

Amanda B. Bower

DEPARTMENT OF BUSINESS ADMINISTRATION • WILLIAMS SCHOOL OF COMMERCE, ECONOMICS & POLITICS
• WASHINGTON AND LEE UNIVERSITY • LEXINGTON, VA 24450-0303 •
(540) 458-8615 • FAX: (540) 458-8639 • BOWERA@WLU.EDU

Education

- Ph.D. University of South Carolina: August 1997
Major: Marketing Cognate: Psychology
Dissertation: "Understanding Comparisons to the Idealized Images in Advertising: Antecedents, Affective Consequences, and Product Implications."
(Subhash Sharma, Professor of Marketing and Distinguished Foundation Fellow, Chairman.)
- M.S.B.A. University of South Carolina: 1991-1992,
Coursework only: *Transferred to Ph.D. program prior to completion*
Major: Marketing Cognate: Psychology
- B.S.B.A. University of Richmond: May 1991
Major: Business Administration (Marketing Concentration)
Cum Laude

Academic Experience

- Washington and Lee University, Lexington, Virginia
Associate Professor of Marketing, Department of Business Administration, July 2006-present
Assistant Professor of Marketing, Department of Business Administration, July 2002- June 2006
- Louisiana State University, Baton Rouge, Louisiana
Assistant Professor of Marketing, Department of Marketing, August 1997– December 2001
- University of South Carolina, Columbia, South Carolina
Graduate Teaching Assistant, Department of Marketing, October 1993- December 1996.
- University of South Carolina-Aiken, Aiken, South Carolina
Instructor, Department of Marketing, August 1994-May 1995

Research and Publications

Research Interests

- Use of Beauty in Marketing
- Source Effects
- Corporate Social Responsibility Initiatives
- Instruction Compliance
- Product Returns
- Picture-Based Persuasion

Chapter Publications

Bower, Amanda B and Stacy Landreth Grau (in press), "I Know It When I See It: The Definability and Consequences of Perceived Fit in Corporate Social Responsibility Initiatives," in *Advertising Theory*, Shelly Rodgers and Esther Thorson, eds. Routledge, Taylor & Francis Group.

Journal Publications

Bower, Amanda B., and James G. Maxham III. "Return Shipping Policies of Online Retailers: Normative Assumptions and the Long-Term Consequences of Fee and Free Returns." *Journal of Marketing* 76, no. 5 (2012): 110-124.

Bower, Amanda B., Stacy Landreth Grau, and Valerie A. Taylor. "Over-the-counter vs. prescription medications: are consumer perceptions of the consequences of drug instruction non-compliance different?" *International Journal of Consumer Studies*.

Bower, Amanda B. and Stacy Landreth Grau (2009), "Explicit Donations and Inferred Endorsements: Do Corporate Social Responsibility Initiatives Suggest a Nonprofit Organization Endorsement?" *Journal of Advertising*, 38 (3), 113-126.

Taylor, Valerie A. and **Amanda B. Bower** (2004), "Improving Product Instruction Compliance: 'If You Tell Me Why, I Might Comply,'" *Psychology & Marketing*, 21 (3), 229-245.

Bower, Amanda B. and Valerie A. Taylor (2003), "Increasing Patient Compliance with Pharmaceutical Product Instructions: The Role of Frame and Plain Language," *Journal of Health Communication*, 8 (2), 145-156.

Bower, Amanda B., (2001) "The Highly Attractive Models in Advertising and the Women Who Loathe Them: The Implications of Negative Affect for Spokesperson Effectiveness," *Journal of Advertising*, 30 (3), 51-63.

Bower, Amanda B. and Stacy L. Landreth (2001), "Is Beauty Best?: Highly Versus Normally Attractive Models in Advertising," *Journal of Advertising*, 30 (1), 1-12.

Conference Publications

Bower, Amanda B. and Stacy Landreth (2002) "Prescription Versus Over-the-Counter Medications: Are Perceptions of the Consequences of Drug Instruction Noncompliance Different?" *Society for Marketing Advances Conference*.

Landreth, Stacy and **Amanda B. Bower** (2002) "Do Cause Related Marketing Alliances Imply a Seal of Approval? Exploratory Conclusions and Public Policy Implications" *Public Policy and Marketing Conference*.

