

Candice R. Hollenbeck

Curriculum Vitae

University of Georgia
Department of Marketing
Terry College of Business
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Education

- Ph.D.** Consumer Learning and Education with an emphasis in the sociocultural and symbolic dimensions of consumption and the cultural ecology of marketing, May 2005, University of Georgia, Dissertation: “Consumer Activism on the Internet: The Role of Anti-Brand Communities.” **Dissertation explores marketplace imbalances and the negotiation of brand meaning.**
- M.B.A** Marketing, May 2001, graduated with high distinction and initiated as a Member of Phi Kappa Phi Honor Society, Mercer University, **Thesis explores marketing for social change: culture, lifestyle and health.**
- M.Ed.** College of Public Health, Health Promotion and Behavior, University of Georgia, December 1998, Research Assistant for Grady Hospital and Marketing Communications Intern with Centers for Disease Control and Prevention. **Thesis explores workplace and public health with an emphasis on smoking cessation.**
- B.A.** Mass Communications, Spanish, University of West Georgia, August 1994, Intern with CBS 46 Atlanta (Summer Qrt., 1994), Studies Abroad: **University of Almata**, Almata, Kazakhstan (Summer Qrt., 1993); and **University of Itam**, Mexico City, Mexico (Summer Qrt., 1992). **Studies emphasize cultural diversity, global awareness and linguistic barriers to communication.**

Refereed Publications (Journal)

Candice R. Hollenbeck, Vanessa Patrick (2023), “A R.E.C.I.P.E. for Inclusion: A Six Step Journey to Teaching Inclusive Market Orientation Response to Inclusive Design” *Marketing Education Review*, forthcoming.

Accepted: 12 December 2022

Patrick M. Vanessa, **Candice R. Hollenbeck** (2021), “Designing for All: Consumer Response to Inclusive Design” *Journal of Consumer Psychology*, 31, (2), 360-38.

Accepted: 23 July 2020

*Article recognized as 2022-23 American Marketing Association CBSIG Research in Practice Award Winner

Mastromartino, B., Wang, J.J., Suggs D.W., **Hollenbeck, C.R.**, Zhang, J.J. (2020), Dimensions of sense of membership in a sport fan community: Factors, outcomes, and social capital implications. *Communication & Sport*, <https://doi.org/10.1177/2167479520956370>

Accepted: 16 August 2020

Mastromartino B, Zhang J, **Hollenbeck C. R.**, Suggs W, Connaughton D (2019) “Conceptualizing Sense of Membership in a Sport Fan Community” *Journal of Sport Behavior*, (42), 332-364.

Accepted: 3 April 2019

Hollenbeck, R. Candice, Vanessa M. Patrick (2017), “Alleviating survivor loneliness: The value of expressive gift systems in peer-to-peer online patient survivor networks” *Review of Marketing Research*, (14), 139-160.

Accepted: 15 October 2016

Hollenbeck, R. Candice, Vanessa M. Patrick (2016), “Mastering survivorship: How brands facilitate the transformation to heroic survivor” *Journal of Business Research*, 69, (1), 73-82.

Accepted: 1 May 2015

Song, Ji Hee, and **Candice R. Hollenbeck** (2015), “The value of social presence in mobile communications” *The Service Industries Journal*, 35, (11-12), 611-632.

Accepted: 7 May 2015

Kwang Yeun Chun, Ji Hee Song, **Candice R. Hollenbeck**, and Jong-Ho Lee (2014), “Are Contextual Advertisements Effective? The Moderating Role of Complexity in Banner Advertising” *International Journal of Advertising*, 33, (2), 351-371.

Accepted: 15 October 2013

Hollenbeck, Candice R., and Andrew M. Kaikati (2012), “Consumers' use of brands to reflect their actual and ideal selves on Facebook,” *International Journal of Research in Marketing*, 29, (4), 395-405.

Accepted: 7 June 2012

Hollenbeck, Candice R., Charlotte H. Mason, and Ji Hee Song (2011), “Enhancing Student Learning in Marketing Courses: An Exploration of Fundamental Principles for Website Platforms.” *Journal of Marketing Education*, 33 (2), 171-182.

