

# Brian J. Taillon, PhD

## EDUCATION:

Ph.D.	New Mexico State University, Las Cruces, NM Marketing	May 2017
M.B.A.	The University of Akron, Akron, OH Strategic Marketing	May 2008
B.S.B.A	Youngstown State University Marketing Management	May 2005

## ACADEMIC POSITIONS:

### **East Carolina University – College of Business**

The College of Business at East Carolina University is a large, AACSB accredited business program located in Greenville, North Carolina with approximately 4,800 undergraduate and 900 graduate students enrolled.

2017 – 2024

Assistant Professor of Marketing

2024 – Present

Associate Professor of Marketing

- Teach undergraduate capstone Marketing Strategy, including leading client-based consulting projects for the college
- Teach undergraduate Marketing Management
- Teach undergraduate Consumer Behavior
- Maintain scholarly academic status through an active research agenda
- Responsible for college and department service as a member of numerous committees
- Advise honors students' theses
- Conduct assessment for the B.S.B.A. marketing program
- Serve the American Marketing Association (AMA) as elected Vice Chair of Higher Ed SIG
- Appointed to Graduate Faculty, Thomas D. Arthur Graduate School of Business

### **New Mexico State University – College of Business**

New Mexico State University is a designated land-grant, Hispanic-serving institution with more than 14,000 students and home to the College of Business with an AACSB accredited business program.

Fall 2013 – Spring 2017

Graduate Research & Teaching Assistant

- Taught classes such as Retailing and Advertising Strategy
- Provided research support for a consumer behavior laboratory
- Served the American Marketing Association as Chair of DocSIG

### **The University of Akron – College of Business**

The University of Akron's College of Business is AACSB accredited with nearly 2,000 enrolled students.

Fall 2009 – Spring 2012

Assistant Lecturer

- Taught classes such as Marketing Principles, Consumer Behavior, Strategic Brand Management, Retail Management, and Global Business Concepts
- Served the Marketing Department at networking and training events

## RESEARCH INTERESTS:

Marketing communications; consumer behavior; attitude change & persuasion; decision-making; branding; social media marketing; self-service technology, artificial intelligence; marketing pedagogy

## PEER REVIEWED ARTICLES:

- Mueller, S. M., Kowalczyk, C. M., **Taillon, B. J.**, & Rowe, W. J. (2023). To waste or not to waste: Using the gleaning innovation model to reduce farm food waste with innovative consumer products. *International Journal of Retail & Distribution Management*.
- Mai, E. S., Haytko, D. L., & **Taillon, B. J.** (2022). How Advertisements Mixing Black and White Actors Affect Consumer Intent: Perceived Authenticity Can Strengthen Responses To Interracial Advertising. *Journal of Advertising Research*, 62(3), 252-270.
- Taillon, B. J.**, Mai, E., & Haytko, D. L. (2022). Risky Business: Consumer Attitudes, Perceptions, and Consumption Behaviors During COVID-19. *Basic and Applied Social Psychology*, 44(2), 47-65.
- Mai, E., **Taillon, B. J.**, & Haytko, D. L. (2021). The impacts of information factors and health beliefs on attitudes towards social distancing behaviour during COVID-19. *Journal of Marketing Management*, 37(17-18), 1933-1953.
- Mai, E., **Taillon, B. J.**, & Haytko, D. L. (2021). Consumer intentions to get the COVID-19 vaccine: A protection motivation theory explanation. *Journal of Behavioral Studies in Business*.
- Haytko, D. L., Mai, E., & **Taillon, B. J.** (2021). COVID-19 information: Does political affiliation impact consumer perceptions of trust in the source and intent to comply? *Journal of Health Marketing Quarterly*.
- Hyman, M. R., Zhou, W., & **Taillon, B. J.** & Steiner, S. D. (2021). Self-customizable online courses: One size does not fit all. *Journal of Higher Education Theory and Practice*.
- Taillon, B. J.**, Mueller, S. M., Kowalczyk, C. M., & Jones, D. N. (2020). Understanding the relationship between social media influencers and their followers: The moderating role of closeness. *Journal of Product & Brand Management*.
- Taillon, B. J.**, & Huhmann, B. A. (2017). Strategic consequences of self-service technology evaluations. *Journal of Strategic Marketing*.

