

# PEPPERDINE UNIVERSITY

## Graziadio School of Business and Management

### ANDREA SCOTT

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#### EDUCATION

##### **PhD [Dissertation defended on 10/6/04]**

*University of South Florida, Tampa, FL*  
Concentration: Marketing  
Support Field: Social Psychology

##### **Master of Business Administration [1996]**

*Emory University, Atlanta, GA*  
Concentration: Marketing

##### **Bachelor of Arts [1993]**

*Wheaton College, Wheaton, IL*  
Concentration: Visual Communication

#### DISSERTATION

***“Relationship Advertising: Investigating the Strategic Appeal of Intimacy (Disclosure) in Services Advertising”***

##### Committee

Paul J. Solomon *Chair* (Professor of Marketing)  
William B. Locander (Professor of Marketing)  
Miriam Stamps (Professor of Marketing)  
Barbara Lafferty (Assistant Professor of Marketing)  
Karen Obremski-Brandon (Assistant Professor of Psychology)

##### Abstract

*One approach to communicating and thereby building a close relationship with consumers is via advertising. In other words, if service providers can invoke feelings of connection and intimacy—where consumers feel understood, cared for, and validated—through advertising, a stronger bond and sense of loyalty is likely to follow. When intimacy is conceived as knowing and being known by another, which incorporates mutual and reciprocal (though not necessarily equal) liking and vulnerability, its application extends beyond romantic relationships to the current context of relationship and services marketing. Therefore, the goal of the proposed research is to generate empirical support for the use of intimacy as an appeal in services marketing advertising by operationalizing the concepts presented in Stern’s (1997) article “Advertising Intimacy: Relationship Marketing and the Services Consumer.” The methods employed range from exploratory focus groups and in-depth interviews to the generation of a ratings scale and experimental testing of intimacy appeals that account for individual differences (i.e., gender, need for affiliation and felt involvement).*

#### RESEARCH

##### ***Refereed Journal Publications***

##### Abstract

Scott, Andrea (2009), “Consumption Values Along a Faith Continuum: Exploring Loyalty amidst Dissatisfaction,” *Indian Journal of Economics and Business*, Special Issue, 187-199.

*In an effort to explain the puzzling results of a recent study among mega-churches that showed a decreasing level of satisfaction with the church experience over time among more devout church attendees Sheth, Newman, and Gross’ (1991) consumption values theory was applied conceptually. By contrasting the consumption behavior of “Seeker” and “Devout” attendees in light of extant church marketing literature, we observe that the disparity in the degree of satisfaction is likely a function of the saliency of the functional, conditional, social,*

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*emotional, and epistemic values for members in each category. Limitations and future research ideas are also presented.*

Scott, Andrea and Paul J. Solomon (2003), "The Marketing of Cause-Related Events: A Study of Participants as Consumers," *Journal of Nonprofit & Public Sector Marketing* 11 (2), 43-66.

*The research explores the benefits that participants consume in a cause related fitness event. Employing a hermeneutical framework for interpreting consumers' stories, the researchers analyzed the findings from a preliminary participant observation of and in-depth interviews with Race for the Cure® participants. This was done in order to enable social marketers to better understand the lived experience of those who consume the social benefits derived from cause-related fitness event participation. Findings show that the mode of participation and level of personal involvement with the cause impact the story told and the marketing implications. The social marketer not only needs to pay attention to the benefits to the sponsor and the charity but also the participants.*

### **RESEARCH, Cont.** **Refereed Conference Publications**

#### **2008**

Scott, Andrea (2008), "Consumption Values and a Faith Continuum: Exploring Loyalty amidst Dissatisfaction" Applied Business & Entrepreneurship Association International, Kauai, HI, 37-46.

#### **2007**

Scott, Andrea and Barbara Gross (2007), "The Case of the Disappearing Wedding Band: An Investigation into the Evolution (Use and Portrayal) of Marriage and Family in American Advertising." Extended abstract in *Marketing History at the Center*, edited by B. Branchik. Durham, NC: CHARM Association, Pages: 289-291.

