, Principles of Marketing.

**TEACHING INTERESTS**

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Brand Management, Consumer Behavior, Marketing Communications, Marketing Research, Marketing Management, Principles of Marketing

**PEER REVIEWED JOURNAL PUBLICATIONS**

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Taylor, Valerie A., Diane Halstead, and Paula J. Haynes (2010), “Consumer Responses to Christian Religious Symbols in Advertising,” *The Journal of Advertising*, 39 (2), 97-92.

Diane Halstead, Paula J. Haynes, and Valerie A. Taylor (2009) “Service Provider Use of Christian Religious Messages in Yellow Pages Advertising,” *Advertising & Society Review*, 10 (4).

Taylor, Valerie A. (2009), “Brand Name and Price Cue Effects Within A Brand Extension Context,” *Academy of Marketing Studies Journal*, 13 (2), 59-75.

Brockman, Beverly, Valerie A. Taylor, and Chris Brockman (2008), “The Price of Unconditional Love: Exploring Consumer Decision Making For High Dollar Veterinary Care,” *Journal of Business Research*, 61, 397-405.

Jones, Michael A., Vance P. Lesseig, Thomas I. Smythe, and Valerie A. Taylor (2007), “Mutual Fund Advertising: Should Investors Take Notice?” *Journal of Financial Services Marketing*, 12 (3), 242-254.

Haynes, Paula J. and Valerie A. Taylor (2006), “An Examination of Strategic Practices in Online Retailing,” *Journal of Internet Commerce*, Vol. 5 (Issue 3), 1-26.

Ingram, Rhea, Steven J. Skinner, and Valerie A. Taylor (2005), “Consumers’ Evaluation of Unethical Marketing Behaviors: The Role of Customer Organizational Commitment,” *Journal of Business Ethics*, Vol. 62 (December, No. 3), 237-252.

Barone, Michael J., Valerie A. Taylor, and Joel E. Urbany (2005), “Advertising Signaling Effects for New Brands,” *Journal of Marketing Theory and Practice*, Vol. 13 (1), 1-13.

- Lee, Renée Gravois, Valerie A. Taylor and Ryan McGetrick (2004), "Toward Reducing Youth Exposure to Tobacco Messages: Examining the Breadth of Brand and Nonbrand Communications," *Journal of Health Communication*, Vol. 9 (5), 461-479.
- Taylor, Valerie A. and Amanda B. Bower (2004), "Improving Product Instruction Compliance: If You Tell My Why, I Might Comply," *Psychology & Marketing*, Vol. 21 (3), 229-245.
- Taylor, Valerie A. and William O. Bearden (2003), "Advertising Spending on Brand Extensions: Does Similarity Matter?" *Journal of Brand Management*, Vol. 11 (1), 63-74.
- Jones, Michael A., Valerie A. Taylor, Richard C. Becherer, and Diane Halstead (2003) "The Impact of Instruction Understanding on Satisfaction and Switching Intentions," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 16, 10-18.
- Bower, Amanda B. and Valerie A. Taylor (2003), "Increasing Intention to Comply with Pharmaceutical Product Instructions: An Exploratory Study Investigating the Roles of Frame and Plain Language," *Journal of Health Communication*, Vol. 8 (2), 145-156.
- Taylor, Valerie A. (2002), "Price Effects on Brand Extension Quality Evaluations," *Journal of Empirical Generalizations in Marketing Science*, Vol. 7, p.1-19.
- Taylor, Valerie A. and William O. Bearden (2002), "The Effects of Price on Brand Extension Evaluations: The Moderating Role of Extension Similarity," *Journal of the Academy of Marketing Science*, 30 (2), p. 131-140.

## CONFERENCE PROCEEDING PUBLICATIONS

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- Taylor, Valerie A., Diane Halstead, and Paula J. Haynes (2004), "Persuasion Knowledge and Religious Symbolism in the Marketplace," in *Advances in Marketing: Concepts, Issues and Trends*, (eds.) William J. Kehoe and Linda K. Whitten, Charlottesville, VA: p.21-22.
- Lee, Renée Gravois, Ryan McGetrick, and Valerie A. Taylor (2002), "An Examination of Tobacco Marketing Practices and State Use of Funds After the Master Settlement Agreement," in *Marketing Theory and Applications*, Vol. 13, (eds.), Kenneth R. Evans and Lisa K. Scheer, Chicago, IL: American Marketing Association, 60-61.
- Taylor, Valerie A. and Anthony D. Miyazaki (1995), "Assessing Actual Service Performance: Incongruities Between Expectation and Evaluation Attributes," in *Advances in Consumer Research*, Vol. 22, eds. Frank Kardes and Mita Sujun, Provo, UT: Association for Consumer Research, pp. 599-605.
- Urbany, Joel E., Arni Arnthorsson, Michael J. Barone, and Valerie A. Taylor (1993), "Do Buyers Believe That Advertised Brands Are Better Buys? Don't Ask!" in *Enhancing Knowledge Development in Marketing*, Vol. 4, eds. David W. Cravens and Peter R. Dickson, Chicago, IL: American Marketing Association, pp. 434-441.

