

# Gavin L. Fox

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Washington and Lee University  
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## Curriculum Vita

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### EDUCATION

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Ph.D. in Business Administration (Marketing)	<i>Florida State University</i>	May 2009
M.B.A.	<i>Virginia Tech</i>	May 2001
B.S. in Management Science (POM)	<i>Virginia Tech</i>	May 1999

### RESEARCH INTERESTS

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- ♦ Word-of-Mouth Campaigns and Consumer Rhetoric
- ♦ Relational Networks (C2C and B2B)
- ♦ Service Operations (failure prevention and recovery)

### TEACHING INTERESTS

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- ♦ Design Thinking
- ♦ Services Marketing and Innovation
- ♦ Supply Chain Management, Marketing Channels, and Operations Management
- ♦ Quantitative Analysis and Research Methods

### ACADEMIC EXPERIENCE

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#### **Washington & Lee University (Lexington, VA)**

*Associate Professor*, Department of Business Administration  
*Assistant Professor*, Department of Business Administration

July 2017 – present  
July 2014 – June 2017

#### **Texas Tech University (Lubbock, TX)**

*Assistant Professor*, Marketing Area

June 2009 – July 2014

#### **Valdosta State University (Valdosta, GA)**

*Temporary Assistant Professor*, Department of Marketing & Economics

August 2007 – May 2009

#### **Florida State University (Tallahassee, FL)**

*Instructor*, Department of Marketing

August 2005 – May 2007

#### **Nipissing University (North Bay, ON, CAN)**

*Invited Instructor*, Department of Marketing

July 2006

#### **Georgia Southern University (Statesboro, GA)**

*Instructor*, Department of Finance

January 2003 – May 2004

#### **South University (Savannah, GA)**

*Instructor*, Department of Information Technology

January 2003 – May 2003

#### **New River Valley Community College (Dublin, VA)**

*Instructor*, Department of Marketing

January 2001 – May 2001

Gavin L. Fox ♦ Associate Professor ♦ Williams School ♦ Washington and Lee University

## **PUBLICATIONS**

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### *Journal Articles*

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► **Published or Accepted for Publication**

- (2020) "A framework for viral marketing replication and mutation" *Academy of Marketing Science Review*, Vol 10. No. 3-4, 206-222 with Stephen Lind.
- (2017) "A quality system's impact on the service experience" *International Journal of Operations and Production Management*, Vol. 37 No. 12, 1817-1839 with Jeffery S. Smith and Sidney Anderson.
- (2016) "The Interactive Effects of Self-Efficacy and Informal Accountability for Others on Career Engagement" *International Journal of Management and Marketing Research*, Vol. 9 No. 1, 29-45, with M. Todd Royle and Luis Gonzalez.
- (2015) "The Effects of Rhetorical Figures and Cognitive Load in Word-of-Mouth Communications" *Psychology & Marketing*, Vol. 32 No. 10, 1017-1030, with Shannon B. Rinaldo and Kirk St. Amant.
- (2014) "A Rhetorical Perspective on Quelling Negative Word-of-Mouth" *Marketing Development and Competitiveness*, Vol. 8 No. 1, 42-60 with Shannon B. Rinaldo.
- (2014) "Human Capital in Service Innovation Strategy" *International Journal of Management and Marketing Research*, with Vol. 7. No. 1, 29-48, with M. Todd Royle.
- (2013) "Weaving Webs of Innovation" *International Journal of Operations & Production Management*, Vol. 33 No. 1, 5-24, with Jeffrey S. Smith, J. Joseph Cronin, and Michael J. Brusco.
- (2011) "A Holistic Network Model for Supply Chain Analysis" *International Journal of Production Economics*, Vol. 131 No. 2, 587-594 with Mayukh Dass.
- (2011) "The Relationship between Psychological Strain, Self-Regulation, and Informal Accountability for Others" *International Journal of Management and Marketing Research*, Vol. 4 No. 1, 1-15, with M. Todd Royle.
- (2010) "An Integrated Perspective of Service Recovery: A Sociotechnical Systems Approach," *Journal of Service Research*, Vol. 13 No. 4, 439- 452, with Jeffery S. Smith and Edward Ramirez.
- (2010) "The implications of Third-Party Customer Complaining for Advertising Efforts," *Journal of Advertising*, Vol. 39 No. 2, 21-33, with J. Joseph Cronin.
- (2010) "Service Customer Commitment and Response," *The Journal of Services Marketing*, Vol. 24. No. 1, 16-28, with Tim Jones, Shirley Taylor, and Leandre Fabrigar.
- (2009) "A strategic skills-based model of supplier integration and its effect on supply management performance," *Industrial Marketing Management*, Vol. 38 No. 8, 925-936, with Reham Eltantawy and Larry Giunipero.
- (2009) "The relationship between select situational and dispositional constructs and informal accountability for others" *International Journal of Management and Marketing Research*, Vol. 2 No. 1, 113-123, with M. Todd Royle and Wayne Hochwarter.
- (2009) "Getting Good Complaining Without Bad Complaining" *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*, Vol. 22, 23-40.
- (2009) "Supply Management Ethical Responsibility: Reputation and Performance Impacts," *Supply Chain Management: An International Journal*, Vol. 14 No. 2, 75-85, with Reham Eltantawy and Larry Giunipero.
- (2008) "Strategies to Offset Performance Failures: The Role of Brand Equity," *Journal of Retailing*, Vol. 84 No. 2,

151-164, with Michael K. Brady, J. Joseph Cronin, and Michelle Roehm.