Scott, Andrea and Stacy-Ann Williams Smith (2007), "The Director's Cut: Exploring Cultural Implications in HIV/AIDS Communication from the Producer's Perspective." Working paper in *Advances in Consumer Research*, Vol. 34, Fitzsimons, Gavan and Vicki G. Morwitz, eds, Orlando, FL; September, 475-476.

#### **2006**

Scott, Andrea, Nsiah-Kumi, Phyllis A. (2006). "Effective Health Promotion: Exploring Culturally-Relevant Social Marketing Messages to Vulnerable Populations with Chronic Illnesses." Abstract in *Marketing & Public Policy* Conference Proceedings, Vol 16, I. Martin, D. Setwart and M. Kamins, eds, Long Beach, CA, 134-135.

Scott, Andrea, Samuel Seaman, and Paul J. Solomon (2006), "Relationship Advertising: Investigating the Strategic Appeal of Intimacy (Disclosure) in Services Advertising". Extended abstract in *American Academy of Advertising* Conference Proceedings.

#### **2005**

Scott, Andrea and Stacy-Ann Williams Smith (2005), "Mixed Messages: A Caribbean Case Study of Governmental And Cultural Implications In HIV/Aids Communication." Abstract in *Marketing & Public Policy* Conference Proceedings.

#### **2004**

Scott, Andrea and Paul Solomon (2004), "Creative Conversations: An Allegorical Perspective on the Parallels between Developing Meaningful Advertisements and Conducting Meaningful Research". Working paper in *Advances in Consumer Research*, Vol. 31, B. Kahn and M. Luce eds, Toronto, Canada; October. Pages: 237-272. **Most Innovative Methodology Award.**

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### 2003 & Earlier

Scott, Andrea (2003). "The Intricacies of Advertising Intimacy: Maneuvering the Nuances along a Communications Continuum." Working paper in *Advances in Consumer Research*, Vol. 30, Keller, Punam Anand and Dennis Rook, eds, Atlanta, GA; October, 160-165.

Scott, Andrea and Dee Sams (2001). "Triangulatory Reciprocal Benefit in Social Marketing: Measuring Motivation at Cause-Related Fitness Event" in *Marketing Advances in Pedagogy, Process, and Philosophy*, Tracy A. Suter, Ed. Society for Marketing Advances Conference Proceedings, 187-188. **Best Student Paper in Track Award.**

Scott, Andrea (2001). "Participant Consumers: Observing Participation of Social Consumption at Cause-Related Events" in *Marketing & Public Policy Conference Proceedings*, 11:92-93.

Scott, Andrea (2000). "Marketing Rituals: A Link between Organizational Culture and Marketing Performance" in *Marketing Advances in the New Millennium*, Dawn R. Deeter-Schmelz and Timothy P. Hartman, Eds. Society for Marketing Advances Conference Proceedings, 213 – 214.

"Effective Health Promotion: Exploring Culturally-Relevant Social Marketing Messages to Vulnerable Populations with Chronic Illnesses"

Scott, Andrea and Nsiah-Kumi, Phyllis A.

Social Marketing Conference Poster Session, June 2007

### Work in Progress

Scott, Andrea, "Salesperson Agency and Turnover: A Research Proposal for Naturalistic Exploration of Organizational Commitment, Job Involvement, and Identity"  
Under review at *Journal of Global Business Issues* (July 2009)

*This research proposal offers industrial scientists and sales managers both theoretical rationale and practical tools for exploring the relationship among organizational commitment, job involvement, and identity with regard to the long-term goal of reducing employee turnover. By employing naturalistic inquiry as a supplement to more traditional employee assessment tools, a richer understanding of the role of agency (affiliation) (Swan, McInnis-Bowers and Trawick, 1996) is afforded. Modeled somewhat upon Kohli and Jaworski's (1990) market orientation exploration the context for this inquiry is sales force organizations with operations that are local to global in scope. Managerial implications include cost savings, reduced employee turnover, and increased organizational commitment.*

Scott, Andrea and Margaret Phillips, "Janus Branding: A Case for Dual Nation Branding"  
Under review at *International Marketing Review* (June 2009)

