Smith, Andrew (Assistant Professor)

**Refereed Journal Articles**

*Journal Article, Academic Journal*


**Book Chapters**

*Book, Chapter in Scholarly Book-New*


**Presentations**

Yuksel, Mujde (Presenter & Author), Smith, Andrew (Presenter & Author), Smith, Robert S. (Presenter & Author), Wilson, Elizabeth (Presenter & Author), SBS Faculty Research
Seminar, "Student Interest in Client-Sponsored Projects: The Quest for Engagement in Marketing Research Courses," FLDC. (February 2022).

Dolbec, Pierre-Yann (Presenter & Author), Smith, Andrew (Presenter & Author), Nguyen, Thanh (Author Only), Association of Consumer Research Conference, "How Do Online Influencers Monetize their Audiences?," Association of Consumer Research. (September 29, 2021).

Smith, Andrew (Presenter & Author), Pyle, Martin A (Author Only), Chevtchouk, Yanina (Author Only), Association of Consumer Research Conference, "What Cultural-Cognitive Frames Support The Institutionalization of Online Reviews?," Association of Consumer Research, Atlanta, GA. (October 18, 2019).

Belkhir, Meriam (Author Only), Brouard, Myriam (Author Only), Brunk, Katja (Author Only), Dalmoro, Marlon (Author Only), Ferreira, Marcia Christina (Presenter & Author), Figueiredo, Bernardo (Author Only), Huff, Aimee Dinnin (Presenter & Author), Scaraboto, Daiane (Author Only), Sibai, Olivier (Author Only), Smith, Andrew (Presenter & Author), Academy of Management Annual Meeting, "Isolation in Globalizing Academic Fields: A Collaborative Autoethnography of Early Career Researchers," Academy of Management, Boston, MA. (August 13, 2019).

Scholz, Joachim (Author Only), Smith, Andrew (Presenter & Author), Brands and Brand Relationships (BBR) Conference, "Branding in the Age of Social Media Firestorms: How to Create Brand Value by Fighting Back Online," Institute for Brands and Brand Relationships (IBBR), Boston, MA. (May 22, 2019).

Humphreys, Ashlee (Presenter & Author), Smith, Andrew (Author Only), AMA Winter Educators Conference, "How Can Marketing Compete in the Professional Contest over the Emerging Field of Social Media?," American Marketing Association, Austin, TX. (February 24, 2019).

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Scholz, Joachim (Presenter & Author), Smith, Andrew N (Presenter & Author), Weijo, Henri (Author Only), AMA Winter Educators Conference, "Igniting a Social Media Firestorm: Using the “Distributed Infuriation Strategy” to Engage Customers and Create Brand Value," American Marketing Association, Orlando, FL. (February 19, 2017).

Smith, Andrew N (Presenter & Author), Fischer, Eileen (Author Only), "How do Market Actors Cultivate Online Engagement in Marketplace Sensemaking?," Medill School of Journalism, Media, Integrated Marketing Communications, Evanston, IL. (February 5, 2016).

Smith, Andrew N (Presenter & Author), Scholz, Joachim (Author Only), Marketing EDGE Direct/Interactive Marketing Research Summit, "Augmented Reality: Designing Immersive Experiences That Maximize Consumer Engagement," Marketing Edge, Boston, MA. (October 3, 2015).

Handelman, Jay (Presenter & Author), Smith, Andrew N (Author Only), Mitchell, Alex (Author Only), Consumer Culture Theory Conference, "Consumer Movements: A Field Level Perspective," CCT Consortium, Fayetteville, AK. (June 20, 2015).


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