## PEER REVIEWED CHAPTERS:

- Kowalczyk, C. M., **Taillon, B. J.**, & Hearn, L. (2019). Turning Farm Waste to Marketable Products: The Case of Glean. In *Solving the Wicked Problem*. Palgrave Macmillan.

## MANUSCRIPTS UNDER REVIEW:

## MANUSCRIPTS IN PREPARATION:

- Taillon, B. J.**, Mai, S., & Haytko, D. L. (n.d.). Brand Hate: Consumer responses to advertisements with black and white actors. *Journal of Current Issues & Research in Advertising*. Finalizing submission
- Mai, S., **Taillon, B. J.** & Haytko, D. L. (n.d.). Brand Hate: Diversity related antecedents and outcomes. *Journal of Marketing Communications*. Data analyzed
- Taillon, B. J.**, & Huhmann, B.A. The Evolutionary Attention-getting Advantage of Implied Motion is a Distraction if not Brand Relevant. *Journal of Product & Brand Management*. Finalizing submission
- Mueller, S. M., **Taillon, B. J.**, & Jones, D. N. (n.d.). Heart or ego? Individual differences in using emotionally manipulative recruitment strategies. *Psychology & Marketing*. Finalizing submission
- Mueller, S. M., **Taillon, B. J.**, & Kowalczyk, C. M., (n.d.). Social Media Influencers: Dare to be optimally different. *Journal of Product & Brand Management*. Data collection

