

FACULTY DATA SHEET

VALERIE A. TAYLOR

Frank Varallo Associate Professor of Marketing
Department of Marketing & Entrepreneurship
University of Tennessee at Chattanooga
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EDUCATION

- Ph.D. – 1997; University of South Carolina
Major: Marketing
Minor: Psychology
Dissertation Title: The Effects of Price on Consumer Evaluations of
Brand Extensions - The Moderating Role of Similarity
- MBA – 1990; University of South Carolina
Major: Marketing
- B.S. – 1988; West Virginia University
Major: Marketing

PROFESSIONAL EXPERIENCE

- August 2004- present: Frank Varallo Associate Professor of Marketing
The University of Tennessee at Chattanooga
- Jan. 2004 – July 2004: Frank Varallo Assistant Professor of Marketing
The University of Tennessee at Chattanooga
- August 2001-2003: Assistant Professor of Marketing
The University of Tennessee at Chattanooga

TEACHING

- BMKT 313 Basic Marketing
BMKT 362 Integrated Marketing Communications
BMKT 461 Marketing Problems
BMKT 564 Promotions
BMKT 566 Seminar in Marketing (Brand Management)

INTELLECTUAL CONTRIBUTIONS/RESEARCH

Peer-Reviewed Journal Articles

2008: "The Price of Unconditional Love: Consumer Decision Making For High Dollar Veterinary Care." Journal of Business Research, Special Issue on Companion Animal Related Consumption, 61, 397-405. Co-authored with Beverly K. Brockman and Chris Brockman. **Discipline Based Research**

2007: "Mutual Fund Advertising: Should Investors Take Notice?" Journal of Financial Services Marketing, 12 (3), 242-254. Co-authored with Michael A. Jones, Vance P. Lesseig, and Thomas I. Smythe. **Discipline Based Research**

2006: "An Examination of Strategic Practices in Online Retailing," Journal of Internet Commerce, Vol. 5 (Issue 3), 1-26. Co-authored with Paula J. Haynes. **Contributions to Practice**

2005: "Consumers' Evaluation of Unethical Marketing Behaviors: The Role of Customer Organizational Commitment," Journal of Business Ethics, Vol. 62 (December, No. 3), 237-252. Co-authored with Rhea Ingram and Steven J. Skinner. **Discipline Based Research**

2005: "Advertising Signaling Effects for New Brands," Journal of Marketing Theory and Practice, Vol. 13 (1), 1-13. Co-authored with Michael J. Barone and Joel E. Urbany. **Discipline Based Research**

2004: "Improving Product Instruction Compliance: If You Tell My Why, I Might Comply," Psychology & Marketing, Vol. 21 (3), 229-245. Co-authored with Amanda B. Bower. **Discipline Based Research**

2004: "Toward Reducing Youth Exposure to Tobacco Messages: Examining the Breadth of Brand and Non-Brand Communications," Journal of Health Communication, Vol. 9 (5), 461-479. Co-authored with Renée Gravois Lee and Ryan McGetrick. **Contributions to Practice**

2003: "Advertising Spending on Brand Extensions: Does Similarity Matter?" Journal of Brand Management, Vol. 11 (1), 63-74. Co-authored with William O. Bearden. **Discipline Based Research**

2003: "The Impact of Instruction Understanding on Satisfaction and Switching Intentions," Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Vol. 16, 10-18. Co-authored with Michael A. Jones, Richard C. Becherer, and Diane Halstead. **Discipline Based Research**

2003: "Increasing Intention to Comply with Pharmaceutical Product Instructions: An Exploratory Study Investigating the Roles of Frame and Plain Language," Journal of Health Communication, 8 (2), 145-156. Co-authored with Amanda B. Bower. **Discipline Based Research**

Conference Proceedings

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. Co-authored with Diane Halstead and Paula J. Haynes. **Discipline Based Research**

Conference Presentations

2004: "Persuasion Knowledge and Religious Symbolism in the Marketplace," presented at the Society for Marketing Advances Conference, St. Petersburg, Florida, November 5, 2004. Valerie A. Taylor, Diane Halstead, and Paula J. Haynes. **Discipline Based Research**