Bower, Amanda B. and David Sprott (1995), "The Case of the Dusty Stair Climber: A Taxonomy and Exploratory Study of Product Nonuse," in *Advances in Consumer Research*, Vol. 22, eds. Frank Kardes and Mita Sujan, Provo, UT: Association for Consumer Research.

In Process

Bower, Amanda B., Stacy Landreth, and James G. Maxham III, "The Good, the Bad, and the Ignored: The Effect of Product Instruction Quality and Compliance on Responses to Product Outcomes"

- Status:
 - Data collected for an experimental study and analyzed.
 - Data collected for panel study; needs to be re-analyzed.
 - This work may be divided into two manuscripts; this remains to be determined.
 - Targeted for *Journal of Marketing*

Book Project: Failure

- Systematic exploration of the psychological and sociological determinants of and responses to "failure," as well as its importance in development and innovation.
- Incorporates case studies and historical context.
- Status: Outlined, chapters roughly determined, and working on literature review of relevant sociological & psychological theories and research.

Research Honors

- LSU Council on Research Summer Research Grant (a competitive university grant), Louisiana State University, 2000.
- LSU Council on Research Summer Research Grant (a competitive university grant), Louisiana State University, 1998.
- Fellow, Southern Marketing Association Doctoral Symposium, 1996.

Teaching Activities

Courses Taught

Washington and Lee University

Marketing Management ●2002-Present ●3-4 sections annually
Introduction of marketing concepts, 4 Ps, business models, SWOT analysis, etc. with particular emphasis on brand strategy and development of a marketing plan.

Integrated Marketing Communications ●2003-Present ●1 section annually
Using the National Student Advertising Competition (NSAC) as the project, students are recruited from across the university (typically 15-16 different majors) and organized into an ad agency to research, create, and execute a communication strategy that is put into a 32-page plans book and a 20 minute presentation.

Creative Strategic Planning ●2011-Present ●1 section bi-annually
Taught in W&L's immersive 4-week Spring Term. Project-based course requiring students to learn and perform qualitative research techniques consistent with account planning philosophy and present creative brief and brand strategy to external (non-university) client. Counts as cognate course for both Psychology (BA) and Sociology/Anthropology majors.

Consumer Psychology/Insights ●2003-2009 ●1 section annually
Taught in W&L's (now modified) 6-week Spring Term. Seminar class studying psychological and some sociological concepts and how they might be used by marketers for strategic purposes. Counted as cognate course for both Psychology (BA) and Sociology/Anthropology majors.

Quantitative Models ●2003 ●2 sections
Statistics course emphasizing how means tests, ANOVA and regressions might be used for decision making. Emphasis on case studies.

Previous Institutions

Principles of Marketing

Traditional introductory course for marketing concepts.

- Louisiana State University: 16 sections
- University of South Carolina: 6 sections
- University of South Carolina- Aiken: 1 section

Consumer Behavior

Overview of consumer decision making, including the internal and external influences

- University of South Carolina: 2 sections
 - One of these CB courses was taught via satellite in USC's Distance Education department using a directorless studio to reach students at both corporate and regional campuses across the state.
- University of South Carolina- Aiken: 1 Section

Teaching Honors

Awards

- Award for Teaching Excellence for Untenured Faculty (a college-wide award), E.J. Ourso College of Business Administration, Louisiana State University, 1999-2000.
- Tiger Athletic Foundation Undergraduate Teaching Award (a university-level award) representing E.J. Ourso College of Business Administration, Louisiana State University, 1998-1999
- University of South Carolina Outstanding Graduate Student Teaching Assistant Award (a university-wide award), 1996-1997
- USC College of Business Administration Outstanding Graduate Student Teaching Award (a college-wide award), 1996-1997

Nominations

- Nominated by the presidents of the E.J. Ourso College of Business Administration student organizations for the Deer Teaching Award (a university-wide award), 1998-1999
- Department nominee for Award for Teaching Excellence for Untenured Faculty (a college-wide award), E.J. Ourso College of Business Administration, Louisiana State University, 1997-1998
- Department nominee for the USC Educational Foundation Outstanding Teaching Award for Teaching Assistants (a university-wide award), 1995-1996

Other

- Selected as Phi Eta Sigma induction speaker at Washington and Lee University, Spring 2004.
- Featured in "The Chalkboard Report: Student Reports on the Best and Worst of LSU Teaching Faculty," in Tiger Weekly, April 26, 2000
- Graduating Seniors' "Favorite Faculty Members" Faculty Honor Roll, Louisiana State University, 2000
- Faculty Initiate, International Fraternity of Delta Sigma Pi, Louisiana State University, 1999

