

Andrea Lynn (Phillips) Matthews

Clinton Hall 311, W. Frank Barton School of Business
Wichita State University
1845 Fairmount Street, Wichita KS 67260

Mobile: (626) 487-7923
Office: (316) 978-7101
Email: lynn.matthews@wichita.edu

EDUCATION

Ph.D. in Marketing, University of Nebraska – Lincoln	May 2018
M.S. in Survey Research & Methodology, University of Nebraska – Lincoln Minor: Marketing	2013
B.A. in Sociology, Grove City College Minors: Business, Religion	2011

RESEARCH INTERESTS

Brand management with a focus on human and personal branding, branding for start-up and small firms, and impact of firm behaviors (e.g. CSR, controversy, scandal) on brands. I am also interested in mixed methods research and other issues of methodology.

DISSERTATION

Title: Perceived Authenticity in Human-Branded Services

Committee: James Gentry (Chair), Susan Fournier (Boston University), Meike Eilert, Les Carlson, and Calvin Garbin (Department of Psychology)

Abstract: Authenticity is a cornerstone of modern marketing and a key driver of modern consumer behavior. While both individuals and products may be authentic, personal authenticity and product brand authenticity are conceptualized and measured differently in the literature. In a human branding context, a single service provider may exhibit high or low levels of personal authenticity and brand authenticity. There is little guidance in the academic literature, however, on the types of authenticity that are sought by consumers and the differential impact that different forms of perceived authenticity of an individual and his or her service brand have on consumer outcomes. This dissertation therefore first synthesizes the literature on authenticity in marketing to create a nine-dimensional (3x3) framework of perceived authenticity.

Second, the dissertation reports the results of qualitative interviews of consumers and human branded service providers to understand which types of perceived authenticity are relevant in a human branded service context. Indexical authenticity of the provider and of the brand were both identified as important

drivers of consumer trust. Five themes emerged from the data to describe how consumers perceived authenticity in service providers, namely, through providers' 1) seeking understanding, 2) service-related actions, 3) emotions displayed, 4) personal disclosure, and 5) moral actions.

Third, this dissertation tests in five experiments how personal and brand perceived authenticity affect consumer outcomes of human branded services. Personal and brand authenticity are found to separately positively impact consumer perceptions of service providers. These effects are mediated by perceptions of the provider and the brand, and moderated by communal and exchange relational norms. Overall, this dissertation should make significant contributions to theory and provide important insights to practitioners.

ACADEMIC PUBLICATIONS

Marketing

Sohi, Ravi and **A. Lynn Matthews**. (forthcoming). "Organizational Learning and Inter-Organizational Knowledge Transfer," in R. Dant and C. Ingene (Eds.) *The Handbook of Research on Distribution Channels*. Edward Elgar Publishing.

Other

Al Baghal, Tarek, Robert Belli, **A. Lynn Phillips**, and Nick Ruther. (2014). "What Are You Doing Now? Activity-Level Responses and Recall Failures in the American Time Use Survey." *Journal of Survey Statistics and Methodology* 2(4):519-537.

Phillips, A. Lynn, G. Michael Phillips, Melanie S. Williams. (2012). "What's Good in Theory May Be Flawed in Practice: Potential Legal Consequences of Poor Implementation of a Theoretical Sample." *Hastings Business Law Journal* 9(1):77-97.

Chong, James T., **A. Lynn Phillips**, G. Michael Phillips. (2011). "The Impact of Neighborhood Ethnic Composition on Availability of Financial Planning Services." *Journal of Financial Service Professionals* 65(6):71-83.

Phillips, A. Lynn, G. Michael Phillips. (2010). "The Persistence of Traditional Gender Stereotypes: Evidence from the Distribution of Academic Honors at a Female-Majority University." *The American Journal of Business Education* 3(10):45-53.

Phillips, A. Lynn. (2010). "Homeschooling is an Art, not a Science: The Impact of Homeschooling on Choice of College Major." *Sociological Viewpoints* 26(2):19-25.