*Current approaches to nation branding advocate a "one look, one voice" response to the complex milieu of national identity and image (e.g., "South Africa: Alive with possibility", "India: India Shining" (Dinnie, 2008:53). Harmonization of the message often fails to either capture or represent a nation's multiple relevant markets. Rather in the quest to "harmonize" multiple voices, an unrepresentative homogeneity is too often the unfortunate consequence (Duany, 2000; Kahn, 2006). In response, we present for consideration a Janus branding approach to nation branding that reflects the essence of a nation—embracing, rather than downplaying, inherent complexity. As a case in point, we present the particular nuances of the nation of Jamaica's cultural identity and current posturing. Then, drawing in part from Consumer Culture Theory, we discuss our two consumer-directed propositions, second and*

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*third above, before finally addressing the overall harmonization issue. We close with a brief summary of our contentions.*

Scott, Andrea, "Minding the Gap: An Allegory in Practice and Theory for Cultivating Creativity in Advertising"

Submitted to a special creativity issue of the *Journal of Advertising* (Spring 2008; retargeted to *International Journal of Advertising*)

*In response to a call for research that investigates creative phenomena, this paper represents a preliminary exploration into creativity within the advertising creative process with inferences for*

*academic research. Based in part on of a series of conversations with creative personnel, the paper takes the form of traditional academic prose interspersed with an allegorical conceptualization of the research. Study implications aid in generating advertisements that can improve consumers' experiences with a given brand and also inform the creative process of conducting research via writing as inquiry.*

"Relationship Advertising: The Appeal of Intimacy (Disclosure) in Services Marketing"  
Scott, Andrea, Samuel Seaman and Paul J. Solomon (University of South Florida)

Targeted for *Journal of Services Marketing*

*If service providers can invoke feelings of connection and intimacy where consumers feel "understood, cared for, and validated" through advertising, a stronger bond and sense of loyalty are likely to follow. When intimacy is conceived as mutual and reciprocal (though not necessarily equal) liking and vulnerability, its application extends beyond romantic relationships to the context of services marketing. This research provides empirical support for the use of intimacy as an appeal in services marketing advertising. A range of methods were employed including in-depth interviews and experimental testing of intimacy appeals that account for individual differences (i.e., gender and involvement).*

Scott, Andrea and Stacy-Ann Williams Smith, "Mixed Messaging: Exploring Cultural Implications in HIV/AIDS Communication from the Producer's Perspective". Targeted for *Journal of Public Policy and Marketing*

Scott, Andrea, Nsiah-Kumi, Phyllis A., "Effective Health Promotion: Exploring Culturally-Relevant Social Marketing Messages to Vulnerable Populations with Chronic Illnesses." Targeted for the *Journal of Health Communication*

Scott, Andrea and Barbara Gross (2007), "The Case of the Disappearing Wedding Band: An Investigation into the Evolution of Marriage and Family in American Advertising (1920 – Present)". Targeted for the *Journal of Macro-marketing*

Scott, Andrea, "A Case Study in Picture and Words: Jamaican Road Signs" Targeted for the *Journal of Public Policy and Marketing*.

### ***Presentations*** 2009

*"Team-Based Experiential Learning: Insights & Lessons Learned from 100 Corporate Projects"*

Scott, Andrea and Doreen Shanahan

Marketing Educators' Association Conference in Newport Beach, CA



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### 2008

*"Losing Religion, but Not Faith: Exploring Consumption Values among the Dissatisfied"*  
Applied Business and Entrepreneurship Association International in Kauai, HI.

### 2007

*"Effective Health Promotion: Exploring Culturally-Relevant Social Marketing Messages to Vulnerable Populations with Chronic Illnesses."* Presentation at the Social Marketing Conference in Clearwater, FL

*"The Case of the Disappearing Wedding Band: An Investigation into the Evolution (Use and Portrayal) of Marriage and Family in American Advertising."* Presentation at the Conference on Historical Analysis & Research in Marketing (CHARM) (2007) in Raleigh-Durham, NC

### 2006

*"The Director's Cut: Exploring Cultural Implications in HIV/AIDS Communication from the Producer's Perspective."* (2006). Presentation at the Association for Consumer Research Conference in Orlando, FL.

*"In but not Of"*, Presentation at the National Faculty Leadership Conference (2006) in Washington, DC.

*"Effective Health Promotion: Exploring Culturally-Relevant Social Marketing Messages to Vulnerable Populations with Chronic Illnesses."* (2006). Presentation at the Marketing and Public Policy Conference in Long Beach, CA.

