

ELYRIA KEMP, PhD

EDWARD G. SCHLIEDER CHAIR IN HIGHER EDUCATION AND HEALTH INITIATIVES
BANK ONE ENDOWED PROFESSORSHIP IN MINORITY & EMERGING BUSINESS

College of Business Administration • University of New Orleans
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EDUCATION

PhD • University of Arkansas, Fayetteville • 2008
MBA • University of New Orleans • 2003
BS • Bradley University • 1995

ACADEMIC APPOINTMENTS

Associate Professor of Marketing • College of Business Administration
University of New Orleans • 2015 to present

Assistant Professor of Marketing • College of Business Administration
University of New Orleans • 2012 to 2015

Assistant Professor of Marketing • McCoy College of Business Administration
Texas State University • 2008 - 2012

Marketing Instructor • Sam M. Walton College of Business Administration
University of Arkansas • 2004 - 2008

Marketing Instructor • Division of Business
Dillard University • 2003 - 2004

HONORS AND AWARDS

- Edward G. Schlieder Chair in Higher Education and Health Initiatives (2018)
- CityBusiness Health Care Hero (2018)
- University of New Orleans Creative Endeavor Opportunity Grant (2017)
- Advertising Educational Foundation Fellow (2015)
- Nominated for the Bernard J. La Londe Best Paper Award in *Journal of Business Logistics* (2014)
- Bank One Endowed Professorship in Minority & Emerging Business (2013)
- University of New Orleans Creative Endeavor Opportunity Grant (2013)
- “Professor of the Year” Executive Masters of Science Health Care Management Program (2013)
- McCoy College Nominee - Presidential Award - Excellence in Scholarly Activities (2010)

- McCoy College Research Grant (2009 and 2010)
- AMA Sheth Doctoral Foundation Consortium Fellow (2007)
- Northwest Arkansas Dr. Martin Luther King Jr. Graduate Scholarship (2007)
- AMA Valuing Diversity Ph.D. Scholarship (2006 - 2007)

RESEARCH AND PUBLICATIONS

Journal Publications

- Kemp, Elyria, Kristina Martic, Nwamaka Anaza (forthcoming), "Artistic Consumption and Well-being: A Song of Two Countries," *International Journal of Nonprofit and Voluntary Sector Marketing*.
- Kennett-Hensel, Pamela, Elyria Kemp, Kim H. Williams and Aberdeen Leila Borders (forthcoming), "The Path to Adoption and Advocacy: Exploring Dimensions of Brand Experience and Engagement at Trade Shows," *Event Management*.
- Kemp, Elyria, Aberdeen Leila Borders, Nwamaka Anaza and Wesley J. Johnston (2017), "The Heart in Organizational Buying: Perspectives on the Emotions and Decision Making of Buyers," *Journal of Business & Industrial Marketing*, 3 (1), 19-28.
- Kemp, Elyria and Aberdeen Leila Borders (2017), "Occupational Dream Pursuit: Decision Making and Consumption Behavior," *Journal of Consumer Marketing*, 34 (2), 113-127.
- Kemp, Elyria, Sonja Martin Poole (2017), "What's Love Got to Do with It? Investigating Consumer Commitment in Health Care," *Health Marketing Quarterly*, 34 (4), 319-327.
- Kemp, Elyria, My Bui, Anjala Krishen, Pamela Miles Homer and Michael S. LaTour (2017), "Understanding the Power of Hope and Empathy in Healthcare Marketing," *Journal of Consumer Marketing*, 34 (2), 85-95.
- Kemp, Elyria, David J. Moore and Kelly Cowart (2016), "Me, Myself and I: Examining the Effect of Loneliness and Self-focus on Message Referents," *Journal of Current Issues and Research in Advertising*, 37 (1), 15-27.
- Kemp, Elyria and Sonja Martin Poole (2016), "Arts Audiences: Establishing a Gateway to Audience Development and Engagement," *The Journal of Arts Management, Law, and Society*, 46 (2), 53-62.
- Bui, My, Elyria Kemp and Mitch Hamilton (2015), "The Power of Promoting Healthy Brands: Familiarity in Healthy Product Decision Making" *Journal of Promotion Management*, 21 (6), 739-759.
- Kemp, Elyria, Kyeong Sam Min and Elizabeth O. Joint (2015), "Selling Hope: Examining the Role of Affect-Laden Health Care Advertising in Consumer Decision Making," *Journal of Marketing Theory & Practice*, 23 (4), 434-454.
- Kemp, Elyria, (2015), "Engaging Consumers in Esthetic Offerings: Conceptualizing and Developing a Measure for Arts Engagement," *International Journal of Voluntary Sector Marketing*, 20 (2), 137-148.