(2008) "Institutional Antecedents to Operations Management Research Productivity: The US Perspective," *International Journal of Operations and Production Management*, Vol. 28 No. 1, 7-26, with Jeffrey S. Smith, Sunny Park, and Lorraine Lee.

(2008) "Cautionary Remarks on the Use of Clusterwise Regression," *Multivariate Behavioral Research*, Vol. 43, No. 1, 29-49, with Brusco, Michael, J. Dennis Cradit, Douglas Steinly.

(2008) "A Structural Look at Consumer Innovativeness and Self-Congruence in New Product Purchases," *Psychology & Marketing*, Vol. 25 No. 12, 1111-1130, with Kelly Cowart and Andrew Wilson.

#### ► Working Papers

"Brands as Mentors" Target: *Journal of Marketing*.

"Post Combat Consumption" Target: Association of Consumer Research Conference.

"An Associative Network Process for Innovative Thinking" Target: *Journal of Innovation and Knowledge*.

"Brand Gladiators: Responses to Comparative Advertising in Social Media" Target: *Journal of Marketing*.

"Mapping the Evolution of Services in Operations and Marketing" Target: *Journal of Operations Research*.

#### Conference Proceedings

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"Buying the Forthcoming: A Prelaunch Information and Value Congruence Model," in *American Marketing Association Summer Educator's Conference Proceedings*, p. 98 (2012) with Kyung-Ah Byun and Junghwan Kim.

"Authenticity and International Travel Destinations," in *Advances in Marketing: Sensory Marketing – The Next Frontier*, William J. Kehoe and Linda K. Whitten (Eds.), Memphis, TN: Society for Marketing Advances, pp. 272-273 (2011).

"The Role of Human Capital in Predicting Innovation," in *Advances in Marketing: Issues, Strategies, and Theories*, William J. Kehoe and Linda K. Whitten (Eds.), St. Petersburg, FL, pp. 291-292 (2008).

"Does consumer complaining signal manufacturing success?" in *Academy of Marketing Science Conference Proceedings*, Vancouver, BC, with J. Joseph Cronin, Stephanie Lawson, and Stacey Robinson (2008).

"The Marketing Ripple in Supply Chains," in *Academy of Marketing Science Conference Proceedings*, Vancouver, BC, with Mark Gleim (2008).

"Does marketing communication suffer when service customers cry foul?" in *American Marketing Association Winter Educator's Conference Proceedings*, Tom Brown and Zeynep Gurhan-Canli (Eds.), Austin, TX: Vol. 19, p. 28., with J. Joseph Cronin.

"Did You Complain or Not? [0, 1]," in *Academy of Marketing Science Conference Proceedings*, Dheeraj Sharma and Shaheen Borna, editors, Coral Gables, FL: Vol. 30, p. 194, (2007).

"Accounting for Euclidean Distance in Clusterwise Regression" in *Academy of Marketing Science Conference Proceedings*, Dheeraj Sharma and Shaheen Borna, editors, Coral Gables, FL: Vol. 30, p. 3, (2007).

"An Application of Clusterwise Binary Logistic Regression to Complaint Data" in *Academy of Marketing Science Conference Proceedings*, Dheeraj Sharma and Shaheen Borna, editors, Coral Gables, FL: Vol. 30, p. 1, (2007).

"For Better or Worse: Extending the Impacts of Referent Attractiveness on Self-Esteem and Purchase Intentions" in *Academy of Marketing Science Conference Proceedings*, Dheeraj Sharma and Shaheen Borna, editors, Coral

Gables, FL: Vol. 30, p. 5, with Edward Ramirez, (2007).

“A Review and Application of Consensus Analysis,” in *American Psychological Association Conference Proceedings*, San Francisco, CA, with David M. Horowitz, Michael K. Brady, C. C. Gravlee, and Andrew Wilson (2007).

“A Structural Look at Consumer Innovativeness and Self-Congruence In New Product Purchases,” *Association for Consumer Research Proceedings*, Gavan Fitzsimons and Vicki Morwitz, editors, Duluth, MN: Vol. 34, pp. 517-518, with Kelly Cowart and Andrew Wilson (2006).

“Video Game Innovators: Identification and Scale Comparison,” in *Advances in Marketing: Linking Organizations and Customers*, William J. Kehoe and Linda K. Whitten, editors. Mobile, AL: Society for Marketing Advances, pp. 118-121, (2006).