Hollenbeck, Candice R., and George M. Zinkhan (2010), “Anti-brand Communities, Negotiation of Brand Meaning, and the Learning Process: The Case of Wal-Mart,” *Consumption, Markets & Culture*, 13 (3), 325-345.

Hollenbeck, Candice R., George M. Zinkhan, Warren French, and Ji Hee Song (2009), "E-Collaborative Networks: A Case Study on the New Role of the Sales Force," Journal of Personal Selling and Sales Management, 29 (2), 127-138.

Drenten, Jenna, Cara Okleshen Peters, Thomas Leigh, and **Candice R. Hollenbeck** (2009), "Not Just a Party in the Parking Lot: An Exploratory Investigation of the Motives Underlying the Ritual Commitment of Football Tailgaters," Sports Marketing Quarterly, 18, 92-106.

Hollenbeck, Candice R., Cara Peters, and George M. Zinkhan (2008), "Retail Spectacles and Brand Meaning: Insights from a Brand Museum Case Study," Journal of Retailing, 84 (3), 334-353.

George M. Zinkhan, Cara Peters, and **Candice R. Hollenbeck** (2008) "Do empirical studies address the objectives of the nutrition labeling and education act: a review and synthesis relevant for marketing academicians," International Review on Public and Nonprofit Marketing 2, 89-116.

Peters, Cara, Christie H. Amato, and **Candice R. Hollenbeck** (2007), "An Exploratory Investigation of Consumers' Perceptions of Wireless Advertising," Journal of Advertising 36 (4), 129-145.

Hollenbeck, Candice R., Cara Peters, and George M. Zinkhan (2006), "Gift Giving: A Community Paradigm," Psychology & Marketing, 23 (7), 573-595.

Hollenbeck, Candice R., George M. Zinkhan, and Jens Keller (2006), "Generating Intrinsic Customer Value: Examples from Wal-Mart," Thesis, 3, 16-20.

Hollenbeck, Candice R., George M. Zinkhan, and Warren French (2005), "Distance Learning Trends and Benchmarks: Lessons from an Online MBA Program," Marketing Education Review, 15 (2), 39-52.

Peters, C. and **Candice R. Hollenbeck** (2005), "A Behavioral Model of Brand Community Member Involvement: A Conceptual Framework and Empirical Results," Journal of Customer Behaviour, 4, 385-424.

**Book
Reviews**

Hollenbeck, Candice R. (2013), "Perspectives that promise development in consumer behavior" PsycCRITIQUES, Vol 58(29).

*Reviews the book, "Handbook of Developments in Consumer Behaviour" by Victoria Wells and Gordon Foxall (see record 2012-14418-000).

Hollenbeck, Candice R. (2013), "Innovative research insights: Exploring new ways to connect with consumers" PsycCRITIQUES, Vol 58(29).

*Reviews the book, "Breakthrough Food Product Innovation through Emotions Research" by David Lundahl (see record 2012-24634-000).

Hollenbeck, Candice R. (2013), "Gender and its Fluid Relationship with Consumer Behavior" PsycCRITIQUES, Vol 58(8).

*Reviews the book, "Gender, Culture, and Consumer Behavior" edited by Cele C. Otnes and Linda Tuncay Zayer (see record 2012-12971-000).

Hollenbeck, Candice R. (2012), "Stimulating perspectives in conducting consumer research" PsycCRITIQUES, Vol 57(32).

*Reviews the book, "Transformative Consumer Research for Personal and Collective Well-Being" edited by David Glen Mick, Simone Pettigrew, Cornelia Pechmann, and Julie L. Ozanne (see record 2011-14892-000).

Zinkhan, George M., and **Candice R. Hollenbeck** (2009), "Consumer psychology comes of age" PsycCRITIQUES, Vol 54 (4).

*Reviews the book, "Handbook of consumer psychology" by Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes (see record 2007-16424-000).

Hollenbeck, Candice R. and George M. Zinkhan (2008), "A Consumers' Search for the Good Life" PsycCRITIQUES, Vol 53 (24).