*"Relationship Advertising: Investigating the Strategic Appeal of Intimacy (Disclosure) in Services Advertising"*. Presentation at the American Academy of Advertising (2006) in Reno, NV

*"The Consumer: the Chief Beneficiary of Marketing"* (2006). Keynote address given at 25th Annual Marketing Seminar at the University of Technology in Kingston Jamaica

### 2005

*"Relationship Advertising: Investigating the Strategic Appeal of Intimacy (Disclosure) in Services Advertising"*. Invited presentation at a "Brown Bag" research seminar on October 14, 2005 at CSUN in Northridge, CA

*"Teaching Across the Generations"*, Graziadio School of Business & Management Faculty Conference (2005) in West Los Angeles, CA

*"Mixed Messages: A Caribbean Case Study of Governmental And Cultural Implications In HIV/Aids Communication"* Presentation at the Academic Forum on July 12, 2005 at the Graziadio School of Business & Management in West Los Angeles, CA

*"Mixed Messages: A Caribbean Case Study of Governmental And Cultural Implications In HIV/Aids Communication"* Presentation at the Marketing and Public Policy Conference in Washington DC.

### 2004

*"Creative Conversations: An Allegorical Perspective on the Parallels between Developing Meaningful Advertisements and Conducting Meaningful Research"* Presentation at the Association for Consumer Research Conference in Toronto, Canada.

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### 2003 & Earlier

“Marketing Rituals: A Link between Organizational Culture and Marketing Performance.”  
Paper presented at the Society for Marketing Advances Educators' Conference (2000),  
Orlando, FL.

“Participant Consumers: Observing Participation of Social Consumption at Cause-Related  
Events.” Paper presented at the Marketing & Public Policy Conference (2001), Washington,  
DC.

### TEACHING EXPERIENCE

#### Classroom Experience

Case Competition	[Graduate]	Upcoming Fall 2009
Consumer Behavior	[Graduate]	Spring 2009 – Current
Marketing Management	[Undergraduate]	Fall 2007 - Current
Marketing Management	[Graduate]	Fall 2004- Current
Advertising and Promotion Management	[Graduate]	Fall 2004- Fall 2008
Customer Behavior ( <b>Jamaica</b> )	[Undergraduate]	Spring 2004
Promotion Management ( <b>Jamaica</b> )	[Undergraduate]	Spring 2004
Promotion Management	[Undergraduate]	Spring/Summer 2003
Promotion Management	[Undergraduate]	Summer/Fall 2002
Promotion Management	[Undergraduate]	Summer/Fall 2001

#### University of South Florida, Center for Teaching Enhancement.

Completed the following seminars:

“Creating a Teaching Portfolio”	Sept. 1999
“Leading Effective Classroom Discussions”	Feb. 2000
“Teaching Effectiveness Workshops for New Faculty and GTAs” (20 CTE hours)	Sept. 2000
“Active Learning: Creating Excitement in the Classroom”	Sept. 2000
“The Information Age: Where Have We Been & Where Are We Going In Higher Education?”	Sept. 2000
“Interpreting and Improving Your Student Ratings”	Mar. 2001

#### Areas of Teaching Interests

Consumer Behavior	Promotions Management	Services Marketing
Advertising	Marketing Principles	Marketing Strategy

### HONORS & AWARDS

2004	<b>Fulbright Scholar/Grantee to Kingston, Jamaica</b>
2002	Society for Marketing Advances Consortium Fellow
2001	AMA-Sheth Foundation Doctoral Consortium Fellow
2001	Association for Consumer Research Doctoral Symposium Fellow
2000	Marketing and Public Policy Doctoral Symposium Fellow
1999 – 2004	PhD Project Fellow
1999 --2003	University Graduate Fellowship

### PHD COURSEWORK

#### Marketing Seminars

Marketing Strategy Seminar	Dr. Greg W. Marshall
Marketing Logistics Seminar	Dr. James R. Stock
Marketing Research Seminar	Dr. David Ortinau
Marketing Theory Seminar	Dr. James Stock
Sales and Selling Seminar	Dr. Greg W. Marshall
Behavioral Issues in Consumer & B-to-B Mktg	Dr. William Locander

