

WILLIAM F. HUMPHREY, JR. (LIN), PH.D.

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Ithaca College
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ACADEMIC APPOINTMENTS

Ithaca College School of Business
Assistant Professor of Marketing

August 2015 - Present

Texas Tech University Rawls College of Business
Instructor and Graduate Part-Time Instructor

January 2010 – May 2015

EDUCATION

Ph.D., Marketing,

2015, Texas Tech University

M.B.A., International Management

1994, Thunderbird – School of Global Management

B.B.A., Marketing

1993, Texas Tech University

HONORS AND AWARDS

2014 Outstanding Contributions to Teaching as a Doctoral Student, Marketing Rawls College of Business

2013 Texas Business Hall of Fame Scholar

2011 Academic of the Year, Mobile Marketing Association (Global awards division)

2010 Provost Research Fellowship, Texas Tech University

2010 Rawls College of Business Area of Marketing Graduate Assistantship

RESEARCH

REFEREED JOURNAL PUBLICATIONS

Humphrey Jr., W. F., Laverie, D. A., & Rinaldo, S. B. (2017). Brand choice via incidental social media exposure. *Journal of Research in Interactive Marketing*, 11(1).

Rinaldo, S.B., Laverie, D.A., Tapp, S, Humphrey Jr, W.F. Social Media in Marketing (2013)
Education: Benefits to Students of Integrating Social Media in Traditional Marketing Curriculum
at *Journal of Advancement of Marketing Education*

Humphrey Jr, W. F., & Laverie, D. A. (2011). Driving Frequency with Mobile Social Networks (MSN) and the Mediating Effects of Price and Quota Promotions [Conceptual]. *International Journal of Mobile Marketing*, 6(2).

BOOKS AND TEXTBOOKS

Humphrey Jr, W. F., Laverie, D. A., & Rinaldo, S. B. (2016). *Fostering Brand Community Through Social Media: A Relational Framework for Targeting Connected Consumers* (1st ed.). New York, NY, USA: Business Expert Press.

Humphrey Jr., W. F., Laverie, D. A., & Harper, J. (2015). *Principles of Marketing (Custom)* (1st ed.). New York, NY: McGraw-Hill Education.

Laverie, D. A., Harper, J., & Humphrey, W. F. (2013). *Marketing Promotions (Custom Texas Tech Edition)* (3rd ed.). Lubbock, Texas: Cengage

BOOK CHAPTERS (Peer-Reviewed)

Humphrey Jr., W. F., Laverie, D. A., & Shields, A. B. (2017). Building the Force: Enacting Brand Community by the Star Wars Droid Builder. In C. L. Wang (Ed.), *Exploring the Rise of Fandom in Contemporary Consumer Culture* (1st ed.). Hershey, PA: IGI Global.

UNDER REVIEW

Laverie, D. A., Humphrey Jr., W. F., & Rinaldo, S. B. (2017). Fostering Brand Community Through Social Media. *Psychology & Marketing*.

WORKING PAPERS

Writing Stage

Humphrey Jr, W. F., Laverie, D.A., Rinaldo, S.B., In Search of the Social Media Maven: The Role of Social Media Commitment, Appraisals, and Identity Salience on Propensity to Share Product Recommendations in Social Media. Target: *Psychology & Marketing*.

Working Papers

Wansink B., Humphrey Jr., W.F., Shields, A.B., Stimulating Transformative Consumption: Stimulating Healthy Eating One Box at a Time (4 studies exploring box meal delivery services) Target: *Journal of Consumer Research*

Wansink B., Shields, A.B., Humphrey Jr., W.F., Research study on grocery delivery services and consumption (4 studies exploring box meal delivery services) Target: *Journal of Consumer Research*

Humphrey Jr., W.F., Laverie, D.A., Shields, A.B., Personal Branding in Marketing Education: An Exploration of Course Outcomes and Narcissism. Target: *Marketing Education Review*.