*Reviews the book, "Consumer culture, identity and well-being: The search for the "good life" and the "body perfect" by Helga Dittmar, with contributions from Emma Halliwell, Robin Banerjee, Ragna Garoarsdottir, and Judita Jankovic (see record 2007-02412-000).

Hollenbeck, Candice R. and George M. Zinkhan (2007), "Marketing Food and Beverages to Children and Youth: Who Should be Held Accountable?" PsycCRITIQUES, Vol 52 (25).

*Reviews the book, "Food marketing to children and youth: Threat or opportunity?" by the Institute of Medicine with J. Michael McGinnis, Jennifer Gootman, and Vivica I. Kraak (see record 2006-10617-000).

Hollenbeck, Candice R. and George M. Zinkhan (2007), "The Psychology Behind Trademark Infringement and Counterfeiting," PsycCRITIQUES, Vol 52 (33).

*Reviews the book, "The Psychology Behind Trademark Infringement and Counterfeiting" by J. L. Zaichkowsky (see record 2006-08556-000).

Hollenbeck, Candice R. and George M. Zinkhan (2006), "Reflective Democracy: A Pathway Toward Renewing American Culture," PsycCRITIQUES, Vol 51 (38).

*Reviews the book, "American Mythos: Why Our Best Efforts to Be a Better Nation Fall Short" by Robert Wuthnow (see record 2006-04135-000).

Zinkhan, George M. and **Candice R. Hollenbeck** (2006), "An Historical Account of the College Admissions Process at Three Elite Universities: Secret Formulae Revealed," PsycCRITIQUES, Vol 51 (35).

*Reviews the book, "The Chosen: The Hidden History of Admission and Exclusion at Harvard, Yale, and Princeton" by Jerome Karabel (see record 2005-14592-000).

Book
Chapter

Hollenbeck, Candice R. and George M. Zinkhan (2008), "Wal-Mart: A Heritage Brand," in Heritage Brands, Madhavi Garkaparthi and A V Bala Krishna, Eds.: The Icfai University Press, 73-84.

Publications
(Magazine)

Hollenbeck, Candice R. and George M. Zinkhan (2006), "Wal-Mart: A Heritage Brand," Advertising Express, 23-30.

Hollenbeck, Candice R. and George M. Zinkhan (2006), "Online Anti-brand Communities: An Emerging Form of Consumer Activism," Advertising Express, 12-18.

(Refereed
Conference
Proceedings)

Candice R. Hollenbeck (2021), "Fostering Student Creativity in Marketing Education" Marketing Management Association, (online paper ID: 3533)

Candice R. Hollenbeck, Leila Samii, and Hannah Walters (2020), "High-Impact Practices" Marketing Management Association, (online paper ID: POS08)

Candice R. Hollenbeck (2018), "Brand Meaning as a Negotiated Social Process" in Special Topics Session: Consumer Anti-Brand Activism and Advertising Implications," American Academy of Advertising, (online paper ID:122).

Candice R. Hollenbeck (2018), "Utilizing Technology to Enhance Service-Learning Courses," Innovation in Teaching Conference, (online paper for 2018 conference proceedings)

Song, Ji Hee, **Candice R. Hollenbeck**, and George M. Zinkhan (2008), "The Value of Human Warmth: Social Presence Cues and Computer-Mediated Communications," Advances in Consumer Research, (35), 793-794.

Song, Ji Hee, **Candice R. Hollenbeck**, and George M. Zinkhan (2007), "Managing Interactive Communications with Customers: The Effects of Social Presence Cues, Personalization, the Speed of Feedback and Situation," Developments in Marketing Science, XXX, (H. Spotts, ed.), Coral Gables, FL: Academy of Marketing Science.

Hollenbeck, Candice R. and George M. Zinkhan (2006), "Consumer Activism on the Internet: The Role of Anti-Brand Communities," XXX111 Advances in Consumer Research, (Cornelia Pechmann and Linda Price eds.) Ann Arbor: Association for Consumer Research, 479-485.