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**Research Methods/  
Social Psychology**    Research Methodology    Dr. Rosann W. Collins  
    Linear Statistical Models    Dr. Terry L. Sincich  
    Multivariate Analysis of Data    Dr. Terry L. Sincich  
    Social Psychology and Personality    Dr. Louis A. Penner  
    Psychometrics    Dr. Karen O. Brandon  
    Structural Equations Modeling    Dr. Michael D. Coovert  
    Experimental Design and Analysis    Dr. James Hunton  
    Naturalistic Inquiry    Dr. Dana Zeidler  
    Adv. Graduate Qualitative Research Methods Seminar    Dr. Carolyn Ellis

**Additional Coursework**    Economics of Organizations    Dr. Donald Bellante  
    Communicating Emotions Seminar    Dr. Carolyn Ellis

Marketing Communications Seminar    Dr. Loyd Pettigrew  
*Business Analyst, Space Systems*    1997 - 1999

### INDUSTRY EXPERIENCE

HONEYWELL INCORPORATED, Clearwater, FL  
 Responsible for company research, analysis and recommendations on potential acquisition/  
 divestiture and alliance candidates. Create and distribute prospectus and conduct follow-up.  
*Corporate Communication Manager*    1997 - 1998

IN.VISION RESEARCH CORPORATION, St. Petersburg, FL  
 Served as communication liaison for start-up software development company.  
 Responsibilities included competitive monitoring and analysis of the document  
 management/imaging industry, public relations, and marketing efforts.

*Owner and Proprietor*    1996 - Present  
 THE WRITE TOUCH, Atlanta, GA and Clearwater, FL  
 Created my own calligraphy and creative handwriting business. Responsible for all client  
 contacts and services. Clients include Emory University and MTW. It has since grown to  
 incorporate marketing consulting services.

*Electronic Communication Marketing Co-op*    1995  
 COMPUSERVE, Columbus, OH  
 Conceived and presented revolutionary marketing opportunities with the 1996 Olympic  
 Games. Conducted competitive on-line services and World Wide Web-sites overview for  
 new WOW product. Constructed Internet-based business-partner marketing strategies.

*Assistant Account Executive*    1993 - 1994  
 DDB NEEDHAM CHICAGO, Chicago, IL  
 Researched and presented Young Families and Low-fat marketing/advertising opportunities to  
 Hamburger Helper Client. Monitored and evaluated all competitive creative activity.  
 Managed daily liaison administration between Client and Agency.

**SERVICE**    2008    Reviewer, *Journal of Advertising*  
    2007-9    Member, University Library Electronic Resources Committee  
    2007    Session Coordinator, Cultural Perspectives in Marketing Conf. (New Orleans,  
    LA)  
    2006    Reviewer, Marketing and Public Policy Conference (Long Beach, CA)  
    2006    Reviewer, Marketing Educator's Conference (San Antonio, TX)  
    2005    Reviewer, Marketing and Public Policy Conference (Washington, DC)  
    2005    Reviewer, American Academy of Advertising (Houston, TX)  
    2004    Full-time Program Committee Member (GSBM, Malibu, CA)  
    2003    Reviewer, Marketing and Public Policy Conference (Washington, DC)  
    2002    Reviewer, Winter AMA Educator's Conference (Orlando, FL)

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### **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
American Academy of Advertising  
Association for Consumer Research  
Marketing Educators' Association  
Society for Consumer Psychology  
Society for Marketing Advances  
Conference on Historical Analysis & Research in Marketing (CHARM)  
National Black MBA Association





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### REFERENCES

Jagdish Sheth  
Kellstadt Professor/Marketing  
Goizueta Business School  
Emory University  
Phone: 404-727-7603  
E-mail: [jagdish\\_sheth@bus.emory.edu](mailto:jagdish_sheth@bus.emory.edu)

William Locander  
Professor of Marketing  
College of Business  
University of South Florida  
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Leroy Robinson  
Assistant Professor of Marketing  
University of Houston Clear Lake  
Phone: 281-283-3209  
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Paul J. Solomon  
Professor of Marketing  
College of Business  
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Miriam Stamps  
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University of South Florida  
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