- Kemp, Elyria, Kim H. Williams and McDowell Porter (2015), "Hope across the Seas: The Role of Emotions and Risk Propensity in Medical Tourism Advertising," *International Journal of Advertising Research*, 34 (4), 621-640.
- Kemp, Elyria, Pamela A. Kennett-Hensel and Kim H. Williams (2014), "The Calm Before the Storm: Emotion Regulation Consumption in the Face of an Impending Disaster," *Psychology & Marketing*, 31 (11), 933-945.
- Kemp, Elyria, Ravi Jillapalli and Enrique Becerra (2014), "Health Care Branding: Developing Emotionally Based Consumer Brand Relationships," *Journal of Services Marketing*, 28, (2), 126-137.
- Childers, Carla Y., Kim H. Williams and Elyria Kemp (2014), "Emotions in the Classroom: Examining Environmental Factors and Student Satisfaction," *Journal of Education for Business*, 89, (1), 7-12.
- Poole, Sonja M., Elyria Kemp, Kim H. Williams and Lauri Patterson (2014), "Get Your Head in the Game: Using Gamification in Business Education to Connect with Generation Y," *Journal for Excellence in Business Education*, 3 (2) <http://www.jebejournal.org/index.php/jebe/article/view/40>
- Kemp, Elyria, Pamela A. Kennett-Hensel and Jeremy Kees (2013), "Pulling on the Heart-Strings: Examining the Effects of Emotions and Gender in Persuasive Appeals," *Journal of Advertising*, 41 (1), 69-79.
- Kemp, Elyria, Aberdeen Leila Borders and Joe M. Ricks (2013), "Sales Manager Support: Fostering Emotional Health in Salespeople," *European Journal of Marketing*, 47 (3/4), 635-654.
- Kemp, Elyria and Michael White (2013), "Embracing Jazz: Exploring Audience Participation for Jazz Music in Its Birthplace," *International Journal of Arts Management*, 16 (1), 35-48.
- Kemp, Elyria, Steven W. Kopp and Erasmus C. Kemp, Jr. (2013), "Take This Job and Shove It: Examining the Influence of Role Stressors and Emotional Exhaustion on Organizational Commitment and Identification in Professional Truck Drivers," *Journal of Business Logistics*, 31 (1), 33-45.
- Kemp, Elyria, My Bui and Sonya Grier (2013), "When Food is More Than Nutrition: Understanding Emotional Eating and Overconsumption," *Journal of Consumer Behaviour*, 12 (3), 204-213.
- Kemp, Elyria, Steven W. Kopp and Erasmus C. Kemp, Jr. (2013), "Six Days on the Road: Will I Make It Home Safely Tonight? Examining Truck Driver Stressors and Attitudes toward Commercial Transportation Regulation and Safety," *International Journal of Logistics Management*, 24 (2), 210-229.
- Kemp, Elyria, Sindy Chapa and Steven W. Kopp (2013), "Regulating Emotions in Advertising: Examining the Effects of Sadness and Anxiety on Hedonic Product Advertisements," *Journal of Current Issues and Research in Advertising*, 34, 135 -150.
- My Bui and Elyria Kemp (2013), "E-tail Emotion Regulation: Examining Online Hedonic Product Purchases," *International Journal of Retail & Distribution Management*, 41 (2), 155-170.

