

***Curriculum Vitae***  
(Current September 2017)

**ALEXIS M. ALLEN**  
Assistant Professor of Marketing

Gatton College of Business & Economics  
Department of Marketing and Supply Chain  
University of Kentucky  
Lexington, KY 40506  
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**EDUCATION**

Ph.D.	Marketing, Florida State University, 2014 Support Area: Quantitative Methods
M.B.A.	Business Administration, Southern Illinois University, 2008
B.S.	Management, Southern Illinois University, 2006

**RESEARCH**

**PUBLISHED REFEREED JOURNAL ARTICLES**

- Allen, Alexis M., Meike Eilert, and John Peloza (forthcoming), "How Deviations from Performance Norms Impact Charitable Donations," *Journal of Marketing Research*.
- Satornino, Cinthia B., Patrick Doreian, and Alexis M. Allen (2017), "The Case for Adopting Blockmodeling in Human Resource Management Research: Examples in Analyzing Social Networks and HRM Systems," *Research in Personnel and Human Resources Management*, 35.
- Andrews, Demetra and Alexis M. Allen (2016), "Information Form and Level-of-Analysis as Moderators of the Influence of Information Diagnosticity on Consumer Choice Confidence and Purchase Readiness," *Academy of Marketing Studies Journal*
- Allen, Alexis M., Michael K. Brady, Stacey G. Robinson, and Clay M. Voorhees (2015), "One Firm's Loss is Another's Gain: Capitalizing on Other Firms' Service Failures." *Journal of the Academy of Marketing Science*, 43 (5), 648-662.  
\*Winner of 2015 SERVSIG Best Paper Award, Finalist for Sheth Foundation Best Paper Award
- Allen, Alexis M. and John Peloza (2015), "Someone to Watch Over Me: The Integration of Privacy and Corporate Social Responsibility," *Business Horizons*, 58 (6), 635-642.

## **CONFERENCE PAPERS, SYMPOSIA, AND PROCEEDINGS**

### **REFEREED ABSTRACTS**

- Andrews, Demetra, and Alexis M. Allen (2016), “Influence of Product Rating Characteristics on Choice Confidence and Purchase Readiness,” AMA Summer Marketing Educators’ Conference, Atlanta, Georgia.
- Peloza, John, Alexis M. Allen, and Meike Eilert (2016), “How Descriptive Norms Impact Donation Behavior,” presented at AMA Winter Educators’ Conference, Las Vegas, NV.
- Fombelle, Paul W., Clay M. Voorhees, Sterling A. Bone, and Alexis M. Allen (2013), “Acknowledging Consumer Gratitude: Leveraging the Voice of the Consumer to Increase Loyalty,” presented at ACR North American Conference, Chicago, IL.
- Bacile, Todd J., Charles Hofacker, and Alexis M. Allen (2013), “Emerging Challenges in Social Media: Social Complaints, Service Recovery, and Dysfunctional Consumers,” presented at Marketing EDGE Direct/Interactive Marketing Research Summit, Chicago, IL.
- Allen, Alexis M., Paul W. Fombelle, Sterling A. Bone, and Clay M. Voorhees (2013), “Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty,” presented at AMA Winter Educators’ Conference, Las Vegas, NV.
- Andrews, Demetra, Alexis M. Allen, and Edward Blair (2012), “Interplay of Confidence, Information Diagnosticity, and Outcome Quality in Consumption Satisfaction,” presented at AMA Summer Marketing Educators’ Conference, Chicago, Illinois.
- Allen, Alexis M., Stacey G. Robinson, Clay M. Voorhees and Michael K. Brady (2011), “One Firm’s Loss is Another’s Gain: Capitalizing on the Failures of Unrelated Firms,” presented at Frontiers in Service Conference, Columbus, Ohio.

### **INVITED PRESENTATIONS**

- Invited speaker for the Southeastern Marketing Symposium (2011), University of Mississippi, Oxford, MS, “One Firm’s Loss is Another’s Gain: Capitalizing on the Failures of Unrelated Firms.”
- Invited speaker for the Southeastern Marketing Symposium (2013), Louisiana State University, LA, “Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty.”

### **PROFESSIONAL AWARDS AND DISTINCTIONS**

- Invited Participant to Marketing EDGE Professor’s Institute, January 2016

- Best Research Paper Award, Direct/Interactive Marketing Research Summit, 2014
- Marketing Science Institute Grant Recipient, 2012
  - -Awarded \$6,500 for project entitled, “Managing Post-Purchase Moments of Truth: Leveraging Customer Feedback to Increase Loyalty”
- Sheth Foundation Doctoral Symposium Fellow, 2012
- 
- O. C. and Linda Ferrell Doctoral Collegiality Award, 2012, 2013
- Liam Glynn Scholarship Recipient, 2011
  - -Awarded scholarship for attendance and presentation at Frontiers in Service Conference in Columbus, Ohio
- Florida State University Outstanding Teaching Assistant Award Nominee, 2011
- FSU College of Business Dean’s Scholarship Recipient, 2009

## **PROFESSIONAL SERVICE**

### **ACTIVITIES AND AFFILIATIONS**

Journal of the Academy of Marketing Science

*Ad Hoc Reviewer*

Journal of Services Research

*Ad Hoc Reviewer*

American Marketing Association

*Services Track Reviewer- 2012, 2013 Conference*

*Education Track Reviewer- 2013 Conference*

Academy of Marketing Science

*Services Track Reviewer- 2011 Conference*

Marketing EDGE

*Reviewer- 2013 Conference*

## **UNIVERSITY SERVICE**

Fall 2009	FSU President’s Retreat, College of Business representative
2015-2016	UK Department of Marketing CEDAR Co-Chair