Smith, Andrew (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal

Brouard, M., Brunk, K. H., Campana, M., Dalmoro, M., Ferreira, M. C., Figueiredo, B., Scaraboto, D., Sibai, O., Smith, A. N., Belkhir, M. (2023). "Upload Your Impact": Can Digital Enclaves Enable Participation in Racialized Markets? *Journal of Public Policy & Marketing, 42*(1), 56-73. https://journals.sagepub.com/doi/10.1177/07439156221130960

Chen, L., Yan, Y., Smith, A. (2023). What Drives the digital engagement of Sponsored Videos? An Investigation of Video Influencers' Authenticity Strategies. *Journal of the Academy of Marketing Science, 51*(1), 198-221. https://link.springer.com/article/10.1007/s11747-022-00887-2

Yuksel, M., Smith, A., Milne, G. (2021). Fantasy sports and beyond: Complementary digital experiences (CDXs) as Innovations for Enhancing Fan Experience. *Journal of Business Research, 134*, 143-155. https://doi.org/10.1016/j.jbusres.2021.05.037

Smith, A., Fischer, E. (2021). Pay attention, please! Person brand building in organized online attention economies. *Journal of the Academy of Marketing Science, 49*, 258–279. https://link.springer.com/article/10.1007/s11747-020-00736-0

Yuksel, M., Smith, A., Smith, R. S., Bicen, P., Wilson, E., Weiner, J. (2021). Student interest in client-sponsored projects: The quest for engagement in marketing research courses. *Journal of Marketing Education, 43*(3), 354-370. https://doi.org/10.1177/0273475321996797

Pyle, M. M., Smith, A., Chevtchouk, Y. (2021). In eWOM We Trust: Using Naïve Theories to Understand Consumer Trust in a Complex eWOM Marketspace. *Journal of Business Research, 122*, 145-158. https://www.sciencedirect.com/science/article/abs/pii/S0148296320305749

Scholz, J., Smith, A. (2019). Branding in the Age of Social Media Firestorms: How to Create Brand Value by Fighting Back Online. *Journal of Marketing Management, 35*(11-12), 1000-1034. https://www.tandfonline.com/doi/full/10.1080/0267257X.2019.1620839

Belkhir, M., Brouard, M., Brunk, K. H., Dalmoro, M., Dinnin Huff, A., Ferreira, M. C., Figueiredo, B., Scaraboto, D., Sibai, O., Smith, A. (2019). Isolation in Globalizing Academic Fields: A Collaborative Autoethnography of Early Career Researchers. *Academy of Management Learning & Education, 18*(2), 261-285. https://journals.aom.org/doi/abs/10.5465/amle.2017.0329

Scholz, J., Smith, A. N. (2016). Augmented Reality: Designing Immersive Experiences that Maximize Consumer Engagement. *Business Horizons, 59*(2), 149-161.

Smith, A. N., Fischer, E., Yongjian, C. (2012). How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing, 26*, 102-113.

Book Chapters

Book, Chapter in Scholarly Book-New

Scholz, J., Smith, A. (in press). Augmented Reality Marketing. In Johanna F. Gollnhofer, Reto Hofstetter, and Torsten Tomczak (Ed.), *Elgar Encyclopedia of Consumer Behavior*. London: Elgar. https://www.e-elgar.com/shop/usd/elgar-encyclopedia-of-consumer-behavior-9781803926261.html

Smith, A., Scholz, J. (in press). Social Media Firestorms. In Johanna F. Gollnhofer, Reto Hofstetter, and Torsten Tomczak (Ed.), *Elgar Encyclopedia of Consumer Behavior*. London: Elgar. https://www.e-elgar.com/shop/usd/elgar-encyclopedia-of-consumer-behavior-9781803926261.html

Smith, A. N., Pyle, M. A. (2015). A Video is Worth 1000 Words: Linking Consumer Value for Opinion Seekers to Visually-Oriented eWOM Practices. In Claudiu V. Dimofte, Curtis P. Haugtvedt, and Richard F. Yalch (Eds.), *Consumer Psychology in a Social Media World* (pp. 69-90). New York, New York: Routledge.

Presentations

Smith, Andrew N, Graduate Methods Class, "Pay attention, please! Person brand building in organized online attention economies," Toronto Metropolitan University, Virtual. (January 29, 2024).

Smith, Andrew, Seminar Series (IIM Kashipur), "Theorizing the value capture work of person-brands," Indian Institute of Management (IIM) Kashipur, India, Virtual. (December 6, 2023).

Smith, Andrew, Seminar Series (UMASS Amherst), "Theorizing the value capture work of person-brands," Isenberg School of Management, UMASS Amherst, Amherst, MA. (September 29, 2023).

Phan, Uyen T (Author Only), Smith, Andrew (Presenter & Author), Consumer Culture Theory Conference, "The Technologically Mediated Social Construction of Scarcity in the Non-Fungible Token (NFT) Market," Consumer Culture Theory Consortium, Lund, Sweden. (June 29, 2023).