- Williams, Kim H., Carla Y. Childers and Elyria Kemp (2013), (lead article) "Stimulating and Enhancing Student Learning Through Positive Emotions," *Journal of Teaching for Travel and Tourism*, 13, 209-227.
- Turri, Anna, Karen Smith, Elyria Kemp (2013), (lead article) "Developing Affective Brand Commitment through Social Media," *Journal of Electronic Commerce Research*, 14 (13), 201-214.
- Kemp, Elyria, Carla Y. Childers and Kim H. Williams (2012), "Place Branding: Creating Self-Brand Connections and Brand Advocacy," *Journal of Product & Brand Management*, 21 (7), 508-515.
- Kemp, Elyria, Carla Y. Childers and Kim H. Williams (2012), "A Tale of A Musical City: Fostering Self-Brand Connection among Residents of Austin, Texas," *Place Branding and Public Diplomacy*, 8 (2), 147-157.
- Kemp, Elyria, My Bui and Sindy Chapa (2012), "The Role of Advertising in Consumer Emotion Management," *International Journal of Advertising*, 31 (2), 339-353.
- Kemp, Elyria, Aberdeen Leila Borders and Joe M. Ricks (2012) "Managing Emotions in Personal Selling: Examining the Role of Emotion Regulation Strategy in Salespeople," *Journal of Selling and Major Account Management*, 12 (1), 18-29.
- Kemp, Elyria, Kim H. Williams and Bridget Mary Bordelon (2012), "The Impact of Marketing on Internal Stakeholders in Destination Branding: The Case of a Musical City," *Journal of Vacation Marketing*, 18 (2), 121-133.
- Zank, Gail and Elyria Kemp (2012), "Examining Consumers' Perceptions of the Health Benefits of Products with Fiber Claims," *Journal of Consumer Affairs*, 46 (2), 333-344.
- Kemp, Elyria and Steven W. Kopp (2011), "Resistance and Self-Risk: "Examining the Effects of Message Cues in Encouraging End-of-Life Planning," *Journal of Public Policy & Marketing*, 30 (1), 100-109.
- Kemp, Elyria and My Bui (2011), "Healthy Brands: Establishing Credibility, Commitment and Connection among Consumers," *Journal of Consumer Marketing*, 28 (6), 429-437.
- Kemp, Elyria, Chinna Natesan, Aberdeen Leila Borders and Steven W. Kopp (2011), "Paying the Piper: Performing Rights Organizations and Their Role in the Retail Function," *Journal of Retailing and Consumer Services*, 18, 429-437.
- Bui, My and Elyria Kemp (2011), "The Fight Against Obesity: Influences of Self-Efficacy on Exercise Regularity," *Journal of Nonprofit & Public Sector Marketing*, 2 (3), 181-208.
- Kemp, Elyria, My Bui and Sonya Grier (2011), "Eating Their Feelings: Examining Emotional Eating in At-Risk Groups in the United States," *Journal of Consumer Policy*, 34, 211-229.
- Kemp, Elyria and Steven Kopp (2011), "Emotion Regulation Consumption: When Feeling Better is the Aim," *Journal of Consumer Behaviour*, 10 (1), 1-7.
- Kemp, Elyria and Steven Kopp (2010), "Have You Made Plans for that Big Day? Predicting Intentions to Engage in Funeral Planning," *Journal of Marketing Theory & Practice*, 18 (Winter), 81-90.

- Creyer, Elizabeth, Jeremy Kees and Elyria Kemp (2008), "The Role of Self-Regulation, Future Orientation, and Financial Knowledge in Long-Term Financial Decisions," *Journal of Consumer Affairs*, 42 (2), 223-242.
- Kopp, Steven W. and Elyria Kemp (2007), "Consumer Awareness of the Legal Obligations of Funeral Providers," *Journal of Consumer Affairs*, 41 (2), 326-356.
- Kemp, Elyria, Scot Burton, Elizabeth H. Creyer and Tracy A. Suter (2007), "When Do Nutrient Content and Nutrient Content Claims Matter? Assessing Consumer Tradeoffs Between Carbohydrates and Fat," *Journal of Consumer Affairs*, 41 (1), 47-73.
- Kopp, Steven W. and Elyria Kemp (2007), "The Deathcare Industry: A Review of Regulatory and Consumer Issues," *Journal of Consumer Affairs*, 41 (1), 150-173.