### ***Other Publication Activities and Invited Presentations***

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Invited Presentation – “Life as a new assistant professor,” SERVSIG Doctoral Consortium (June 14, 2012), Bethesda, MD.

Invited Presentation – “Getting Good Complaining Without Bad Complaining,” *Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference* (June 23, 2008), Las Vegas, NV.

Invited Presentation – “Webs of Innovation,” *Southeastern Marketing Symposium* (February 8, 2008), Starkville, MS.

Invited Presentation – “Strategies to Offset Performance Failures: The Role of Brand Equity,” *Southeastern Marketing Symposium* (February 9, 2007), Tallahassee, FL.

Test Bank Development - Lovelock, C. and J. Wirtz, *Services Marketing* 6<sup>TH</sup> Edition (2006).

## **HONORS, ACTIVITIES, AFFILIATIONS, AND GRANTS**

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- ◆ Beta Gamma Sigma Honor Society (Secretary 2019-2021, President/Advisor 2021-present)
- ◆ Connolly Entrepreneurship Society (formerly Venture Club)
  - Primary Advisor 2019 - 2021
  - Co-Advisor 2018-2019
- ◆ W&L Public Functions Committee 2016-2021
- ◆ W&L University Board of Appeals (elected) 2019-2021
- ◆ Journal of Service Marketing
  - Ad Hoc Reviewer 2019-present
- ◆ Journal of Service Research
  - Ad Hoc Reviewer 2012-2020
- ◆ Journal of Business Research
  - Ad Hoc Reviewer 2016-2020
- ◆ Journal of Creating Value
  - Ad Hoc Reviewer 2017-2018
- ◆ The Open Transportation Journal
  - Ad Hoc Reviewer 2017
- ◆ Journal of Consumer Research
  - Ad Hoc Reviewer 2011-2014
- ◆ Journal of Retailing
  - Ad Hoc Reviewer 2007-2014
- ◆ Journal of the Academy of Marketing Science
  - Ad Hoc Reviewer 2007-2014
- ◆ Journal of Advertising
  - Ad Hoc Reviewer 2009-2014
- ◆ Operations Management Research
  - Ad Hoc Reviewer 2010-2014
- ◆ Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior
  - Ad Hoc Reviewer 2009-2015
- ◆ Journal of International Marketing
  - Ad Hoc Reviewer 2008-2013
- ◆ Journal of Business Ethics
  - Ad Hoc Reviewer 2008-2013
- ◆ AMA Doctoral Consortium Fellow 2008
- ◆ SMA Doctoral Consortium Fellow 2008
- ◆ Associate Advisor to the Tech Marketing Association (student organization) 2010-2014
- ◆ Academy of Marketing Science
  - Pricing and Revenue Management Track Co-Chair – 2010 Conference
  - Retailing Track Reviewer – 2010 Conference
  - Services Marketing Track Reviewer – 2009 International Conference in Oslo
  - Marketing Strategy Track Reviewer – 2008 Conference
  - Retailing Track Reviewer – 2008 Conference
  - Marketing Research Methods Track Reviewer – 2007 Conference
  - Services Marketing Track Reviewer – 2007 Conference
  - Marketing Strategy Track Stand-In Session Chair – 2007
- ◆ American Marketing Association
  - Advertising Track Reviewer – Summer Conference 2012
  - Services Track Reviewer – Summer Conference 2010
  - Advertising Track Reviewer – Summer Conference 2010
  - Methods Track Reviewer – Summer Conference 2008
  - Services Track Reviewer – Winter Conference 2008
  - Services Marketing and Management Track Session Chair – Winter Conference 2008
  - Methods Track Reviewer – Winter Conference 2007
  - Methods Track Reviewer – Summer Conference 2007

- Services Track Reviewer – Summer Conference 2007
- Services Track Discussant – Summer Conference 2007
- ◆ Society for Marketing Advances
  - Services Marketing Track Reviewer – 2008 Conference
  - Services Marketing Track Discussant – 2008 Conference
  - Doctoral Track Reviewer – 2007 Conference
  - Doctoral Track Discussant – 2006 Conference
- ◆ Multimedia Electronic Resource for Learning and Online Teaching
  - Reviewer 2006-2007 – Business
  - Ad Hoc Reviewer 2003 – 2005 – Business
- ◆ GRANTS
  - Recipient of a \$6,250 Lenfest Summer Research grant (Summer 2019) to study consumer sentiment toward brands that bolster self-efficacy through co-creation.
  
  - Recipient of a \$5,500 grant from the Mellon Foundation (Summer 2017) to study methods of integrating video production techniques and 3D animation into marketing courses
  
  - Recipient of a \$3,910 research grant from The Rawls College of Business at Texas Tech (Fall 2009) to study the impact of cognitive load on rhetorical device effectiveness