

**CURRICULUM VITAE**  
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**EDUCATION**

University of Alabama, Tuscaloosa	Marketing	Ph.D.	2003
University of Missouri, Kansas City	Finance	M.B.A.	1988
University of Missouri, Kansas City	Marketing	B.B.A.	1986

**ACADEMIC EXPERIENCE**

**University of New Orleans:**

Associate Professor of Marketing, 2008-  
Assistant Professor of Marketing, 2003-2008

**University of Alabama:**

Research Assistant/Teaching Assistant, 1997-2001

**PROFESSIONAL EXPERIENCE**

**Baylor Health Care System, Dallas, Texas:**

Marketing Consultant, Strategic Planning & Business Development, 2001-2003  
Director of Strategic Planning & Business Development, 1995-1997  
Marketing Manager, 1994-1995

**Blue Cross and Blue Shield of Kansas City:**

Manager of Corporate Research & Product Development, 1992-1994  
Product Manager, 1990-1992  
Senior Marketing Research Analyst, 1988-1990

**The Woodsmall Companies, Kansas City, Missouri:**

Account Administrator, 1986-1987

**B.F. Ascher & Co., Lenexa, Kansas:**

Marketing Research Analyst, 1985-1986

## SCHOLARLY AND CREATIVE PRODUCTIVITY

### Peer Reviewed Journal Articles:

**Lacey, Russell** and Pamela A. Kennett-Hensel (2011), "Longitudinal Effects of Corporate Social Responsibility on Customer Relationships," *Journal of Business Ethics*, Forthcoming.

**Lacey, Russell** (2011), "How Customer Voice Contributes to Stronger Service Provider Relationships," *Journal of Services Marketing*, Forthcoming.

**Lacey, Russell**, Angeline G. Close, and R. Zachary Finney (2010), "The Pivotal Roles of Product Knowledge and CSR on Event Sponsorship Effectiveness," *Journal of Business Research*, Forthcoming.

**Lacey, Russell** (2009), "Limited Influence of Loyalty Program Membership on Relational Outcomes," *Journal of Consumer Marketing*, 26(Summer/Fall), 392-402.

Sneath, Julie Z. and **Russell Lacey** (2009), "Marketing Defibrillation Training Programs and Bystander Intervention Support," *Health Marketing Quarterly*, 26 (2), 87-97.

Sneath, Julie Z., **Russell Lacey**, and Pamela A. Kennett-Hensel (2009), "Coping With a Natural Disaster: Losses, Emotions and Impulsive and Compulsive Buying," *Marketing Letters*, 20(1), 45-60.

**Lacey, Russell** and Robert M. Morgan (2009), "Customer Advocacy and the Impact of B2B Loyalty Programs," *Journal of Business and Industrial Marketing*, 24(1), 3-13.

**Lacey, Russell** (2007), "Relational Drivers of Customer Commitment," *Journal of Marketing Theory & Practice*, 15(4), 315-335.

**Lacey, Russell**, Jaebeom Suh, and Robert M. Morgan (2007), "Differential Effects of Preferential Treatment Levels on Relational Outcomes," *Journal of Service Research*, 9(3), 241-256.

**Lacey, Russell** and Robert M. Morgan (2007), "Committed Customers as Strategic Marketing Resources," *Journal of Relationship Marketing*, 6(2), 51-66.

**Lacey, Russell**, Julie Z. Sneath, R. Zachary Finney, and Angeline G. Close (2007), "The Impact of Repeat Attendance on Event Sponsorship Effects," *Journal of Marketing Communications*, 13(4), 243-255.

Close, Angeline G., R. Zachary Finney, **Russell Lacey**, and Julie Z. Sneath (2006), "Engaging the Consumer through Event Marketing: Linking Attendees with the Sponsor, Community, and Brand," *Journal of Advertising Research*, 46(4), 373-381.

**Lacey, Russell** and Julie Z. Sneath (2006), "Customer Loyalty Programs: Are They Fair To Consumers?" *Journal of Consumer Marketing*, 23(7), 464-470.

Sneath, Julie Z., **Russell Lacey**, Robert Zachary Finney, and Angeline G. Close (2006), "Balancing Act," *Marketing Health Services*, 26 (Spring), 27-32.

**Lacey, Russell** (2000), "Dimensions of the Ideal HMO Brand," *Marketing Health Services*, 20 (Spring), 32-36.

#### **Book Chapters:**

**Russell Lacey** (2011), "Relationship Marketing Tools: Understanding the Value of Loyalty Programs," in *Handbook on Research in Relationship Marketing*, Robert M. Morgan, George Deitz, and Janet Turner Parish, eds., Edward Elgar Publishing, Forthcoming.