National Conference Proceedings

- Anaza, Nwamaka, Elyria Kemp, Aberdeen Leila Borders (2018), "Storytelling in Business-to-Business Advertising," Academy for Marketing Science, New Orleans, LA.
- Kennett-Hensel, Pamela and Elyria Kemp (2016) "Trade Show Engagement and Brand Experience: The Impact on Retailer and End Consumer Adoption and Advocacy," EIRASS, Edinburgh, Scotland (July).
- Kemp, Elyria, Kyeong Sam Min and Elizabeth Joint (2014), "Hope in Health Care Marketing: Exploring the Effectiveness of Emotional Persuasive Appeals in Health Care Decision Marketing," In Rebecca Van Meter and Jeri Weiser 2014 SMA Conference Proceedings, New Orleans, LA, 293.
- Kemp Elyria, Joe M. Ricks, Mark Quinn (2014), "Trouble in the Supply Chain: Examining the Effects of Coping Strategies on Emotional Health and Customer Relationship Quality for Small Business Owners," In Rebecca Van Meter and Jeri Weiser 2014 SMA Conference Proceedings, New Orleans, LA, 87.
- Poole, Sonja M., Elyria Kemp, Kim H. Williams, Lauri Patterson (2014), "Enhancing Student Learning Using Gamification Methodologies," In Rebecca Van Meter and Jeri Weiser 2014 SMA Conference Proceedings, New Orleans, LA, 4.
- Kemp, Elyria, Pam Kennett-Hensel, Kim H. Williams (2013), "Emotion Regulation Consumption in the Face of Disaster," In Rebecca Slotegraaf and David Griffith, *2013 AMA Summer Educators' Conference Proceedings*, Chicago, IL., 10.
- Kemp, Elyria, Steven W. Kopp, Cassandra Davis, Erasmus C. Kemp (2012) "White Line Fever? Commercial Transportation Regulation and Its Impact on Highway Safety," In Minette E. Drumwright, Geraldine R. Henderson and Jerome D. Williams, *2012 Marketing & Public Policy Conference Proceedings*, Atlanta, GA, 22, 83-84.
- Kemp, Elyria, Chinna Natesan and Aberdeen Leila Borders (2011), "Copyright Liability and Performing Rights Organizations in the United States and India: A Comparative Analysis," *Journal of Emerging Knowledge on Emerging Markets*, 3 (November), 1-18.

