

Markos, Ereni (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal

- Labrecque, L., Markos, E., Darmody, A. (in press). Addressing Online Behavioral Advertising and Privacy Implications: A Comparison of Passive versus Active Learning Approaches. *Journal of Marketing Education*.
- Markos, E. (2024). Are B2B data breaches concerning? Consequences of buyer's or firm's data loss on buyer and supplier related outcomes. *Industrial Marketing Management*, 119, 43-61.
- Markos, E. (2023). Are Data Breaches the New Norm? Exploring Data Breach Trends, Consumer Sentiment and Responses to Security Invasions. *Journal of Consumer Affairs*, 57(3), 1089-1119.
- Markos, E. (2021). When Data Security Goes Wrong: Examining Consumer Attitudes, Expectations, and Protective Responses to Data Breaches. *Journal of Business Research*, 135, 559-571.
<https://www.sciencedirect.com/science/article/abs/pii/S0148296321004653>
- Labrecque, L., E., Darmody, A. (2019). Addressing Online Behavioral Advertising and Privacy Implications: A Comparison of Passive versus Active Learning Approaches. *Journal of Marketing Education*, 43(1), 43-58.
- Markos, E., Labrecque, L. I., Milne, G. R. (2018). A New Information Lens: The Self-Concept and Exchange Context as a Means to Understand Information Sensitivity of Anonymous and Personal Identifying Information. *Journal of Interactive Marketing*.
<https://www.journals.elsevier.com/journal-of-interactive-marketing>
- Markos, E., Milne, G. R., Peltier, J. (2017). Information Sensitivity and Willingness to Provide Continua: A Comparative Privacy Study of the United States and Brazil. *Journal of Public Policy and Marketing*, 36(1), 79-96.
- Milne, G. R., Pettinico, G., Hajjat, F., Markos, E. (2016). Information Sensitivity Typology: Mapping the Degree and Type of Risk Consumers Perceive in Personal Data Sharing. *Journal of Consumer Affairs*.
- Biswas, D., Labrecque, L. I., Lehman, D. R., Markos, E. (2014). Making Choices While Smelling, Tasting, Listening: The Role of Sensory Similarity or Dissimilarity When Sequentially Sampling Products. *Journal of Marketing*, 78(1), 112-126.
<http://dx.doi.org/10.1509/jm.12.0325>
- Peltier, J. W., Pomirleanu, N., Endres, M., Markos, E. (2013). Psycho-social factors impacting credit acquisition and use by college students. *Journal of Financial Services Marketing*, 18(4), 271-284. doi:10.1057/fsm.2013.21
- Upton, N., Andrzejewski, S., Markos, E., Noga, T., Motyka, S. (2013). The Value of Knowing What Customers Really Want: Interpersonal Accuracy as an Environmental Cue. *Journal of Marketing Management*, 3-4(29), 356-373.

Milne, G. R., Gabisch, J., Markos, E., Phelps, J. (2012). Changes in Consumer Willingness to Provide Information over the Last Decade: A Cohort Analysis. *International Journal of Integrated Marketing Communications*, 4(2).

Labrecque, L. I., Markos, E., Milne, G. R. (2011). Online Personal Branding: Processes, Challenges, and Implications. *Journal of Interactive Marketing*, 25(1), 37-50.

Weinberger, M., Spotts, H., Markos, E. (2010). Joe Camel: Postmortem of a Brand Spokesperson. *International Journal of Advertising*, 29(4), 401-430.

Book Chapters

Book, Chapter in Scholarly Book-New

Norberg, P. A., Markos, E. (2015). Planning the Social Marketing Campaign. In David Stewart (Ed.), *Handbook of Persuasion and Social Marketing* (vol. 2). California: Praeger.

Markos, E., Labrecque, L., Milne, G. R. (2012). Web 2.0 and Consumers' DigitalFootprint: Managing Privacy and Disclosure Choices in Social Media. In Angeline Close (Ed.), *Online Consumer Behavior: Theory and Research in Social Media, Advertising, and E-Tail*. London: Psychology Press/Taylor & Francis Group.

Conference Proceedings

Conference Proceeding

Markos, E., Labrecque, L. (2009). *Blurring the Boundaries Between Real and Virtual: Consumption Experiences and the Self Concept in the Virtual World* (vol. 36, pp. 884). Advances in Consumer Research.

Presentations

Markos, Ereni, Society of Consumer Psychology, "From Woke-Washing to Authentic Brand Activism," San Juan. (March 2023).

Markos, Ereni, Academy of Marketing Association Winter, "From Woke- Washing to Authentic brand Activism." (February 2023).

Markos, Ereni, Sixth Industrial Marketing Management Summit, "Are B2B data breaches concerning? Consequences of buyer's or firm's data loss on buyer and supplier related outcomes,," Germany. (February 2023).

Yuksel, Mujde, Markos, Ereni, Labrecque, Lauren I, Interactive Marketing Research Conference, "(No) Offense Taken: Value Creation vs Value Destruction by Brand-Offended Consumers," Marketing EDGE, Cass Business School, City, University of London / London, UK. (October 29, 2020).

Labrecque, Lauren I (Author Only), Markos, Ereni (Author Only), Yuksel, Mujde (Presenter & Author), Association for Consumer Research Conference, "(No) Offense Taken: Value Creation vs Value Destruction by Brand-Offended Consumers." (October 2, 2020).

Markos, Ereni (Presenter & Author), labrecque, Lauren (Author Only), Swani, kunal (Presenter & Author), Interactive Marketing Research Conference, "Are Data Breaches the New Norm? Effects of Consumer Attitudes, Expectations, and Protective Responses to Security Invasions," Marketing Edge, Houston, Texas. (March 2019).