Pamela A. Kennett-Hensel, **Russell Lacey**, and Matt Biggers (2011), "The Impact of Corporate Social Responsibility on NBA Fan Relationships: A Conceptual Framework," in *Consumer Behavior Knowledge for Effective Sports and Event Marketing*, Lynn R. Kahle and Angeline Close, eds., Routledge, Forthcoming.

R. Zachary Finney, **Russell Lacey**, and Angeline Close (2011), "Event Marketing and Sponsorship: Lessons Learned from the Tour de Georgia Cycling Races," in *Consumer Behavior Knowledge for Effective Sports and Event Marketing*, Lynn R. Kahle and Angeline Close, eds., Routledge, Forthcoming.

Morgan, Robert M., Tammy N. Crutchfield, and **Russell Lacey** (2000), "Patronage and Loyalty Strategies: Understanding the Behavioral and Attitudinal Outcomes of Customer Retention Programs," in *Relationship Marketing: Gaining Competitive Advantage Through Customer Retention*, Thorsten Henning-Thurau and Ursula Hansen, eds., Berlin: Springer, 71-87.

#### **Refereed Proceedings:**

Close, Angeline, **Russell Lacey**, and R. Zachary Finney (2010), "How Corporate Social Responsibility Can Enhance Event Sponsorship Effectiveness," in *The Role of Marketing in Creating Customer Value and Enhancing Societal Welfare*, Easwar Iyer and Robin Coulter, eds. 2010 American Marketing Association Summer Educators Conference Proceedings, Forthcoming.

**Lacey, Russell** (2009), "The Best Offense is a Good Defense: Defensive Marketing Effects of Customer Voice," in *Advances in Marketing, Embracing Challenges & Change – A Global Perspective*, William J. Kehoe and Linda K. Whitten, eds. Society for Marketing Advances 2009 Proceedings, 258-259.

- Pamela A. Kennett-Hensel, **Russell Lacey**, Julie Z. Sneath, and Cherie Courseault Trumbach (2009), "Hurricane Katrina and Retailing Therapy: Tales of Devastation and Shopping," European Institute of Retailing and Service Studies, Book of Abstracts, 16<sup>th</sup> Recent Advances in Retailing & Services Sciences Conference, 79.
- Lacey, Russell**, Pamela A. Kennett-Hensel, and Julie Z. Sneath (2009), "Consumer Behavior Research in the Aftermath of a Natural Disaster: Lessons Learned," in Marketing Theory and Applications, Kristy Reynolds and J. Chris White, eds. 2009 American Marketing Association Winter Educators Conference Proceedings, 259-260.
- Pamela A. Kennett-Hensel, Julie Z. Sneath, and **Russell Lacey** (2008), "Traumatized Consumers: Examining Marketing Stakeholder Responsibility in the Aftermath of Hurricane Katrina," in Advances in Marketing, Issues, Strategies and Theories, William J. Kehoe and Linda Whitten, eds. Society for Marketing Advances 2008 Proceedings, 79-80. **Awarded Best Paper in Case Writing and Research Track**
- Kennett-Hensel, Pamela A., **Russell Lacey**, and Julie Z. Sneath (2008), "Impulsive and Compulsive Buying Behavior: the Aftermath of Hurricane Katrina," The Proceedings of the Society for Consumer Psychology 2008 Winter Conference, Maria L. Cronley and Dhananjay Nayakankuppam, eds. The Society of Consumer Psychology, 371-374. **Awarded Honorable Mention for Best Competitive Paper**
- Lacey, Russell**, Angeline G. Close, and R. Zachary Finney (2007), "Impact of Event Marketing on Brand Image and Purchase Intentions: Affective Forecasting at a Sponsored Event," in Advances in Marketing, Concepts, Models and Theories, William J. Kehoe and Linda Whitten, eds. Society for Marketing Advances, 2007 Proceedings, 12-13.
- Parish, Janet Turner, Jaeboem Suh and **Russell Lacey** (2003), "Relationship Quality and New Product Adoption: A Conceptual Framework," in Advances in Marketing, Pedagogy, Philosophy and Processes, William Kehoe and Linda Whitten, eds. Society for Marketing Advances, 2003 Proceedings, 190-191.
- Lacey, Russell**, Louis Marino, and Robert M. Morgan (2001), "Joint Venture Success is More than Survival: A Relationship-based Measure," Strategic Management Society.

**Papers Currently Under Review:**

- Kennett-Hensel, Pamela A. Julie Z. Sneath, and **Russell Lacey**, "Responding to Loss and Change: Liminality and Consumption in the Aftermath of a Natural Disaster," submitted to *Journal of Consumer Behaviour*.

