

Kristy McManus, PhD

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Undergraduate Program Coordinator for Marketing
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EDUCATION

- May 2011 **PhD in Business Administration, Marketing** (Minor: Psychology)
Terry College of Business, University of Georgia, Athens, GA
- December 1998 **MBA** (Concentration in Marketing)
University of Tennessee at Chattanooga, Chattanooga, TN
- December 1995 **BS, Management** (Marketing and Finance)
Georgia Institute of Technology, Atlanta, GA

PUBLICATIONS

- Drenten, Jenna, Kristy McManus, and Lauren Labrecque, "Graves, Gifts, and the Bereaved Consumer: A Restorative Perspective of Gift Exchange," Accepted March 27, 2017 for *Consumption Markets & Culture* Special issue on Consumption and Death. 20:5 (2017) 423-455.
- Drenten, Jenna and Kristy McManus. "Religion-Related Research in the Journal of Macromarketing, 1981-2014." *Journal of Macromarketing*. 36.4 (2016) 377-387.
- Mirabito, Elizabeth Crosby, and Kristy McManus. "How Do Brands' Destigmatizing Messages Travel through Social Media? Like a Girl." *ACR North American Advances* (2016).
- McManus, Kristy and William M. Northington. "Towards an Understanding of the Role of Context on the Psychological Meaning of Products and Brands." *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie, and Marketing?* Springer International Publishing. (2016) 547-548.
- Killian, Ginger and Kristy McManus. "A Managerial Perspective of Social Media: Managing the Tension Between the Need for an Integrated Communications Approach and Consumers' Need for Personalization." *Marketing Challenges in a Turbulent Business Environment*. Springer, Cham. (2016) 475-479.
- McManus, Kristy and Piyush Kumar, "If Only...? A Study on the Effects of Purchase Regret." *Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing*. Springer International Publishing. (2016) 73-75.
- Killian, Ginger and Kristy McManus. "A Marketing Communications Approach for the Digital Era: Managerial Guidelines for Social Media Integration." *Business Horizons*. 58.5 (2015) 539-549.
- Drenten, Jenna, Kristy McManus, and Lauren Labrecque, "Gone but Not Forgotten: Exploring the Underlying Meanings and Motives in Gift-giving to the Deceased," *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same...* Springer, Cham (2015) 792-795.
- Conner, Kelly, Steven C. Brokaw, and Kristy McManus. "Post-Crisis Communication in a Technology Driven Environment: Target Data Breach Analysis." *American International Journal of Contemporary Research*. 4.6 (2014) 55-66.
- Zinkhan, Lydia, Kristy McManus, and George M. Zinkhan III. "Specialty License Plate Messages: Government Speech, Private Speech, or a Mixture of Both?" *Journal of Legal Issues and Cases in Business*. 1 (2012).

CONFERENCE PRESENTATIONS

Mirabito, Anne, Kristy McManus, Elizabeth Crosby. "How Do Brands' Destigmatizing Messages Travel through Social Media: Like a Girl." *2016 Association for Consumer Research Conference*. Berlin, Germany. October 2016.

McManus, Kristy, Stephen Brokaw, Kelly Chase, Kelly Conner, and Ryan Hycnar. "Collaboration Towards Deeper Thought for Future Success: Exploring Motivators and Outcomes of Undergraduate Student/Faculty Research." *2015 Marketing Management Association Fall Educators' Conference*. San Juan, PR. September 2015.

McManus, Kristy and William M. Northington. "An Empirical Examination of the Role of Context on the Psychological Meaning of Products and Brands." *2015 Academy of Marketing Sciences*, Denver, CO. May 2015.

McManus, Kristy, Elizabeth Crosby, and Kim McKeage. "A Long Way to Go: Exploring Students' Integration of Liberal Education in Professional Contexts." *2014 Marketing Management Association Fall Educators' Conference*. San Antonio, TX. September 2014.

Killian, Ginger and Kristy McManus. "A Managerial Perspective of Social Media: Managing the Tension Between the Need for an Integrated Communications Approach and Consumers' Need for Personalization." *2014 Academy of Marketing Sciences World Congress*. Lima, Peru, August 2014.