Laverie, D.A., Humphrey Jr, W.F. Brand Advocacy. Target: *JAMS* (Data collected)

Humphrey Jr, W.F., Shields, A.B., The Texting Generation: The Role of Mobile Communications in Course Outcomes. Target: *Marketing Education Review*. (Data collected)

Humphrey Jr., W.F., Shields, A.B., Laverie, Salient Role-Identities Through Social Media Sharing: The Selfie Phenomeon. Target: *Psychology & Marketing* (Data collected)

SELECTED CONFERENCE PROCEEDINGS

Humphrey Jr., W. F. (2016). Txt Me That: Encouraging Millennial Syllabus Compliance Through SMS Reminders. In D. DeLong & L. Lindgren (Eds.), *Walking the Talk: Customer-Centric Marketing Education 2016 Annual Fall Conference Proceedings* (pp. 13–17). Providence, RI: Marketing Management Association. Retrieved from <http://www.mmaglobal.org/publications/Proceedings/2016-MMA-Fall-Educators-Conference-Proceedings.pdf>

Attaran, S., Humphrey Jr., W. F., & Wetsch, L. R. (2016). Integrating Social Media into a Marketing Curriculum. Panel, Providence, RI: Marketing Management Association. Retrieved from <http://www.mmaglobal.org/publications/Proceedings/2016-MMA-Fall-Educators-Conference-Proceedings.pdf>

- Hutchins, A. L., Humphrey Jr., W. F., & Burns, K. (2016). Becoming Our Own Best Client: Public Relations Educators and Self-Promotion (Panel). In *Educators Academy Super Saturday*. Indianapolis, IN: PRSA. Retrieved from http://www.prsa.org/Network/Communities/EducatorsAcademy/Documents/PRSA-2016-EA-Super-Saturday-full-program_rev-sept.pdf
- Humphrey Jr, W. F. (2014) & Laverie, D.A. . Building Sports Brand Communities via Social Media. Sports Marketing Special Interest Group Special Session at American Marketing Assn Summer Educator's Conference.
- Humphrey Jr., W. F., Laverie, D. A., & Rinaldo, S. B. (2015). Fostering Brand Community Through Social Media: A New Relational Framework for Targeting Connected Consumers. In K. Kubacki (Ed.), *Ideas in Marketing: Finding the New and Polishing the Old: Proceedings of the 2013 Academy of Marketing Science (AMS) Annual Conference* (p. 664). inbook, Cham: Springer International Publishing. http://doi.org/10.1007/978-3-319-10951-0_243
- Rinaldo, S. B., Davis, D. A., & Humphrey Jr., W. F. (2013). Marketing Education: New Challenges and Opportunities. In D. B. McCabe & G. S. Black (Eds.), *Marketing Education: New Challenges and Opportunities* (pp. 222–227). Portland, OR: Marketing Education Association. Retrieved from <http://www.marketingeducators.org/proceedings/20130001.pdf>
- Laverie, D. A., & Humphrey Jr, W. F. (2012). Building a Lasting Brand Community via Olympic Sponsorship Social Media Efforts. Paper presented at European Institute for Retail and Service Studies.
- Humphrey Jr, W. F. & Laverie, D. A. (2012). Driving Online Word of Mouth through Geo-targeted Promotions in Location-Based Services: A Conceptual Exploration of Building Buzz and Increasing the Firm's Online Influence. Paper presented at European Institute for Retail and Service Studies.
- Laverie, D. A., & Humphrey Jr, W. F., (2012) The Social Sports Influencer: Driving Fan eWord of Mouth and Loyalty via Influence Targeting University of Oregon Warsaw Center Sports Marketing Sponsorship Conference.
- Humphrey Jr, W. F. (2012). Stimulating Word of Mouth via Mobile Social Networks to Extend Olympic Sponsorship Investments - Sports Marketing Special Interest Group Special Session at American Marketing Assn Summer Educator's Conference.
- Humphrey Jr, W. F. (2012). Stimulating Word of Mouth via Mobile Social Networks to Extend Olympic Sponsorship Investments Sports Marketing Special Interest Group Special Session at Sports Management Association Symposium.
- Laverie, D. A., Humphrey Jr., W. F., Velikova, N., Dodd, T. H., & Wilcox, J. B. (2011). Building Wine Brand Communities with the Use of Social Media: A Conceptual Model. In *6th AWBR International Conference 9* (pp. 1–12). Bordeaux, France: AWBR. Retrieved from http://academyofwinebusiness.com/wp-content/uploads/2011/09/71-AWBR2011_Laverie_Humphrey_Velikova_Dodd_Wilcox.pdf

TEACHING

Ithaca College

Courses Taught

- Marketing on the Internet 2015- present
 - Course Evaluations – Fall 2015 4.83 4.86
- Principles of Marketing 2015
 - Course Evaluations – Fall 2015 4.9
- Marketing Seminar (Capstone)
 - Course Evaluations – Spring 2016 4.6, 4.53