## CONFERENCE PROCEEDINGS:

- Mueller, S. M., Kowalczyk, C. M., **Taillon, B. J.**, & Rowe, W. J. (2023). The Gleaning Innovation Framework: A resource-based view. *Society for Marketing Advances Annual Conference*.
- Zmich, L. & **Taillon, B. J.** (2023). Special Session: Diversity, Equity, and Inclusion (DEI) in Higher Education: Part 2: A continuation. In *American Marketing Association's Summer Educators' Conference*. San Francisco, CA..
- Kowalczyk, C. M., **Taillon, B. J.**, & Mueller, S. M. (2023, May). Gleaning Farm Food Waste To Innovative Food Products: A Consumer Perspective. *American Marketing Association (AMA) Marketing and Public Policy Conference*.
- Taillon, B. J.**, Mai, S., & Haytko, D. L. (2022). Brand Hate and Diversity: Consumer responses to advertisements with black and white actors. In *Proceedings of the Society for Marketing Advances*. Society for Marketing Advances. Charlotte, NC.
- Mai, S., **Taillon, B. J.**, & Haytko, D. L. (2022). Brand Hate and Diversity: An Abstract. In *Academy of Marketing Science*. Monterey Bay, CA.
- Gala, P. & **Taillon, B. J.** (2022). Special Session: Marketing for Higher Education SIG: Future Trends in Consumer Behavior. In *American Marketing Association's Winter Educators' Conference*. Las Vegas, NV.
- Kowalczyk, C. M., & **Taillon, B. J.** (2021). Exploring Brand Purpose During the Pandemic. In *American Marketing Association's Marketing and Public Policy Conference*. Washington, D.C.
- Kowalczyk, C. M., **Taillon, B. J.**, & Ketron, S. (2021). Alexa, Should I Trust You? Exploring the Role of Trust in Branded Messages via In-Home AI Devices. In *2021 Winter American Marketing Association Conference*. St. Petersburg, FL.
- Mai, E., Haytko, D. L., & **Taillon, B. J.** (2020). Influence of Interracial Advertising on Consumer Attitudes. In *Society for Marketing Advances Annual Conference*. Virtual.
- Hyman, M. R., Zhou, W., **Taillon, B. J.**, & Steiner, S. D. (2020). Self-Customizable Marketing Research Course. In *Society for Marketing Advances Annual Conference*. Virtual.
- Gala, P., & **Taillon, B. J.** (2019). Analysis of Types of Shock Appeals and their Impact On Two Diverse Cultures. *Proceedings of the American Marketing Association Summer Educators' Conference*. American Marketing Association. Chicago, IL.
- Kowalczyk, C. M., **Taillon, B. J.**, & Rowe, W. J. (2019). Making the World a Better Place: Gleaning Farm Waste to Marketable Products. In *Proceedings of the Society for Marketing Advances*. Society for Marketing Advances.
- Taillon, B. J.**, Kowalczyk, C. M., & Ketron, S. (2019). Trust or Trickery? Branded versus non-branded messages from in-home artificial intelligence devices. In *Proceedings of the Society for Marketing Advances*. Society for Marketing Advances.
- Ketron, S., Taillon, B. J., & Kowalczyk, C. M. (2018). Enhancing Perceptions Toward In-home Artificial Intelligence Devices Through Trust: An Anthropomorphism and Non-branded Device Messages. In *Proceedings of the Association of Consumer Research (ACR)*.
- Taillon, B. J.**, Huhmann, B. A., & Mueller, S. M. (2017). Implied Motion Must Be Brand-Relevant for Effective Advertising. In *Proceedings of the American Marketing Association (Vol. 28)*. San Francisco: American Marketing Association.
- Barnes-McEntee, W., & **Taillon, B. J.** (2017). What are Marketing and Exchange?: An Active Learning Approach. In *Proceedings of the Society for Marketing Advances*. Louisville, KY: Society for Marketing Advances.
- Taillon, B. J.**, Huhmann, B. A., Barnes-McEntee, W., & Mueller, S. M. (2017). A Content Analysis of Brand-Related Implied Motion in Social Media. In *Proceedings of the Society for Marketing Advances*. Louisville, KY: Society for Marketing Advances.
- Taillon, B. J.** (2016) Words of wisdom: Best practices and tips for managing research and teaching responsibilities as a junior scholar. Special Session. *American Marketing Association Winter Educators' Conference*. Las Vegas: American Marketing Association.
- Taillon, B. J.** and Lunde, M. B. (2016) How to get a job in marketing academia: Everything you wanted to know but were too afraid to ask. Special Session. *American Marketing Association Summer Educators' Conference*. Atlanta: American Marketing Association.

- Taillon, B. J.** (2016). Self-service technologies: Increasing firm value through customer satisfaction and brand loyalty. In *Proceedings of the Society for Marketing Advances*. Atlanta: Society for Marketing Advances.
- Cowley, S. and **Taillon, B. J.** (2015) Hiring in academia: A look behind closed doors. Special Session. *American Marketing Association Winter Educators' Conference*. New Orleans: American Marketing Association.
- Taillon, B. J.** (2010). Active learning competitions: Moving from the left brain to the right brain. In *Proceedings of the Marketing Management Association*. Indianapolis: Marketing Management Association.

## TEACHING EXPERIENCE:

### *Interests*

- Marketing Strategy (Capstone)
- Advertising/IMC
- Brand Management
- Consumer Behavior
- Marketing Principles
- Marketing Research
- Digital Marketing
- Social Media Marketing

### *Summary*

#### EAST CAROLINA UNIVERSITY

MKTG 4562 Undergraduate Marketing Strategy (Fall 2017 – Present)

- Marketing capstone course utilizing experiential, client-based projects
- Two face-to-face sections and one distance education section
- Worked with more than 40 local businesses to provide strategic marketing plans

MKTG 3832 Undergraduate Marketing Management (Summers 2020 – Present)

- Undergraduate introduction to marketing course
- Taught Summer 2021, 2022 and Fall 2021 (course overload)

MKTG 4732 Undergraduate Consumer Behavior (Spring 2022)