## CONFERENCE PRESENTATIONS

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- Taylor, Valerie A., Diane Halstead, and Paula J. Haynes, "Persuasion Knowledge and Religious Symbolism in the Marketplace," presented at the *Society for Marketing Advances Conference*, St. Petersburg, Florida, November 5, 2004.
- Jones, Michael A., Valerie A. Taylor, Richard C. Becherer, and Diane Halstead, "The Impact of Instruction Understanding on Satisfaction and Switching Intentions," presented at the *Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference*, Provo, Utah, June 21, 2003.
- Lee, Renée Gravois, Leila Fecho, and Valerie A. Taylor, "Building Students' Competitive Advantage in a Tough Job Market: Concrete Ways to Prepare Students for Professional Networking," presented at the *International Society for Exploring Teaching Alternatives (ISETA) Conference*, Pittsburgh, Pennsylvania, October 25, 2002.
- Urbany, Joel E., Michael J. Barone, and Valerie A. Taylor, "Ad Claim Strength and the Ad Budget Signal," presented at the *Association for Consumer Research Conference*, Columbus, Ohio, October 2, 1999.
- Bower, Amanda. B., Tracy A. Suter and Valerie A. Taylor, "First Years as an Assistant Professor: Changes, Challenges and Constants," Invited Faculty Participant, *Society for Marketing Advances- Doctoral Consortium*, New Orleans, Louisiana, November 1998.
- Taylor, Valerie A. and Anthony D. Miyazaki, "Assessing Actual Service Performance: Incongruities Between Expectation and Evaluation Attributes," presented at the *Association for Consumer Research Conference*, Nashville, Tennessee, October 1994.

## INSTITUTIONAL SERVICE

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### UNIVERSITY OF TENNESSEE AT CHATTANOOGA

- COB BMGT 100 Task Force, spring 2009.
- COB Academically Qualified Committee, Chair, spring 2007 – present.
- COB Student Recognition Committee, Chair, fall 2001 –present.
- COB Undergraduate Curriculum Committee, fall 2002 – present.
- COB Faculty Development Committee, fall 2007 – present.
- COB Faculty Sponsor, *Alpha Mu Alpha* –Marketing Honor Society, fall 2001 – present.
- COB Faculty Recruiting Committee, Marketing Department, fall 2005 – fall 2006.
- COB AACSB Assessment Committee, fall 2005 – spring 2006.
- COB Student Affairs Committee, fall 2003 – spring 2005.
- COB Course Coordinator, BMKT 313, fall 2003 – spring 2005.
- COB Course Coordinator, BMKT 362, fall 2003 – present.
- COB Faculty Sponsor, *American Marketing Association*–UTC Chapter, fall 2001 – fall 2006.
- COB Faculty Sponsor, Krista Willey Independent Study, spring 2003.

COB Faculty Sponsor, Katie Davis Independent Study, summer 2003.  
 COB Career advising to marketing majors as needed, fall 2001 – present.  
 Honors Student Thesis Committee, Jeff Rummer, spring 2003 – spring 2004.  
 Honors Student Thesis Co-chair, Shannon Acree, fall 2007 – fall 2008.  
 UTC Outstanding Greek Awards Committee, spring 2002, spring 2004.  
 UTC Faculty Research Committee, fall 2007 – spring 2010.  
 UTC Assistant Graduation Marshal: May 4, 2008; December 16, 2007; May 6, 2007;  
 December 17, 2006; August 7, 2005; December 18, 2005; May 2, 2004; December  
 19, 2004.  
 UTC Institutional Human Subjects Review Board, fall 2003 – summer 2007.  
 UTC Faculty Senate, COB representative, February 2005 – April 2005.

#### UNIVERSITY OF KENTUCKY

Associate Member of the Graduate Faculty, School of Management, Marketing Area  
 Dissertation Committee Member, R. Ingram, School of Management, Marketing Area,  
 (Defended July, 19, 2000)  
 Dissertation Committee Member, M. Conway-Dato-On, School of Management, Marketing  
 Area (Defended December 12, 2000)  
 Faculty Sponsor, American Marketing Association - UK Marketing Club, 1998-2001  
 Faculty Sponsor, Gatton Doctoral Student Association, 1998-2001  
 Reader of Merit Scholarship Applications for 1999 – 2000 Scholarship Program  
 Search Committee Member, Endowed Chair in Electronic Commerce Position, School of  
 Management, Marketing Area, 1999  
 Selection Committee Member, Maurice A. Clay Award, College of B&E, 1999, and 2000

#### UNIVERSITY OF SOUTH CAROLINA

Secretary, Doctoral Student Association, College of Business Administration, University of  
 South Carolina, 1995 – 1996  
 Vice President, Doctoral Student Association, College of Business Administration,  
 University of South Carolina, 1996 – 1997