McManus, Kristy, David Fleming, Maggie McDermott, and Andrew Artis, "A Content Analysis of the Marketing Domain's Top Pedagogical Journals," *2014 MBAA International Conference*, Chicago, IL, March 2014.

Winner – Best paper in the marketing education track

McManus, Kristy and Piyush Kumar, "What If???... A Look at Regret in Purchases and in Missed Purchase Opportunities," *2013 Academy of Marketing Sciences World Congress*, Melbourne, Australia, July 2013.

McManus, Kristy and Alan C. Bernstein, "Instrumental and Terminal Materialism and the Good Life: Print Ad Images in the U.S. and India," *2012 Society for Marketing Advances Conference*, Orlando, FL, November 2012.

Drenten, Jenna, Kristy McManus, and Lauren Labrecque, "Gone but Not Forgotten: Exploring the Underlying Meanings and Motives in Gift-giving to the Deceased," *2012 Academy of Marketing Sciences Conference*, New Orleans, LA, May 2012.

Lydia Zinkhan, Kristy McManus, and George Zinkhan, "A License to Speak or to Regulate Speech: Are Messages on Specialty License Plates Government Speech, Private Speech, or a Mixture of Both?," *2009 Society for Marketing Advances Conference*, New Orleans, LA, November 2009

Winner – Best Paper in the Ethics, Legal, and Public Policy Track

Drenten, Jenna and Kristy McManus, "Gone but Not Forgotten: A Study of Symbolic Value in Gift-giving to the Deceased," *2008 Consumer Culture Theory Conference*, Boston, MA, June 2008.

CONFERENCE PANEL PRESENTATIONS

"Planning and Executing Client-Based Learning Projects." *2019 Marketing Management Association Fall Educators' Conference*. Santa Fe, NM. September 2019.

"Engaging Students Effectively in Large Lectures." *2018 Marketing Management Association Fall Educators' Conference*. Kansas City, MO. September 2018.

"You and Me, Together: Approaches for Successful Group Projects and Presentations." *2017 Marketing Management Association Fall Educators' Conference*. Pittsburgh, PA. September 2017.

"Starting an AMA Collegiate Chapter: Focus on Professional Development." *2016 Marketing Management Association Fall Educators' Conference*. Providence, RI. September 2016.

"National Competitions and Student Learning." *2014 Marketing Management Association Fall Educators' Conference*. San Antonio, TX. September 2014.

"Study Abroad as Experiential Learning." *2013 Marketing Management Association Fall Educators' Conference*. New Orleans, LA. September 2013.

"Global Exchanges: Partnering with Foreign Companies and Educational Institutions." *2012 Marketing Management Association Fall Educators' Conference*. Minneapolis, MN. September 2012.

HONORS AND AWARDS

- 2017 **2016-17 Marketing Professor of the Year**
Pi Sigma Epsilon – Gamma Chapter, Terry College of Business, University of Georgia
- 2017 **2016-17 Outstanding Teaching Faculty Award for Marketing**
Terry College of Business, University of Georgia
- 2015 **Hugh G Wales Award for Outstanding Faculty Advisor, American Marketing Association**
Award received at the 2015 AMA International Collegiate Conference, New Orleans, LA
- 2014 **Winner – Best Paper in the Marketing Education Track**
MBAA International Conference, Chicago, IL
- 2009 **Winner – Best Paper in the Ethics, Legal, and Public Policy Track**
Society for Marketing Advances Conference, New Orleans, LA
- 2005-2006 **Graduate of Leadership Chattanooga**
Chattanooga Area Chamber of Commerce, Chattanooga, TN

TEACHING EXPERIENCE

- Fall 2015-Present **Terry College of Business, University of Georgia**
Courses Taught: MARK 3000/3001 Principles of Marketing
MARK 3000H/3001H Honors Principles of Marketing
MARK 4000 Marketing Research
MARK 4000H Honors Marketing Research
MARK 4500 Services Marketing
INTB 5000 Special Topics in International Business
MARK 5000 Special Topics in International Marketing
MARK 5990 Marketing Directed Study
MARK 7520 Marketing Management
- Fall 2011-Summer 2015 **College of Business, University of Wisconsin – La Crosse**
Courses Taught: MKT 309 Principles of Marketing
MKT 309 Principles of Marketing Online
MKT 362 Buyer Behavior
MKT 365 Promotions/IMC
MKT 367 Marketing Research
MKT 440 Comparative International Marketing
MKT 400 Sustainability in Marketing
MKT 400 Global Consulting Program
- Fall 2007-Spring 2011 **Terry College of Business, University of Georgia**
Courses Taught: MARK 4100 Consumer Buyer Behavior
MARK 4000 Marketing Research
- Fall 2004-Spring 2007 **College of Business, University of Tennessee at Chattanooga**
Courses Taught: BMKT 313 Basic Marketing