### Working Papers:

Close, Angeline G., **Russell Lacey**, and R. Zachary Finney, "Why Event-Sponsor Fit Impacts the Sponsor More So than Events," target submission to *Journal of Advertising*.

Close, Angeline G., **Russell Lacey**, and R. Zachary Finney, "Linking Events to Sponsors: The Role of Corporate Social Responsibility," target submission to *Journal of Macromarketing*.

Close, Angeline G., **Russell Lacey**, and R. Zachary Finney, "How Affective Forecasting Theory Influences Sponsored Event Marketing Effectiveness," target submission to *Journal of Current Issues & Research in Advertising*.

**Lacey, Russell** and Pamela A. Kennett-Hensel, "Motivator Versus Hygiene Affects of Corporate Social Responsibility on Customer Relationships," (second data collection completed, conducting third data collection).

### PRESENTATIONS AT ACADEMIC AND PROFESSIONAL MEETINGS

"How Corporate Social Responsibility Can Enhance Event Sponsorship Effectiveness," co-authored with Angeline Close and Zach Finney, to be presented at the 2010 American Marketing Association Summer Educators' Conference in Boston, MA at a Marketing, Consumption and Consumer Well-being Consumer Behavior Special Interest Group on August 14, 2010.

"The Best Offense is a Good Defense: Defensive Marketing Effects of Customer Voice," presented and published as an extended abstract in the proceedings of the Society for Marketing Advances Conference, in New Orleans, LA, on November 6, 2009.

"Consumer Behavior Research in the Aftermath of a Natural Disaster: Lessons Learned," co-authored with Pamela A. Kennett-Hensel, and Julie Z. Sneath, presented and published as an extended abstract at the 2009 American Marketing Association Winter Educators' Conference in Tampa, FL on February 22, 2009.

"Assessing the Impact of an NBA Franchise's CSR Initiatives on Consumer Behavior," co-authored with Pamela A. Kennett-Hensel and Christine Morgan, presented at the 2008 American Marketing Association Summer Educators' Conference in San Diego, CA at a special session organized jointly by the Consumer Behavior and Sports Marketing Special Interest Groups on August 8, 2008.

"Sporting Event Sponsorship: The Role of Affective Forecasting on Brand Image and Purchase Intentions", co-authored with Angeline C. Close and R. Zachary Finney, presented at the 2008 American Marketing Association Summer Educators' Conference in San Diego, CA at a special session organized jointly by the Consumer Behavior and Sports Marketing Special Interest Groups on August 8, 2008.

"Impulsive and Compulsive Buying Behavior: The Aftermath of Hurricane Katrina," co-authored

with Pamela A. Kennett-Hensel and Julie Z. Sneath, presented and published as an extended abstract in the proceedings of the Society for Consumer Psychology Conference, in New Orleans, LA, on February 23, 2008.

“Impact of Event Marketing on Brand Image and Purchase Intentions: Affective Forecasting at a Sponsored Event,” co-authored with Angeline C. Close and R. Zachary Finney, presented and published as an extended abstract in the proceedings of the Society for Marketing Advances Conference in San Antonio, TX, on November 8, 2007.

“Strengthening ROI and other Event Marketing Outcomes,” presented at International Special Events Society New Orleans Chapter, in Louisiana Superdome, on October 11, 2006.

“Relationship Quality and New Product Adoption: A Conceptual Framework,” co-authored with Janet Parish and Jaeboem Suh, presented and published as an extended abstract in the proceedings of the Society for Marketing Advances Conference, in New Orleans, LA, on November 5, 2003.

#### **OTHER SCHOLARLY OR CREATIVE ACTIVITIES**

##### **Chair of Session at Professional Meetings:**

“Satisfaction – Antecedents and Outcomes,” at the 2010 American Marketing Association Winter Educators’ Conference in New Orleans, LA on February 20, 2010.

“Contemporary Issues in Marketing Research,” at the 2009 American Marketing Association Winter Educators’ Conference in Tampa, FL on February 22, 2009.

“Working With Students in Advising, Group Projects, and Establishing Trust,” at the Annual Meeting of the Society for Marketing Advances, in New Orleans, LA on November 4, 2003.

##### **Panel Member at Professional Meetings:**

“What Can the Professional Chapter Do For You?” (Leadership Session), at the Annual International Collegiate Conference, in New Orleans, LA on April 10, 2010.

Faculty advisor roundtable participant at the American Marketing Association International Collegiate Conference, New Orleans, LA on April 15, 2005.

##### **Reviewer:**

Ad hoc reviewer, *Journal of Interactive Marketing*.