2003: "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. Michael A. Jones, Valerie A. Taylor, Richard C. Becherer, and Diane Halstead. **Discipline Based Research**

Other

2006: "Marketing Communications: Three Interrelated Considerations," presented at *Chattanooga Chamber of Commerce - Market Center Council*, Chattanooga, Tennessee, December 7, 2006. **Contributions to Practice**

SERVICE

University Service-University of Tennessee at Chattanooga

- 2008: -UTC Faculty Research Committee.
- 2008: -Assistant Graduation Marshal, UTC Commencement, May 4.
- 2008: -Faculty Sponsor, Alpha Mu Alpha, honorary fraternity for American Marketing Association.
- 2008: -COB Academically Qualified Committee, Chair.
- 2008: -COB Student Recognition Committee, Chair.
- 2008: -COB Undergraduate Curriculum Committee.
- 2008: -COB Course Coordinator, BMKT 362.
- 2008: -COB honors student (S. Acree) thesis committee, Co-chair.

- 2007: -UTC Institutional Human Subjects Review Board, spring.
- 2007: -UTC Faculty Research Committee, fall.
- 2007: -Assistant Graduation Marshal, UTC Commencement, May 6;
December 16.
- 2007: -Faculty Sponsor, Alpha Mu Alpha, honorary fraternity for American Marketing Association.
- 2007: -COB Academically Qualified Committee, Chair.
- 2007: -COB Student Recognition Committee, Chair.
- 2007: -COB Undergraduate Curriculum Committee.
- 2007: -COB Faculty Development Committee.
- 2007: -COB Course Coordinator, BMKT 362.
- 2007: -COB honors student (S. Acree) thesis committee, Co-chair.

- 2006: -UTC Institutional Human Subjects Review Board.
- 2006: -Assistant Graduation Marshal, UTC Commencement,
December 17.
- 2006: -Faculty Sponsor, American Marketing Association, UTC Student Chapter, fall.
- 2006: -Faculty Sponsor, Alpha Mu Alpha, honorary fraternity for American Marketing Association.
- 2006: -COB Student Recognition Committee, Chair.
- 2006: -COB Faculty Recruiting Committee, Marketing Department.
- 2006: -COB AACSB Assessment Committee, spring.
- 2006: -COB Undergraduate Curriculum Committee.
- 2006: -COB Course Coordinator, BMKT 362.
- 2006: -Advisor to marketing majors as needed.

- 2005: -UTC Institutional Human Subjects Review Board.
- 2005: -Faculty Sponsor, American Marketing Association, UTC Student Chapter.
- 2005: -Faculty Sponsor, Alpha Mu Alpha, honorary fraternity for American Marketing Association.
- 2005: -COB Student Recognition Committee, Chair.
- 2005: -COB Undergraduate Curriculum Committee.
- 2005: -COB Faculty Recruiting Committee, Marketing Department, fall.
- 2005: -COB AACSB Assessment Committee, fall.
- 2005: -COB Student Affairs Committee.
- 2005: -Assistant Graduation Marshal, UTC Commencement, August 7;
December 18.
- 2005: -COB representative to the UTC Faculty Senate, February – April.
- 2005: -COB Course Coordinator, BMKT 313, spring.
- 2005: -COB Course Coordinator, BMKT 362.
- 2005: -Advisor to marketing majors as needed.

- 2004: -UTC Institutional Human Subjects Review Board.