STUDY ABROAD TEACHING EXPERIENCE

- Summer 2019 University of Georgia: **Cortona, Italy**
- INTB 5000 Special Topics in International Business

- Summer 2017 University of Georgia: **Discover Abroad – Australia and New Zealand**
 - INTB 5000 Special Topics in International Business
- Summer 2016 University of Georgia: **Terry Travels - Budapest, Hungary and Vienna, Austria**
 - MARK 5000 Special Topics in International Marketing
 - INTB 5000 Special Topics in International Business
- Summer 2015 University of Wisconsin - La Crosse: **London, England**
 - MKT 440 Comparative International Marketing taught at Kingston University
- J-Term 2015 University of Wisconsin – La Crosse: **New Zealand and Australia**
 - MKT 400 Sustainability in Business
- Summer 2014 University of Wisconsin – La Crosse: **Bratislava, Slovakia**
 - MKT 400 Global Consulting Program
- Summer 2013 University of Wisconsin – La Crosse: **Bratislava, Slovakia**
 - MKT 400 Global Consulting Program

SERVICE & AFFILIATIONS

Service to the Field

- Session Chair & Conference Panelist - *Marketing Management Association Fall Conference* (2019)
- Session Chair & Conference Panelist - *Marketing Management Association Fall Conference* (2018)
- Reviewer for Conference Submission Papers - *Society for Marketing Advances Conference* (2018)
- Reviewer for Conference Submission Papers - *CHARM Conference* (2017)
- Conference Panelist - *Marketing Management Association Fall Conference* (2017)
- Conference Panelist - *Marketing Management Association Fall Conference* (2016)
- Reviewer for Conference Submission Papers - *Academy of Marketing Sciences Conference* (2015)
- Conference Panelist - *Marketing Management Association Fall Conference* (2015)
- Conference Panelist - *Marketing Management Association Fall Conference* (2014)
- Student Competitions Judge - *American Marketing Association Collegiate Conference* (2014)
- Reviewer for Conference Submission Papers - *Academy of Marketing Sciences Conference* (2014)
- Student Competitions Judge - *American Marketing Association Collegiate Conference* (2013)
- Conference Panelist - *Marketing Management Association Fall Conference* (2013)
- Conference Panelist - *Marketing Management Association Fall Conference* (2012)
- Reviewer for Conference Submission Papers - *Academy of Marketing Sciences Conference* (2012)
- Conference Session Moderator - *Academy of Marketing Sciences Conference* (2012)
- Conference Session Moderator - *Society for Marketing Advances Conference* (2012)

Service to the University

- Faculty Advisor for Sustainability Capstone project (Spring 2019)
- Faculty Advisor for Sustainability Capstone project (Fall 2018)
- UW-L Promotion, Salary, and Tenure Committee (2012-2015)

Service to the College of Business

- UGA Undergraduate Program Committee (2016-Present)
- UW-L Graduate Curriculum Committee (2013-2015)
- UW-L MBA Curriculum Task Force (2013-2014)
- UW-L Introduction to Business Task Force (2012)
- UW-L Assurance of Learning (AOL) Verbal Communications Reviewer (Summer 2014, J-Term 2013)
- UW-L Assurance of Learning (AOL) Critical Thinking Task Reviewer (Summer 2013)
- UW-L Assurance of Learning (AOL) Global Context of Business Reviewer (Summer 2014, J-Term 2014, Spring 2012)