WORKING PAPERS

Eilert, Meike and **A. Lynn Matthews**. "Help Now or Help Later: Investigating the Home Region Effect on Disaster Response Speed." *Status*: Submitted to the *Strategic Management Journal*.

Matthews, A. Lynn and Amit Saini. “Entrepreneurship in Marketing: Intersections and Future Research Directions.” *Status*: Being revised for submission to the *Journal of the Academy of Marketing Science*.

Matthews, A. Lynn, Meike Eilert, and James Gentry. “Perceived Authenticity in Credence and Experience Services.” *Status*: Being revised for submission to the *Journal of Service Research*

Matthews, A. Lynn, Meike Eilert, and James Gentry. “Enacting Authenticity in Human-Branded Services.” *Status*: Qualitative portion complete, collecting quantitative data. Targeted at the *Journal of the Academy of Marketing Science*.

Matthews, A. Lynn, Meike Eilert, and James Gentry. “Consumer Perceptions of Human Brand Failure.” *Status*: Running experiments.

Matthews, A. Lynn, Duane Nagel, and Seth Cockrell. “Human Branding Strategies and Outcomes for Service Providers.” *Status*: Designing field experiment.

Nagel, Duane, and **A. Lynn Matthews**. “An Ounce of Adaption is Worth a Pound of Recovery: Provider Adaption Behaviors During the Co-creation of Services.” *Status*: Collecting qualitative data.

CONFERENCE PRESENTATIONS (*denotes presenter)

Matthews, A. Lynn* and Amit Saini. “Entrepreneurship in Marketing: A Comprehensive Review of the Literature.” Global Research Symposium on Marketing and Entrepreneurship, August 2017.

Phillips, A. Lynn*, Meike Eilert, and James Gentry. “... And Here Are Pictures of My Last Vacation! Investigating the Disclosure of Personal Information of Entrepreneurs in Online Marketplaces.” Poster, ACR North America Conference, October 2015.

Phillips, A. Lynn* and Meike Eilert. “Consumer Perceptions of Controversiality in Business.” Poster, AMA Public Policy & Marketing Conference, June 2015.

Phillips, A. Lynn*, James Gentry, and Michelle Barnhart. “Everyday Consumption and Perceptions of Oldness: Barnhart and Penaloza Extended.” ACR Latin America Conference, July 2014.

Phillips, A. Lynn*, Tarek al Baghal, and Robert Belli. “Troubles with Time-Use: Examining Potential Indicators of Error in the ATUS.” AAPOR 68th Annual Conference, May 2013.

Al Baghal, T.,* **A. L. Phillips**, N. Ruther, R.F. Belli, L. Stuart, A. Eck, and L-K Soh. “What Are You Doing Now? Audit Trails and Activity Level Responses and Error in the American Time Use Survey.” AAPOR 68th Annual Conference, May 2013.

Phillips, A. Lynn*, Davit Tsabutashvili, and Allan L. McCutcheon. “Georgia on Their Minds: The Impact of War and Financial Crisis on Georgian Confidence in Social and Governmental Institutions.” AAPOR 67th Annual Conference, May 2012.

Phillips, A. Lynn*. “Homeschooling is an Art, not a Science: The Impact of Homeschooling on Choice of College Major.” Pennsylvania Sociological Society 59th Annual Conference, October 2009.

TEACHING

Teaching Interests

Marketing Research; Marketing Analytics; Marketing Management; Brand Management

Teaching Experience

Introductory Marketing, Wichita State University	Fall 2018
Principles of Marketing (Sole Instructor), UNL	Spring 2014 Summer 2014
Marketing Research (Sole Instructor), UNL	Fall 2014 Spring 2015 Summer 2015
International Marketing (Joint Instructor with Dr. Jim Gentry), UNL	Fall 2015 Fall 2017