Hollenbeck, Candice R. (2006), "Online Anti-brand Communities as a New Form of Social Action in Adult Education," The 46th Annual Qualitative Research Conference, (Robert J. Hill and Richard Kiely eds.) Athens, Georgia: Adult Education Research, 205-210.

Hollenbeck, Candice R. and George M. Zinkhan (2004), Benchmarks for Building Community in Online Business Courses and Programs," Enhancing Knowledge Development in Marketing, 15 ((K. L. Bernhardt, J.S. Boles, and P. S. Ellen eds.), Chicago: American Marketing Association, 277-283.

Hollenbeck, Candice R., Warren French, and George M. Zinkhan (2004), "Implementing and Assessing Distance Education: A Five-year Case Study", Marketing Educators Association Annual Conference, (unpublished paper presented at conference) Ellensburg, WA: Western Marketing Educators' Association.

Kadlec, C., Stephen Brown, **Candice Hollenbeck**, and Warren French (2003), "Distance Learning: A Case Study," Advances in Marketing, (William J. Kehoe and Linda K. Whitten), Houston, Texas: Association of Collegiate Marketing Educators, 153-157.

**Research
Interests**

Qualitative Marketing Research

Ethnographies
Case studies
Phenomenological analysis
Grounded theory

Community

Web-based communities
Brand communities
Anti-brand communities
Gift-giving communities
Cancer-survivor communities

Consumer Behavior on the Internet

Consumer-to-consumer interactivity
Anti-brand behaviors

Social Media

Digital marketing
Social networking

**Academic
Work
Experience**

08/2019 – present, Senior Lecturer, **Terry College of Business, University of Georgia**
08/2014 – 2019, Lecturer

- Courses Taught: (Graduate level) Consumer Behavior and Qualitative Marketing Research; (Undergraduate level) Consumer Behavior, Marketing Research, and Integrated Brand and Marketing Communications; (Online Courses) Consumer Behavior

Achievements in Teaching

- 2022-23 Terry Teaching Innovation Grant
Terry College of Business, University of Georgia
- Outstanding Marketing Department Teacher in 2021-22
Terry College of Business, University of Georgia
- 2021-22 Terry Teaching Innovation Grant
Terry College of Business, University of Georgia
- 2020-21 Service-Learning Teaching Excellence Award
Office of Service-Learning, University of Georgia
- 2019-20 Service-Learning Fellowship
Office of Service-Learning, University of Georgia
- 2017-18 Terry Teaching Innovation Grant
Terry College of Business, University of Georgia
- 2013-14 Online Learning Fellowship
Office of Online Learning, University of Georgia
- 2009 Teacher of the Year Award, Alpha Kappa Psi,
University of Georgia

Invited Guest Lecturer for Graduate Students: 5/18/21

By Lauren Block, Lippert Professor of Marketing, Zicklin School of Business

YouTube Webinar: 4/1/21

Observing Our Humanity: Using Qualitative Insights to Understand What Makes Brands Feel More Human <https://youtu.be/ct4jwATQJkA>

Service to the University of Georgia

The University of Georgia Award for Excellence in Teaching 2023 Selection Committee

The University of Georgia Award for Excellence in Teaching 2022 Selection Committee

Terry Admissions Appeal Committee, 2021 - present

Study Abroad & Foreign Exchange Committee, 2017 - 2019

Qualitative Research Certificate, Committee Member and Faculty Advisor, 2011-present

Liaison for the new Area of Emphasis in Digital Marketing, 2013-present

Undergraduate Program Committee, 2014-2016

Online BBA Faculty Member

Marketing Program Committee Member, 2013-present

Student Mentorship

- Advisor and Independent Study Director, Benjamin Garner, doctoral student, Certificate in Interdisciplinary Qualitative Studies, 2019-2022
- Advisory Committee Chair, Sport Management & Policy Doctoral Program Brandon Mastromartino, 2017-2020
- Advisory Committee Chair for doctoral student Ginger Killian, 2012-13
- Program Mentor, UGA Young Dawgs, 2011-2012, 2013-2014

Faculty Advisor, Master in Marketing Research Program, 2009-2023.