Service to the Department

- Undergraduate Program Coordinator – Marketing Department, *University of Georgia* (2015 - Present)
- Teaching Mentor to PhD Student, Youngtak Kim (Fall 2019)
- Teaching Mentor to PhD Student, Souyoung Kim (Fall 2019)
- Teaching Mentor to PhD Student, Lana Waschka (Spring 2019)
- Teaching Mentor to PhD Student, Vincent Zhang (Fall 2018)
- Teaching Mentor to PhD Student, Kaushik Jayaram (Spring 2018)
- Teaching Mentor to new Marketing Faculty, Assistant Professor (Fall 2017)
- Teaching Mentor to PhD Student, Kevin Sample (Spring 2017)
- Assisted in revision of the Terry Marketing Student Teaching Handbook (Spring 2017)
- Teaching Mentor to new Marketing Faculty, Assistant Professor (Fall 2016)
- Teaching Mentor to PhD Student, Ashish Sharma (Fall 2015)
- Faculty Advisor - *American Marketing Association, University of Wisconsin- La Crosse* (2011- 2015)
- Assistant Sales Coach – *State Farm Sales Competition, University of Central Missouri, Warrensburg, MO* (2017)
- Teaching Mentor to PhD Student, Kevin Sample (Spring 2016)
- Faculty Advisor - *American Marketing Association, University of Wisconsin- La Crosse* (2011- 2015)
- Assistant Sales Coach - *National Sales Competition, Kennesaw State University, Kennesaw, GA* (2011)
- Assistant Sales Coach - *Great Northwoods Sales Competition, University of Wisconsin- Eau Claire* (2011)
- UW-L Marketing Department Merit Committee (Chair 2013-2015, Member 2011-2013)
- UW-L Marketing Department By-Law Committee Member (2011-2015)
- UW-L Marketing Curriculum Committee Member (2011-2015)
- UW-L Digital Measures Sub-Committee Member (2012-2015)
- UW-L Marketing Department Merit Revision Sub-Committee Member (2013-2014)

Affiliations

- Marketing Management Association (MMA) 2012 – Present
- American Marketing Association (AMA) 2008 – 2015
- Academy of Marketing Science (AMS) 2011 – 2015
- Society for Marketing Advances Member (SMA) 2008 – 2013
- Association for Consumer Research Member (ACR) 2007 – 2009

PROFESSIONAL EXPERIENCE

Aug 2018 – Present	Senior Lecturer of Marketing Undergraduate Program Coordinator for Marketing Terry College of Business, University of Georgia	Athens, GA
Aug 2015 – Aug 2018	Lecturer of Marketing Undergraduate Program Coordinator for Marketing Terry College of Business, University of Georgia	Athens, GA
Aug 2011 – Aug 2015	Assistant Professor of Marketing University of Wisconsin – La Crosse.	La Crosse, WI
Aug 2007 – May 2011	PhD Student, Marketing Terry College of Business, University of Georgia	Athens, GA
June 2004 – Aug 2007	Director of Graduate Programs and Lecturer University of Tennessee at Chattanooga <i>Director position responsible for the advisement and registration of graduate students in the College of Business. Also served as a lecturer of two undergraduate level Marketing courses per academic year. Other responsibilities included recruitment and retention of quality students in the MBA and Executive MBA programs through a marketing plan that established relationships with local area businesses.</i>	Chattanooga, TN
Aug 2001 – June 2004	Senior Implementation Specialist Paciolan <i>Project management position in charge of installation of software and hardware at various museums and college athletic organizations. Specializations included training new customers, software troubleshooting, and supporting customers post installation. Participated in quality assurance testing and documentation of new software products.</i>	Irvine, CA
Aug 2000 – Aug 2001	Project Manager Amusement Solutions <i>Project manager in charge of installation of software and hardware at various attractions and ticketing venues. Primary responsibilities included training of new customers as well as post installation support and troubleshooting. Also participated in testing and developing new products along with upgrades for current software.</i>	Norcross, GA
Aug 1999 – Aug 2000	Application Specialist Paciolan <i>Customer support position responsible for complex troubleshooting of software/hardware issues. Also trained customers on function and usage of the product. Duties also included production of documentation for customer use and the development of clear and concise form specifications for the programming department.</i>	Irvine, CA
Sept 1997 – Aug 1999	Manager of Visitor Services Creative Discovery Museum <i>Executive level position responsible for museum ticketing and financial matters, as well as direct hiring and supervision of customer service staff. Additional responsibilities included attendance and demographic reporting and development and marketing of long-range facility rental plans.</i>	Chattanooga, TN