- Kemp, Elyria, My Bui and Sonya Grier (2010), "Eating Your Feelings: Understanding Emotional Eating and Overconsumption," In. Kenneth C. Manning, Kathleen J. Kelly and David E. Sprott *2010 Marketing and Public Policy Conference Proceedings*, Denver, CO, 145.
- Zank, Gail and Elyria Kemp (2010), "Fiber Claims: Do They Matter?," In. Kenneth C. Manning, Kathleen J. Kelly and David E. Sprott *2010 Marketing and Public Policy Conference Proceedings*, Denver, CO, 151.
- Kemp, Elyria, My Bui and Sonya Grier (2010), "Emotions, Marketing and Food Consumption," In Michael K. Brady and Michael D. Hartline *2010 AMA Winter Educators' Conference Proceedings*, Chicago, IL.
- Kemp, Elyria and Steven W. Kopp (2009), "Resistance and Self-Risk: Effects of Message Cues and End-of Life-Planning," In Michael Kamins and Ingrid M. Martin *2009 AMA Summer Educators' Conference Proceedings*, Chicago IL, 289-290.
- Kemp, Elyria and Steven W. Kopp (2009), "When Food is More Than Nutrition: Regulating Emotions with Food," In Elizabeth Moore, Janis K. Pappalardo and William Wilkie *2009 Marketing and Public Policy Conference Proceedings*, Washington, DC, 124-125.
- Kemp, Elyria and Steven W. Kopp (2009), "Reducing Resistance to Planning for End of Life: A Social Marketing Approach," In Elizabeth Moore, Janis K. Pappalardo and William Wilkie *2009 Marketing and Public Policy Conference Proceedings*, Washington, DC, 275-276.
- Kemp, Elyria, Steven Kopp, Scot Burton, Elizabeth Howlett (2008), "Emotion Regulation Consumption: Examining How Consumers Use Consumption to Manage Emotions," In James R. Brown and Rajiv P. Dant (Eds.) *2008 AMA Summer Educators' Conference Proceedings*, San Diego, CA, 76-77.
- Kopp, Steven W. and Elyria Kemp (2008), "Consumer Decision Making For End of Life Planning," In John Kozup, Charles Taylor and Ronald Paul Hill (Eds.) *2008 Marketing and Public Policy Conference Proceedings*, Philadelphia, PA, 51.
- Kemp, Elyria and Steven W. Kopp (2008), "End of Life Decision Making: Examining the Factors that Lead to Preplanning" *Advances in Consumer Research*, 35, 908-909.
- Kopp, Steven W. and Elyria Kemp, "Examining Consumers Attitudes about Death and Funeral Planning: A Social Marketing Approach," (2007) In Manoj Hastak, John Swasy and Sonya A. Grier (Eds.), *2007 Marketing and Public Policy Conference Proceedings*, Washington, DC, 113.
- Kemp, Elyria and Steven W. Kopp (2007), "Looking Ahead to Greener Pastures: Examining Consumers' Intentions to Engage in Funeral Planning," In Andrea L. Dixon and Karen A. Machleit (Eds.), *AMA Winter Educators' Conference Proceedings*, San Diego, CA, 63-64.
- Kemp, Elyria and Jeff Murray (2006), "Managing the Experiential Marketing Endeavor: Insights from a Prototypical Experience," *Advances in Consumer Research*, 34, 342-343.
- Kemp, Elyria and Elizabeth Creyer, (2006), "Increasing Persuasion, Reducing Resistance: Examining the Efficacy of Persuasive Appeals for Aesthetic Product Consumption," *Advances in Consumer Research*, 34, 337-338.

- Kemp, Elyria (2006), "Staging Performances around Brands: Managing the Experiential Marketing Endeavor," In *Robert Mittelstadt Doctoral Symposium Conference Proceedings*, Lincoln, NE, 139-154.
- Jensen, Thomas, Jeremy Kees, Scot Burton and Elyria Kemp (2006), "The Effect of Prices for Incidental Products in Web Page Promotions on Consumer Price Perceptions for an Unrelated Target Product," In Harlan E. Spotts (Eds.), *Academy of Marketing Science Conference Proceedings*, San Antonio, TX, 128.
- Kemp, Elyria and Steven W. Kopp (2006), "An Examination of Consumer's Awareness Regarding the Legal Obligations of Funeral Providers," In Ingrid Martin, David Stewart and Michael Kammins (Eds.), *Marketing and Public Policy Conference Proceedings*, Long Beach, CA, 40-41.
- Kemp, Elyria (2006), "Copyright Liability and the Role of Performing Rights Organizations in the Retail Function," In Ingrid Martin and David Stewart (Eds.), *Marketing and Public Policy Conference Proceedings*, Long Beach, CA, 190-191.
- Kemp, Elyria, Scot Burton, Elizabeth H. Creyer and Tracy A. Suter (2005), "An Experimental Assessment of Effects of Low Carbohydrate Claims and Nutrition Facts Carbohydrate Levels Across Levels of Consumer Nutrition Processing Motivation," In Jeff Langenderfer, Don Lloyd Cook, and Jerome D. Williams (Eds.), *Marketing and Public Policy Conference Proceedings*, Washington, D.C., 8-9.
- Kemp, Elyria and Steven W. Kopp (2005), "Regulation in the Deathcare Industry: A Review and Agenda for Research," In Jeff Langenderfer, Don Lloyd Cook, and Jerome D. Williams (Eds.), *Marketing and Public Policy Conference Proceedings*, Washington, D.C., 31-32.