Texas Tech University

Courses Taught

- Marketing Promotions MKT 4354 2013- present
 - Course Evaluations - Spring 2013: 4.92; Fall 2013 4.88; Spring 2014: 4.68; Fall 2014: 4.84
 - Spring 2015 – 4.69

Guest Lectures

- Chancellor's Leadership Seminar IS 4100, Spring 2014
- Social Media 101, LinkedIn for Job Search, Personal Branding for various Rawls College of Business classes
- Weekend Working Professionals MBA, 2011-2014
- Physicians/Dentists Exec MBA Spring 2011 (Laverie)
- Consumer Behavior MKT 3352 2010-2014 (S. Rinaldo)
- Service Marketing MKT 3352 Spring 2012 (S. Rinaldo)
- Sales Management MKT 4359 Fall 2011 (K. Gallagher)
- Personal Selling MKT 4350 Summer 2011 (K. Gallagher)
- Intro to Marketing MKT 3350 (Laverie, Topaloglu, Wilcox & Frias) 2011-2013
- Higher Education Capstone EDHE 6370 (S. Jacob)
- Personal Branding & LinkedIn Spring 2012, Summer 2012
- Rhetoric & Technical Comm Ph.D. Seminar ENG 7000 (Rice)
- Social Media 101 Summer 2011
 - New Media Advertising ADV 3340 (B. Nutting)
 - Social Media 101 Spring 2012

Wade College (Dallas, Texas)

- Invited Lecture—Entire Student Body
- Social Media 101 for Fashion Merchandising Fall 2011

Radford University

- Invited Lecture—Undergraduate & MBA Social Media Mktg
- Social Media 101 Spring 2012, Fall 2012, Summer 2014

University of South Dakota

- Invited Lecture—Undergraduate Advertising Course
- Online Personal Branding Spring 2013

RESEARCH INTERESTS

Digital marketing
Social media marketing
Mobile marketing
CRM technology and customer journeys
Marketing education
Sports marketing
Brand Community

INDUSTRY CONTRIBUTIONS

TRADE PRESENTATIONS

- Humphrey Jr, W. F. (2016). Trends and Challenges Facing Sales and Marketing Executives (Panel Moderator). *SeaTrade Global*. Fort Lauderdale, Florida: SeaTrade Communications.
- Humphrey Jr, W. F. (2015). Challenges Facing Sales and Marketing Executives (Panel Moderator). *Cruise Shipping Miami*. Miami Beach, Florida: SeaTrade Communications.
- Humphrey Jr, W. F. (2014). The Chief Marketing Officer's Challenge (Panel Moderator). *Cruise Shipping Miami*. Miami Beach, Florida: SeaTrade Communications.
- Humphrey Jr, W. F. (2013). The Connected Consumer (Panel Moderator). *Cruise Shipping Miami*. Miami Beach, Florida: SeaTrade Communications.
- Humphrey Jr, W. F. (2013). The Connected Consumer. *New Media Expo*. Las Vegas, Nevada: BusinessNext.
- Humphrey Jr, W. F. (2012). The Connected Consumer (Panel Moderator). *Cruise Shipping Miami*. Miami Beach, Florida: SeaTrade Communications.
- Humphrey Jr, W.F. (2011). Facebook Marketing for the Wine Industry. *Texas Wine and Grape Growers*. San Marcos, Texas.

CONSUMER PRESS & INTERVIEWS (Selected)

- Humphrey Jr., W. F. (2016, March). Commentary - advertising and promotions. *SeaTrade Cruise Review*, 109–110. (invited trade article)
- Kalosh, A. (2016, June). Marketing - Across Channels. *SeaTrade Cruise Review*, 45. (comments on CRM & data-driven digital marketing)