- Taught undergraduate distance education consumer behavior as a course overload

## SERVICE ACTIVITIES:

### *University*

University Appellate Committee (2024-Present)

University Faculty Senate College of Business Alternate (2024-Present)

University Office of Student Success Faculty Mentor (Fall 2023)

University Advancement Prospective Student Tour (2022, 2023)

### *College*

Scholarship Ad-hoc Reviewer (2019 – Present)

Value Assessment Committee (2018 – 2023)

Student Summer Orientation (2018 – Present)

Student Fall Open House (2020, 2022, 2023)

Student Grad Bash (2019)

Pirates Aboard! Student Recruitment (2018, 2023)

Student Majors Fair, Taking Care of Business (2017)

### *Department*

Search Committee: Chair, Tenure-track marketing position (2023 – 2024)

B.S.B.A. Program Assessment Committee (2018 – Present)

Library Committee (2022-Present)

Marketing and Community Engagement Committee (2018 – Present)

Personnel Committee (2018 – Present)

Search Committee: Chair, Tenure-track sales position, Fixed-term position (2018 – 2020)

Digital Marketing Certificate Committee (2018 – 2020)

AMA International Collegiate Conference Faculty Representative (2018 – 2019)

## Ad-hoc Reviewer:

- *Journal of Advertising*
- *Journal of Product & Brand Management*
- *Journal of Business Ethics*
- *Journal of Marketing Management*
- *American Marketing Association Summer*
- *American Marketing Association Winter*
- *Society for Marketing Advances*
- *Marketing Management Association*

Vice Chair of American Marketing Association's Marketing for Higher Education SIG (2017 – Present)

**ADDITIONAL TRAINING**

ECU Peer Classroom Observation Evaluator  
 ECU Blackboard: Strategies for Success  
 ECU SPSS Introduction I  
 ECU SPSS Introduction II  
 What Assessment is and isn't - K. Tarnoff

Developing Learning Goals and Objectives - K. Tarnoff  
 AOL from Compliance to Improvement - K. Tarnoff  
 AOL from Course to Program Assessment – K. Tarnoff  
 ECU Blended Learning Workshop  
 EEO Compliance and HR Best Practice Training in SHRA/CSS and EHRA Recruitment  
 ECU Pre-tenure Workshop – Research  
 ECU Best Practices: Hybrid Classes  
 ECU EndNote Tips  
 ECU Emerging Scholars Conference  
 ECU Canvas Studio Quizzing  
 ECU Canvas: Student Collaboration in Canvas

ECU Advanced Canvas Course Design  
 ECU Getting Started with Panopto  
 ECU Implicit Bias Training For Faculty  
 ECU– Getting Started with Accessibility  
 ECU – Hypothesis and Canvas

ECU Distant Education Certification  
 ECU Safe Zone Certified (LGBTQ)  
 ECU Green Zone Certified (Military)  
 ECU Structural Equation Modeling  
 The Assessment of Learning Process (AOL)– K. Tarnoff  
 Developing AOL Rubrics - K. Tarnoff  
 Division of Labor in an AOL System – K. Tarnoff  
 ECU Faculty180 Training

MindTap Orientation  
 ECU Conveying and Sustaining Caring in online classrooms  
 Pre-tenure Workshop – Teaching  
 ECU Faculty Academy Mentorship Program  
 ECU Best Practices: Online Teaching  
 ECU Diversity in the Accounting Academy  
 ECU Student Recording Assignments  
 Canvas: 10 Cool Things in Canvas You May Not Know  
 Longwood AI ChatGPT and Teaching  
 ECU How Bias Impacts Belonging  
 ECU – Using Rubrics  
 ECU – Teaching with Video  
 ECU – Respondus LockDown Browser

**PROFESSIONAL AFFILIATIONS**

American Marketing Association  
 American Academy of Advertising  
 Greenville Museum of Art

Society for Marketing Advances  
 Academy of Marketing Science