Ad hoc reviewer, *International Journal of Management Reviews*.

Service Marketing track for the 2010 American Marketing Association Winter Educators' Conference Proceedings.

Sports & Event Marketing and Integrated Marketing Communications tracks for the 2009 Marketing Management Association Conference Proceedings.

Case Writing track for the 2008 Society for Marketing Advances Conference Proceedings.

Services Marketing and Advertising and Marketing Communications tracks for the 2007 Society for Marketing Advances Conference Proceedings.

Services Marketing track for the 2004 Society for Marketing Advances Conference Proceedings.

Relationship Marketing track for the 2003 Society for Marketing Advances Conference Proceedings.

## **COURSES ORGANIZED AND TAUGHT**

### **University of New Orleans:**

- Strategic Marketing Management (MBAs, Executive MBAs in San Juan, Puerto Rico)
- Health Care Marketing (MSHCMs, Executive MSHCMs)
- Advanced Services Marketing Management (MBAs)
- Marketing Strategy (Seniors)
- Services Marketing (Juniors, Seniors, including as faculty of UNO International Summer School Faculty at the University of Innsbruck, Austria)
- Principles of Marketing (Juniors, Seniors, including as faculty of UNO International Summer School Faculty at the University of Innsbruck, Austria)
- Marketing Foundations for Managers (MBAs)
- Business Topics in Health Care Management (MSHCMs)
- Independent Study in Marketing (MBAs)
- Special Topics in Marketing (Executive MBAs, Executive MSHCMs)

### **University of Alabama:**

- Retail Management (Juniors, Seniors)
- Consumer Behavior (Juniors, Seniors)

## **ACADEMIC AWARDS**

### **Research:**

Won Best Case Writing and Research Track for paper entitled "Traumatized Consumers: Examining Marketing Stakeholder Responsibility in the Aftermath of Hurricane Katrina," co-authored with Pamela A. Kennett-Hensel and Julie Z. Sneath, at the Society for Marketing Advances Conference in St. Petersburg Beach, FL on November 7, 2008.

Honorable Mention for Best Competitive Paper for paper entitled "Impulsive and Compulsive Buying Behavior: The Aftermath of Hurricane Katrina," co-authored with Pamela A. Kennett-Hensel and Julie Z. Sneath, at the Society for Consumer Psychology 2008 Winter Conference in New Orleans, LA, on February 22, 2008.

University of Alabama, Recognition of Academic Excellence, Dudley Ray Watson & Taylor E. Little Award, 2003-2004

Society for Marketing Advances (SMA) Doctoral Consortium Representative, 2001

University of Alabama, Minnie & Sam Pizitz Scholarship, 2000-2001

**Teaching:**

Outstanding teaching award presented by Executive Masters in Science in Health Care Management Class of 2004

**Service:**

Faculty Advisor of the Year, American Marketing Association University of New Orleans Student Chapter, 2004-2005

**PROFESSIONAL MEMBERSHIP AND SERVICE**

Co-Vice President of Collegiate Relations, American Marketing Association, New Orleans Professional Chapter (2007-current)

Member, American Marketing Association  
 Member, Society for Marketing Advances  
 Member, Society for Consumer Psychology

**ON-CAMPUS SERVICE**

Member of University Admissions Committee, UNO (2009-current)

Member of Graduate Programs Committee, UNO College of Business (2008-current)

Member of Masters of Science Health Care Management Committee, UNO College of Business (2008-current)

Faculty advisor for the American Marketing Association UNO Student Chapter (2003-2008)

**OTHER SERVICE**

Performed and presented follow-up marketing report for New Orleans Hornets Senior Management on corporate social responsibility-relationship marketing study (January 2010)

Organized and moderated sports marketing panel discussion at New Orleans Arena for American Marketing Association New Orleans Chapter Special Event (November 2009)

Performed and presented a marketing report for New Orleans Hornets Senior Management regarding corporate social responsibility-relationship marketing study (January 2009)

Interviewed and quoted in *New Orleans Times-Picayune* "Despite Business Woes Nationwide, Retailers Like Macy's and Dillards See Opportunity in New Orleans (November 2008)

Performed 2008 Tour de Georgia sponsorship/event marketing assessment for AT&T and United Community Bank (September 2008)

Performed 2007 Tour de Georgia sponsorship/event marketing assessment for Medalist Sports and AT&T (June 2007)

Interviewed and quoted in *Toronto Star* article "The Psychology Behind Points" (April 2007)

Invited for hospital campus tour and visit with administrators and clinicians at the Mayo Clinic in Rochester, Minnesota (June 2006)