Chen, Li (Presenter & Author), Smith, Andrew (Presenter & Author), Marketing Department Event: Frontiers in Digital Marketing, "What Drives Digital Engagement with Sponsored Videos? An Investigation of Video Influencers' Authenticity Management Strategies," Suffolk University Marketing Department, Suffolk University. (November 17, 2022).

Brouard, Myriam (Author Only), Sibai, Olivier (Author Only), Belkhir, Meriam (Author Only), Brunk, Katja (Author Only), Campana, Mario (Author Only), Dalmoro, Marlon (Author Only), Ferreira, Marcia Christina (Presenter & Author), Figueiredo, Bernardo (Author Only), Scaraboto, Daiane (Author Only), Smith, Andrew (Author Only), Association of Consumer Research Conference, "Market-Centric Pathways for Racial Inclusion: The Case of# MyBlackReceipt," Association of Consumer Research, Denver, CO. (October 22, 2022).

Dolbec, Pierre-Yann (Presenter & Author), Smith, Andrew (Presenter & Author), Nguyen, Thanh (Author Only), Consumer Culture Theory Conference, "How Do Online Influencers Monetize their Audiences? A Typology of Monetization Roles," Consumer Culture Theory Consortium, Corvallis, OR. (July 8, 2022).

Smith, Andrew (Presenter & Author), Scholz, Joachim (Author Only), Consumer Culture Theory Conference, "Spatial AR Experiences in Augmented Environments," Consumer Culture Theory Consortium, Corvallis, OR. (July 8, 2022).

Brouard, Myriam (Presenter & Author), Brunk, Katja (Author Only), Campana, Mario (Presenter & Author), Dalmoro, Marlon (Author Only), Ferreira, Marcia Christina (Presenter & Author), Figueiredo, Bernardo (Author Only), Scaraboto, Daiane (Presenter & Author), Sibai, Olivier (Author Only), Smith, Andrew (Presenter & Author), Belkhir, Meriam (Author Only), Consumer Culture Theory Conference, "Academic Isolation vs. Integration: How to Become an Active Member of Your Research Field," Consumer Culture Theory Consortium, Corvallis, OR. (July 7, 2022).

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).

Pyle, Martin A. (Presenter & Author), Smith, Andrew (Presenter & Author), Chevtchouk, Yanina (Author Only), Association of Consumer Research Conference, "Trust, but Verify: A Multi-level Examination of Online Reviews and Persuasion Knowledge," Association of Consumer Research, Dallas, Texas. (October 13, 2018).

Smith, Andrew (Presenter & Author), Scholz, Joachim (Author Only), Academy of Marketing Science Conference, "Monsters in Our World: Rethinking Narrative Transportation in Pokémon GO's Mixed Reality," Academy of Marketing Science, New Orleans, LA. (May 23, 2018).

Smith, Andrew, Scholz, Joachim, Association of Consumer Research Conference, "Monsters in Our World: Narrative Transportation in Pokémon GO's Mixed Reality," Association of Consumer Research, San Diego, CA. (October 27, 2017).

Smith, Andrew, Association of Consumer Research Conference, Doctoral Symposium, "How to Make an Impact in the Job Market: Considerations For Balanced Schools," Association of Consumer Research, San Diego, CA. (October 26, 2017).

Belkhir, Meriam (Author Only), Brouard, Myriam (Author Only), Brunk, Katja H. (Author Only), Campana, Mario (Author Only), Dalmoro, Marlon (Author Only), Dinnin Huff, Aimee (Presenter & Author), Ferreira, Marcia Christina (Presenter & Author), Figueiredo, Bernardo (Presenter & Author), Scaraboto, Daiane (Presenter & Author), Sibai, Olivier (Author Only), Smith, Andrew (Author Only), Consumer Culture Theory Conference, "Isolation in Emerging Fields: The Case of Entrant Actors in an Emerging Academic Field," Consumer Culture Theory Consortium, Anaheim, CA. (July 10, 2017).

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), Speaker Series, "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).

Smith, Andrew N (Presenter & Author), Fischer, Eileen (Author Only), Speaker Series, "Eliciting Engagement: Sensegiving Word-of-Mouth About Epistemic Objects," Orfalea College of Business, Cal Poly San Luis Obispo, San Luis Obispo, CA. (March 11, 2015).

Smith, Andrew (Presenter & Author), Association of Consumer Research Conference, "Emotional Work, Rationality, and the Co-Construction of Hope in the Field of Consumer Investment," Association of Consumer Research, Baltimore, MD. (October 24, 2014).

Smith, Andrew (Presenter & Author), Humphreys, Ashlee (Presenter & Author), Association of Consumer Research Conference, "Professional Contests and the Emergence of Social Media as an Institutional Field," Association of Consumer Research, Baltimore, MD. (October 24, 2014).