- DeLollis, B. (2012). Social Saturday: Newfangled Instagram menu reflects new trends. *USA Today*. Retrieved from <http://www.usatoday.com/story/hotelcheckin/2012/10/27/will-we-see-more-restaurants-hotels-adopt-the-instagram-menu/1661255/> (Interview)
- Kalosh, A. (2012). Branding: Campaign Strategies. *SeaTrade Cruise Review*, (March), 61–63. (Interview)
- Malone, K. (2014). *Is Carnival's "Triumph" cruise ship forever besmirched?* (Radio Interview). Miami, Florida: National Public Radio - American Public Media. Retrieved from <http://www.marketplace.org/topics/business/carnivals-triumph-cruise-ship-forever-besmirched>. Radio Interview on Public Broadcasting and Article
- Humphrey Jr, W. F. (2013). Royal Caribbean: Investing in Long-Term Relationships. *Huffington Post*. Retrieved from http://www.huffingtonpost.com/lin-humphrey/post_4868_b_3363099.html
- Humphrey Jr, W. F. (2013). Carnival Cruise Lines: A Prescription for Navigating Rough Media Waters. *Huffington Post*. Retrieved from http://www.huffingtonpost.com/lin-humphrey/carnival-cruise-lines-a-p_b_3197835.html
- Humphrey Jr, W. F. (2013). Neiman Marcus: Making Fashion Social Through Strategy and Execution. *Huffington Post*. Retrieved from http://www.huffingtonpost.com/lin-humphrey/neiman-marcus-making-fashion_b_2679007.html
- Humphrey Jr, W. F. (2012). Mobile and Social Technology: Emergence of a Shared Consumption Experience. *Huffington Post*. Retrieved from http://www.huffingtonpost.com/lin-humphrey/social-technology_b_2372247.html
- Humphrey, W. F. (2012). The Rise of the Connected Consumer. *Huffington Post*. Retrieved from http://www.huffingtonpost.com/lin-humphrey/connected-consumer_b_2280025.html

DOCTORAL COURSEWORK

Marketing Theory – Prof Shelby Hunt
 Consumer Behavior – Prof Debra Laverie
 Marketing Strategy – Prof Dennis Arnett
 Practicum for Higher Education – Prof Debra Laverie
 Advanced Statistical Analysis – Prof Peter Westfall
 Regression Analysis – Prof Peter Westfall
 Applied Multivariate Analysis – Prof Peter Westfall
 Microeconomics – Prof Terry VonEnde
 Theory Building & Research Methods – Marketing Faculty
 Organizational Economics – Prof Ron Mitchell

INDUSTRY CONTRIBUTIONS

Huffington Post

Contribute social media, mobile technology, and marketing pedagogy posts to Huffington Post Business section.

imc2 (Digital Marketing & Advertising Agency)

Managed online advertising accounts including Samsung Mobile, Norwegian Cruise Line, and Omni Hotels.

American Express

Managed cruise and packaged vacation website and call center fulfillment with combined sales of \$45 million per annum.

Carnival Cruise Lines

Created the Carnival Vacation Store interactive retail store concept (2002 winner of Retail Design Award for eetailing/interactive stores)

Internet marketing and ecommerce projects including email marketing, virtual tours, and affiliate marketing.

Novartis Pharmaceuticals (then Ciba Geigy)

Medical sales representative (winner of Circle of Excellence top annual award).

COLLEGE SERVICE

Co-Chair, Marketing Faculty Search Committee, Fall 2016

Chair, Graduate Curriculum Program and Assessment Committee, Fall 2016-Spring 2017

School Delegate, Faculty Development Committee, Fall 2016-Spring 2018

Member, Integrated Marketing Communications PR Faculty Search Committee, 2016-2017

PROFESSIONAL SERVICE

13th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning Ph.D. Colloquium Track Co-Chair, Fall 2016

Journal of Marketing Theory and Practice, Adhoc Reviewer 2016

Journal of Research in Interactive Marketing, Adhoc Reviewer 2013, 2014, 2015, 2016

Academy of Wine Business Research, Adhoc Reviewer Spring 2011

American Marketing Association, Adhoc Reviewer Summer 2011

European Journal of Marketing, Adhoc Reviewer Spring 2012

Journal of Retailing and Consumer Services, Adhoc Reviewer Spring 2012

Journal of Advertising, Adhoc Reviewer Spring 2013

Journal of Electronic Commerce Research, Adhoc Reviewer Spring 2013

COMMUNITY SERVICE

Lubbock Chamber of Commerce University – Guest Speaker Spring/Summer 2014

Tech Ad Federation - Guest Speaker for student group Spring 2012

West Texas Bankruptcy Bar – Guest Speaker on behalf of TTU Spring 2011

West Texas Women's CPA – Guest Speaker on behalf of RCOB Summer 2011

Texas Tech Society for Advancement of Mgmt – Guest Speaker for student group Fall 2010 & Spring 2011