- 2004: -Faculty Sponsor, American Marketing Association, UTC Student Chapter.
- 2004: -Faculty Sponsor, Alpha Mu Alpha, honorary fraternity for American Marketing Association.
- 2004: -COB Undergraduate Curriculum Committee.
- 2004: -COB Student Recognition Committee, Chair.
- 2004: -COB Student Affairs Committee.
- 2004: -COB Course Coordinator, BMKT 313.
- 2004: -COB Course Coordinator, BMKT 362.
- 2004: -Assistant Graduation Marshal, UTC Commencement, May 2; December 19.
- 2004: -Outstanding Greek Awards Committee.
- 2004: -Honors Student Thesis Committee, Jeff Rummer.
- 2004: -Advisor to marketing majors as needed.
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- 2003: -UTC Institutional Human Subjects Review Board.
- 2003: -Faculty Sponsor, American Marketing Association, UTC Student Chapter.
- 2003: -Faculty Sponsor, Alpha Mu Alpha, honorary fraternity for American Marketing Association.
- 2003: -COB Undergraduate Curriculum Committee.
- 2003: -COB Student Recognition Committee, Chair.
- 2003: -COB Student Affairs Committee, fall.
- 2003: -COB Course Coordinator, BMKT 313, fall.
- 2003: -COB Course Coordinator, BMKT 362, fall.
- 2003: -Faculty Sponsor, Krista Willey Independent Study, spring.
- 2003: -Faculty Sponsor, Katie Davis Independent Study, summer.
- 2003: -Honors Student Thesis Committee, Jeff Rummer, spring.
- 2003: -Advisor to marketing majors as needed.

Academic Service

- 2008: - Reviewer, *Journal of Retailing*, Special Issue on Retailing and Consumer Behavior.
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- 2007: - Reviewer, *Society for Marketing Advances* Conference
- 2007: - Reviewer, *Psychology & Marketing*
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- 2006: - Reviewer, *AMA Summer Educators' Conference*, Marketing Communications and Branding Track.
- 2006: - Reviewer, *Journal of Advertising*
- 2006: - Reviewer, *Psychology & Marketing*
- 2006: - Reviewer, *Society for Marketing Advances* Conference
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- 2005: - Reviewer, *AMA Summer Educators' Conference*, Marketing Communications and Branding Track.

July 2008 (reporting period 1/1/03-6/30/08)

- 2005: - Reviewer, *Psychology & Marketing*
2005: - Reviewer, *Journal of Marketing Theory and Practice*
2005: - Reviewer, *AMA Summer Educators' Conference*
2005: - Reviewer, *Society for Marketing Advances Conference*
- 2004: - Reviewer, *Journal of the Academy of Marketing Science*
2004: - Reviewer, *Psychology & Marketing*
2004: - Reviewer, *Journal of Marketing Theory and Practice*
2004: - Reviewer, *Handbook of Warnings*
2004: - Reviewer, *AMA Summer Educators' Conference*
2004: - Reviewer, *Society for Marketing Advances Conference*
2004: - Reviewer, *Society for Marketing Advances Doctoral Dissertation Competition*
- 2003: - Reviewer, *Journal of Health Communication*
2003: - Reviewer and Session Discussant, *Society for Marketing Advances Conference*
2003: - Reviewer, *Academy of Marketing Science Conference*
2003: - Reviewer, *AMA Summer Educators' Conference, Marketing Communications Track; Marketing Strategy Track*

PROFESSIONAL DEVELOPMENT

- 2007: Annual Meeting, *Association for Consumer Research*
2006: Annual Meeting, *Society for Marketing Advances*
2005: Annual Meeting, *Society for Marketing Advances*
2004: Annual Meeting, *Society for Marketing Advances*
2003: Annual Meeting, *Society for Marketing Advances*

PROFESSIONAL MEMBERSHIPS

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

HONORS AND AWARDS

- 2006-07: - Max Finley Merit Professor Award
2007: - Alpha Scholastic Honor Society, Inducted spring, 2007.
2006: - Outstanding Reviewer Award, *Journal of Marketing Theory & Practice*, for reviewing activities 2002-2005.
2005-06: - Max Finley Merit Professor Award
2004-05: - Max Finley Merit Professor Award
2003-04: - UTC Exceptional Merit Award

July 2008 (reporting period 1/1/03-6/30/08)

2003-04: -College of Business Dean's Merit List

2004: - Summerfield Johnston Centennial Scholar Award

2002-03: - UTC Exceptional Merit Award

2002-03: -College of Business Dean's Merit List

2003: - Summerfield Johnston Centennial Scholar Award