- 2022-2023: Johnson and Johnson Vision Care
- 2021-2022: Johnson and Johnson Vision Care
- 2020-2021: Johnson and Johnson Vision Care
- 2019-2020 Project: Vistakon
- 2018-2019 Project: MMR Research Associates
- 2016-2017 Project: Vistakon
- 2015-2016 Project: Coca-Cola
- 2014-2015 Project: Merck
- 2013-2014 Project: Salon 124
- 2012-2013 Project: Intel
- 2011-2012 Project: Ferguson Enterprises

- 2010-2011 Project: PepsiCo
- 2009-2010 Project: Johnson and Johnson

Service to the Profession

Ad hoc Reviewer: Journal of the Academy of Marketing Science, Journal of Interactive Marketing, Journal of Business Research, American Marketing Association Winter Educators' Conference, American Marketing Association Summer Conference, Society for Marketing Advances Conferences

Qualitative Research Conference Presentations

Advanced School of Marketing Research, 2016, 2017, 2018
American Academy of Advertising (AAA) Annual Conference in New York City, 2018
Teaching Innovation Conference, UGA, 2018

Recognitions and Awards

- 2022-23 CBSIG Research in Practice Award Winner
- Volunteer of the Year Award, Friends of Advantage, 2022-2023
- Outstanding Marketing Department Teacher in 2021-22
- Service-Learning Teaching Excellence Award, 2020
- Research Grant for Inclusive Research with Vanessa Patrick, 2019-2020
- Teaching Innovation Award, 2017
- Career Center Contribution Award from Classes of 2017-2022
- Online Learning Fellowship Award, 2014
- Top Three Most Downloaded Articles in 2013, *International Journal of Research in Marketing*: "Consumers' use of brands to reflect their actual and ideal selves on Facebook"
- Recognized for Scholarly Work by CNET Review in 2013 article titled "iSheep, Fandroids, and why we care so damn much about our smartphones"
- Excellence in Course Development Award during Fall 2013, Online Learning Fellow Training
- Teacher of the Year Award, Alpha Kappa Psi, 2009

04/2004 – 08/2006

Editorial Assistant, The Journal of Academy of Marketing Science

- Assisted the editor in processing manuscripts and managing the journal database.
- Provided general administrative support to the editor.

04/2002 – 08/2004

Graduate Teaching Assistant, Human Resource Development Program, University of Georgia

- Taught 2 (Graduate level) online courses: Behavior Change Theory and Theory and Practice of Organizational Change.
- Developed course, facilitated discussions, and graded assignments using WebCT.

Professional
Experience
(Business)

06/1995 – 08/2001

Account Manager, Johnson and Johnson

- Developed, implemented, and evaluated employee benefit plans within the Human Resource Department for six Johnson and Johnson companies in the Southeast Region: Ethicon, McNeil, Noramco, Johnson and Johnson Consumer Products, Johnson and Johnson Health Care Systems, and Cortis.
- Worked within the Human Resource Department to develop and market site-specific employee training and development programs serving over 1600 employees.
- Formulated monthly organizational charts and graphs delineating cost versus benefit ratios for annual employee educational programs.
- Utilized financial models to manage account budget of over \$400,000 and supervised 2 full-time employees, 3 part-time employees, and 6 annual interns.
- Conducted ongoing focus groups and in-depth interviews in an effort to improve employee programs and health benefits.
- Increased corporate visibility in the health industry by representing the company at tradeshows, colleges and universities, and non-profit events located in the Southeast Region.

Professional Awards

Silver Award, (04/11/2001), promoted excellent teamwork and program planning
President's Award, (06/06/2000), partnered with Pfizer Inc. in chairing conference
Excellence Award, (05/19/1999), streamlined planning for 2 national conferences

Professional Volunteer Activities

March of Dimes Walk-A-Thon, Coordinator and Team Leader (2003 - 2004)
Steven Covey's 7 Habits Team Leader and Presenter (2000 - 2004)
Association for Worksite Health Promotion, Chairman and President Elect (1999 - 2001)
Guest Reader, Liaison between Local Businesses and Elementary Schools (1995-2001)
United Way, Johnson and Johnson Fund-Raiser Coordinator (1995 – 2000)