

**Smith, Andrew (Assistant Professor)**

**Refereed Journal Articles**

**Journal Article, Academic Journal**

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**

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 (Ed.), *Consumer Psychology in a Social Media World* (pp. 69-90). New York, New York: Routledge.

**Presentations**

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).

Smith, Andrew N (Presenter & Author), Fischer, Eileen (Author Only), "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).