#### **ACADEMIC SERVICE**

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Editorial Review Board, *Psychology & Marketing*  
 Reviewer, *Journal of Advertising*  
 Reviewer, *Journal of the Academy of Marketing Science*  
 Reviewer, *Marketing Letters*  
 Reviewer, *Journal of Business Ethics*  
 Reviewer, *Journal of Marketing Theory and Practice*  
 Reviewer, *Journal of Health Communication*  
 Reviewer, *Journal of Retailing*, Special issue on Retailing and Consumer Behavior  
 Reviewer, *Handbook of Warnings*  
 Reviewer, 2001, 2003, 2004-2006 AMA Summer Educators' Conference, Marketing  
 Communications and Branding Track.  
 Reviewer, 2004 Society for Marketing Advances Doctoral Dissertation Competition

Reviewer, 1996, 1998, 2002, 2004 -2007 Society for Marketing Advances Conference  
 Reviewer, 2003 Academy of Marketing Science Conference  
 Session Discussant, 2002 – 2003 Society for Marketing Advances Conference  
 Invited Faculty Commentary, fall 2002, *Association for Consumer Research Newsletter*  
 Reviewer, 2000 AMA Winter Educators' Conference  
 Reviewer, 2000 Society for Consumer Psychology Conference  
 Faculty Participant, 2000 Society for Marketing Advances Doctoral Consortium

## **HONORS / AWARDS**

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Dean's Merit Professor, 2008-2009  
 Max Finley Merit Professor, 2006-2007  
 Alpha Scholastic Honor Society, 2007  
 Max Finley Merit Professor, 2005-2006  
 Outstanding Reviewer Award, *Journal of Marketing Theory & Practice*, 2002-2005  
 Max Finley Merit Professor, 2004-2005  
 University Exceptional Merit Award, 2003-2004  
 College of Business Dean's Merit List 2003-2004  
 Summerfield Johnston Centennial Scholar Award, 2004  
 University Exceptional Merit Award, 2002-2003  
 College of Business Dean's Merit List 2002-2003  
 Summerfield Johnston Centennial Scholar Award, 2003  
 AMA Doctoral Consortium Fellow, University of Colorado, 1996  
 Southern Marketing Association Doctoral Consortium Fellow, 1995  
 Beta Gamma Sigma, University of South Carolina, 1990  
 MBA Team Case Analysis Award, University of South Carolina, 1990  
 Fred Haddad Undergraduate Scholarship Award, West Virginia University, 1988  
 Golden Key National Honor Society, West Virginia University, 1988

## **PROFESSIONAL DEVELOPMENT**

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Association for Consumer Research (ACR) Conference, Pittsburgh, PA, October 22-24, 2009.

Weaving a Wonderful Web: Planning, Implementing & Measuring the Impact of Social Media. A Professional Development Seminar hosted by The Public Relations Society of America Lookout Chapter and the Cleveland Media Association, Chattanooga, TN, October 2, 2009.

Marketing and Public Policy Consortium, Workshop and Conference, Atlanta, Georgia, May 16-18, 2002. Program sponsored by the American Marketing Association; attendance funded by a UC Foundation Faculty Development Grant.

## **PROFESSIONAL AFFILIATIONS & OUTREACH**

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American Marketing Association, Association for Consumer Research, Chattanooga Advertising Federation, Society for Consumer Psychology, Society for Marketing Advances.

With Drs. Diane Halstead and Keith Richards, facilitated brainstorming session for the executive editorial team of the Chattanooga Times Free Press, January 21, 2010.

Taylor, Valerie A., “Growing Your Business in a Down Economy: Advertising Decisions,” presented at an *American Advertising Federation of Chattanooga* educational seminar for local business owners. Chattanooga, Tennessee, October 29, 2009.

Taylor, Valerie A., “Marketing Communications: Three Interrelated Considerations,” presented at meeting of the *Chattanooga Chamber of Commerce - Market Center Council*, Chattanooga, Tennessee, December 7, 2006.

Taylor, Valerie A. and Dottie Persinger, “Assessing Advertising Effectiveness,” presented at the *3<sup>rd</sup> Annual University of Kentucky Sports Marketing Academy*, Lexington, Kentucky, May, 2000.

## **PROFESSIONAL EXPERIENCE**

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**ALLTEL—CORPORATE HEADQUARTERS, HUDSON, OHIO, Administrator – Marketing,** March – July 1992. Served as member of a task force that studied competitive issues facing local telephone carriers. Identified, analyzed and reported to senior management the likely impact of the issues on the company's future business plans.

**ALLTEL — SOUTHERN REGION HEADQUARTERS, CHARLOTTE, NORTH CAROLINA, Administrator – Marketing,** September 1990 – March 1992. Developed the regional five-year revenue forecast for new and existing telecommunication services, coordinated and analyzed the regional five-year capital budget concerning switch software additions. Performed ad hoc analyses.

## **GENERAL COMMUNITY SERVICE**

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Mentor to Little Sister, *Big Brother Big Sisters*, October 2005 – October 2010.

Board member, *Hamilton Mill Homeowner's Association*, March 2004 – March 2007.

Secretary, *Hamilton Mill Homeowner's Association*, March 2004 – March 2006.

Classroom Instructor, *Junior Achievement*, fall 1991- spring 1992.