Markos, Ereni (Author Only), Labrecque, Lauren (Presenter & Author), Darmody, Aron (Author Only), Marketing Edge Conference, "Addressing Online Behavioral Advertising and Privacy Implications: A Comparison of Passive versus Active Learning Approaches," Marketing Edge, New Orleans. (October 2017).

Elliot, Esi, Markos, Ereni, Academy of Marketing Science, "Consumer Metaphoria and Tourism Experience Design," Academy of Marketing Science, Florida. (May 2016).

Markos, Ereni, Academy of Marketing Science (AMS) 2016, "Track Chair, Digital Marketing and Social Media," Orlando, Florida. (May 18, 2016).

Markos, Ereni (Co-Chair), Scovotti, Carol (Co-Chair), Mintz, Ofer (Co-Chair), Marketing Edge (DMEF), "Conference Co-Chair," Boston, MA. (October 2015).

Markos, Ereni (Other), Krishen, Anjala, Academy of Marketing Science, "Consumer Behavior-Co-Track Chair," Denver, CO. (May 2015).

Markos, Ereni (Moderator), Walker, Kristen (Moderator), Marketing Edge (DMEF), "Consumer Information: Traditional and Digital Industry Perspectives," DMA, San Francisco, CA. (October 2014).

Markos, Ereni, Marketing and Policy Conference, "Global Privacy: An International Perspective Examining Perceptions of Information Sensitivity and Consumers Willingness to Provide Personal Information," Atlanta, GA. (June 2014).

Markos, Ereni, Association of Consumer Research North American Conference, "Order Effects of Evaluating Experiential Products that are Similar Versus Different," Vancouver, BC. (October 2012).

Markos, Ereni, DMEF Direct/Interactive Marketing Research Summit, "Social Media in the Classroom," Las Vegas, NV. (October 13, 2012).

Markos, Ereni, Milne, George R, Peltier, James, Marketing and Public Policy, "A Cross-Cultural Perspective: Perceptions of Information Sensitivity and Disclosure in Brazil and the US," AMA, Boston, MA. (June 2012).

Markos, Ereni, Academy of Marketing Science Conference, "Global Privacy: An International Perspective Examining Perceptions of Information Sensitivity and Consumers Willingness to Provide Personal Information," New Orleans, LA. (May 2012).

Markos, Ereni (Author Only), Upton, Nancy (Presenter & Author), Motyoka, Scott, Grewal, Dhruv, Andrzejewski, Susan, Noga, Tracy, AMA/ACRA Triennial Retail Conference, "The Value of Knowing What Consumers Really Want: Employee Ability to Read Affects as Environmental Cues," Seattle, WA. (April 2012).

Markos, Ereni, AMA Winter Educator's Conference, "Order Effects of Evaluating Experiential Products that are Similar Versus Different," St. Petersburg, FL. (February 2012).

Markos, Ereni, DMEF Direct/Interactive Marketing Research Summit, "Bringing Business World Experiences to the Classroom," Boston, MA. (October 1, 2011).

Markos, Ereni, Marketing and Policy Conference, "Consumers' Willingness to Provide Information: Changes over the Last Decade," Washington D.C. (June 2011).

Markos, Ereni, Academy of Marketing Science Conference, "Order Effects of Evaluating Experiential Products that are Similar Versus Different," Coral Gables, FL. (May 2011).

- Markos, Ereni, DMEF Direct/Interactive Marketing Research Summit, "Consumers' Willingness to Provide Information: Changes over the Last Decade," San Francisco, CA. (October 2010).
- Markos, Ereni, DMEF Direct/Interactive Marketing Research Summit, "The Personal Branding and Privacy Tradeoff," San Francisco, CA. (October 2010).
- Markos, Ereni, Marketing and Policy Conference, "An Examination of the Antecedents to Information Sensitivity in the Wake of Web 2.0," Denver, CO. (May 2010).
- Markos, Ereni, AMA Winter Educator's Conference, "Dialectical Tensions in Managing One's Digital Footprint," Tampa, FL. (February 2009).
- Markos, Ereni, AMA Winter Educator's Conference, "Dialectical Tensions in Managing One's Digital Footprint," Tampa, FL. (February 2009).
- Markos, Ereni, Society for Consumer Psychology Conference, "The Value of Knowing What Customers Really Want: Interpersonal Accuracy as an Environmental Cue," San Diego, CA. (February 2009).
- Markos, Ereni, Society for Consumer Psychology Conference, "Exploring the Customer Equity Framework in a Demand Chain Environment," St. Petersburg, FL. (November 2008).
- Markos, Ereni, Society for Consumer Psychology Conference, "The Value of Knowing What Customers Really Want: Interpersonal Accuracy as an Environmental Cue," St. Petersburg, FL. (November 2008).
- Markos, Ereni, Association of Consumer Research North American Conference, "Blurring the Boundaries between Real and Virtual: Consumption Experiences and the Self Concept in the Virtual World," San Francisco, CA. (October 2008).
- Markos, Ereni, Advertising and Consumer Psychology Conference, "Experiences in the Virtual World: How Consumption, Flow, Telepresence and Marketing Play Out in Second Life," Philadelphia, PA. (May 2008).
- Markos, Ereni, Marketing and Policy Conference, "What Did You Buy? When Consumers Consider This Information Sensitive," Philadelphia, PA. (May 2008).
- Markos, Ereni, Society for Consumer Psychology Conference, "Nonverbal Decoding and Effective Customer Service," San Francisco, CA. (February 2004).