Smith, Andrew (Assistant Professor)

Refereed Journal Articles

*Journal Article, Academic Journal*


Book Chapters

*Book, Chapter in Scholarly Book-New*


Presentations

Scholz, Joachim (Presenter & Author), Smith, Andrew N (Presenter & Author), Weijio, 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).