Presentations

- Kennett-Hensel, Pamela, Elyria Kemp, Williams, Kim H., Aberdeen Leila Border, (2018), "Singled Out in the Crowd: Exploring Dimensions of Brand Experience at Trade Shows American Marketing Association, New Orleans, LA.
- Kemp, Elyria, Kristina Martic, Nwamaka Anaza, Sonja Martin Poole (2017), "Feeling Good: The Arts and Consumer Well-being," Marketing and Public Policy Conference, Washington, DC (June).
- Kemp, Elyria, David. J. Moore, Kelly Cowart and Lan Tran (2014), "It's All About Me: Examining the Effect of Loneliness on Consumer Response to the Framing of Advertising Appeals," Summer Educator's American Marketing Association Conference, San Francisco, CA.
- Sonja M. Poole, Elyria Kemp, Kim H. Williams and Lauri Patterson (2014), "Gamification in the Classroom," Summer Educator's American Marketing Association Conference, San Francisco, CA.
- Kemp, Elyria, Cassandra Davis, Steven W. Kopp (2014), "The Sweet Buy and Buy? Examining Approach and Avoidance Motivation for Personalized Funeral Products," Marketing and Public Policy Conference, Boston, MA.
- Kemp, Elyria and My Bui (2013), "Before You Eat That Chocolate Cake! Predicting Intentions to Consume Hedonic Food Products," Marketing and Public Policy Conference, Washington, DC.

Kemp, Elyria and Jeremy Kees (2011), "Emotional Appeals: The Effects of Pride, Sympathy and Gender on Prosocial Behavior," Marketing and Public Policy Conference, Washington, DC.

Zank, Gail and Elyria Kemp (2011), "Products with Fiber Claims: Examining Perceived Levels of Nutrition and Consumption Frequency," Marketing and Public Policy Conference, Washington, DC.

Kemp, Elyria, Shrihari Sridhar, Anja Geigenmuller, Margit B. Weisgal (2010) "Trade Show Marketing: Strategies for a Changing Economy" Summer Educator's American Marketing Association Conference, Boston, MA.

TEACHING

- Strategic Marketing Decisions for Health Care Management (Graduate and Executive)
- Strategic Marketing Management (Graduate, MBA)
- Marketing Strategy
- Retailing
- Consumer Behavior
- Marketing Management
- Global Marketing
- Principles of Marketing
- Legal Environment of Marketing
- Marketing Foundations for Managers

SERVICE

- Reviewer for *Journal of Business Research*
- Reviewer for *International Journal of Advertising Research*
- Co-Editor for Special Issue of *Journal of Business and Industrial Marketing*, (2015-2016)

BUSINESS EXPERIENCE

Marketing Consultant (2002-2004)

ALLEGRO Results: Marketing/Communications/Copyright

Planned and managed public/media relations campaigns; oversaw media planning and buying; prepared copy, design or oversaw design of collateral materials, solicited for advertising/sales acquisitions; researched for music copyright clearance for obtaining mechanical, synchronization and performing rights licenses.

Area Licensing Sales Manager (1999 -2002)

ASCAP: American Society of Composers, Authors and Publishers

Ensured that all venues and businesses in Indiana and Louisiana using music written by ASCAP members were in compliance; and actively monitored all venues that featured public performances of music and interfaced with owners and managers of these venues to sell and negotiate licensing.

Marketing Manager (1997-1999)

Madame Walker Theatre Center

Developed and executed strategic marketing plans for the Madame Walker Theatre Center's Manistage Performing Arts Series, Family Performing Arts Series and Humanities Programs; placed all print advertising and electronic media buys; designed or oversaw design of all promotional materials including season brochures and websites; coordinated and executed all publicity and public relations activities; supervised subscription drive campaign and sold program advertising.

Audience Development & Public Relations Coordinator (1996-1997)

Fort Wayne Philharmonic

Planned and implemented publicity campaign for 20 of orchestra's run-out concerts; organized community outreach activities and handled all marketing and public relations for Community Outreach Concerts; responsible for all print production of promotional materials; and placed all print advertising; negotiated media sponsorships.