HONORS AND AWARDS

Dean's Fellowship, UNL College of Business Administration	2017
Fellowship, American Association of University Women, Lincoln Branch	2017
UNL College of Business Administration Graduate Student Research Award	2017
UNL Department of Marketing Award for Excellence in Teaching by a Graduate Student	2016
UNL Department of Marketing Award for Excellence in Service by a Graduate Student	2016
Fellow, 2016 Haring Symposium, Indiana University (student presenter)	2016
UNL Department of Marketing Award for Excellence in Research by a Graduate Student	2015
Fellow, AMA-Sheth Doctoral Consortium, London Business School	2015
Doctoral Fellowship, University of Nebraska–Lincoln, Marketing Ph.D. Program.	2013-present
Graduate Research Assistantship, University of Nebraska– Lincoln, Survey Research and Methodology Program	2011-2013
Best Undergraduate Paper Award, Pennsylvania Sociological Society	2009

SERVICE

President, UNL Department of Marketing Ph.D. Student Association	2016-2017
Co-Chair, Committee for Academic Affairs and Internal Research, UNL Graduate Student Association	2015-2016
Marketing Department Representative, UNL Graduate Student Association	2014-2015
Review committee member for the Who Went Where marketing survey	2014-present
Active reviewer for the American Marketing Association (AMA), Association of Consumer Research (ACR), and Public Policy and Marketing conferences and the <i>Journal of Small Business Management</i> .	2014-present

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA)
Association of Consumer Research (ACR)
American Association for Public Opinion Research (AAPOR)

COURSEWORK

Marketing

Directed Readings in Branding
Doctoral Seminar in Behavioral Research
Doctoral Seminar in Marketing & Public Policy
Doctoral Seminar in Marketing Channels
Doctoral Seminar in Marketing Communications
Doctoral Seminar in Marketing Management

Dr. Meike Eilert
Dr. James Gentry
Dr. Les Carlson
Dr. Ravi Sohi
Dr. Xin Zhao
Dr. Amit Saini

General Methodology

Doctoral Seminar in Advanced Statistics: Multi-Level Analysis
Doctoral Seminar in Measurement
Doctoral Seminar in Psychometric Methods
Mixed Methods
Research Design and Data Analysis I, II
Structural Equation Modeling
Teaching Statistics (*one-credit summer module*)
Qualitative Methods

Dr. Julia McQuillan
Dr. Dwayne Ball
Dr. Calvin Garbin
Dr. John Creswell
Dr. Calvin Garbin
Dr. Jim Bovaird
Dr. Calvin Garbin
Dr. Wayne Babchuck

Survey Methodology

Doctoral Seminar in Psychology of Survey Response
Doctoral Seminar in Questionnaire Design
Doctoral Seminar in Total Survey Error
Random and Nonrandom Research Methods

Dr. Robert Belli
Dr. Jolene Smyth
Dr. Kristen Olsen
Dr. Alan McCutcheon

Other

Research, Selected Field—Unfair Competition (Law College)
Doctoral Seminar in Entrepreneurship (audited)

Prof. Robert Denicola
Dr. Varkey Titus

OTHER EXPERIENCE AND PUBLICATIONS

Industry Experience

California State University – Northridge, Northridge, CA
Survey Research Intern, College of Business and Economics

Summer 2012

Phillips, Fractor, and Company LLC, Pasadena, CA
Survey Research Consultant

2012-2014

University of Nebraska – Lincoln, Lincoln, NE

2011-2013

Gallup Research Scholar

Center for Computationally Advanced Statistical Techniques, Pasadena, CA 2010-2012
Marketing Research Staff

Publications

Phillips, A.L., M. C. Phillips, G. M. Phillips (2014). “Where, Oh Where Have the Vampires Gone? An Extension of the Tiebout Hypothesis to the Undead.” In G. Whitman and J. Dow (Eds.), *Economics of the Undead* (pp. 201-210). Lanham, MD: Rowman & Littlefield.

Phillips, A.L. (2013). *The Quest of the Unaligned*. Mountain Home, AR: Borderstone Press. (Novel, includes pedagogical discussion and essay questions for use in undergraduate sociology classes)