Academic Citizenship

Service Awards

- Reviewer of the Year, Journal of Advertising, 2001

Service to Discipline

Journal of Advertising

- Associate Editor: 2008-present
 - Editor created AE group in 2008 and I was an inaugural member of that group
- Executive Review Board: 2008
- Ad Hoc reviewer: 2000-2008

Ad Hoc Reviewing

- *Sex Roles* 2012
- Journal of Consumer Research: 2007- present
- Journal of Retailing: 2008
- Journal of Business Research, 1997-2001
- Special issue of Journal of Advertising: 2004
- Society for Marketing Advances Conference, Marketing Research track, New Orleans, LA: 2001
- Association for Consumer Research, Salt Lake City, UT: 2000
- Society for Marketing Advances Conference, Consumer Behavior track and Advertising and Promotion track, Orlando, FL: 2000
- Southwestern Marketing Association, San Antonio, TX: 2000
- Society for Consumer Psychology, San Antonio, TX: 2000
- Reviewer, Education Track, Southern Marketing Association Annual Meeting, Atlanta, GA.: 1997
- Reviewer, Student Track, Southern Marketing Association Annual Meeting, New Orleans, LA. : 1996

Service to the University

Committee Work

- Strategic Communications Committee 2010-present
 - In addition to serving as “typical” committee member, also prepared information to teach members of the committee about the various aspects involved in creating effective communications.
- Faculty Review Committee, 2010-present
 - Case in Fall 2011
- Strategic Planning Committee, 2010-present
- Public Functions Committee 2009-2010

- Replacement for Ted Delaney
- Science Society and the Arts Committee
 - Chair of Advertising/Marketing Subcommittee, 2007-present.
- Decade Award Committee, 2007
- Web Advisory Committee: 2007
- Ad Hoc Faculty Committee for Faculty Evaluation, Williams School of Commerce, Economics & Politics, Washington and Lee University, 2005
- External Relations and Communications Task Force, Washington and Lee University, 2004-2005.
- Homecoming Queen Committee, 2003

Tenure and Search Committee Work

- Bob Ballenger's Tenure Committee: 2006-2007
- Search committee for Johnson chair: 2008-2009
 - Resulted in hiring of Prof. Jeff Shay
- Search committee for the entrepreneurship position: 2008-2009
 - Resulted in hiring of Prof. David Touve

Speaking & Presentations

- Panel speaker for a Women Administrators and Faculty Group (WAFG) meeting on advice for getting through the tenure/promotion process on Wednesday, October 24, 2007
- LIT 295b Fairy Tales and Pop Culture taught by Debra Prager on October 29, 2009
 - Talked about current book project "The Princess Mess."
- JOUR 101 Introduction to Mass Communications taught by Bob De Maria on October 28, 2009
 - "Advertising as Mass Media"- This was a new presentation put together specifically for his class to put "advertising" in the context of mass media, as well as discuss current issues that might affect the students
- Panel Presentation & Discussion "Integrating Student Life Issues in the Classroom": 2009
- "Evolution of Advertising at Washington and Lee" to Williams School Board of Advisors, May 13, 2011
- Presentation to business administration department on the content, projects and goals of marketing management (Bus 211) course, August 31, 2011.
- JOUR 101 Introduction to Mass Communications taught by Pam Luecke and Abah Dayo on November 14, 2011
 - "Advertising as Mass Media"- Updated from the presentation prepared for Bob De Maria's class

Student Contact

- Major Curriculum Adviser, Washington and Lee University, 2003- present.
- First Year Adviser, Washington and Lee University, 2011-present

- Adviser for Aduro: 2007-2010
 - Student-created marketing/advertising club that served as an advertising/branding agency for the university
- Faculty advisor to Kappa Kappa Gamma: 2010-present
- Advisor, student project, Williams School Centennial Website Update: 2004-5
 - Oversaw student research and worked with others to re-deploy the Williams School website in time for school's centennial.
- Chapter Advisor, American Advertising Federation, Williams School of Commerce, Economics & Politics, Washington and Lee University: 2003- present

Advertising Events

- Advertising Forum: 2011
 - Hosted a day-long event with alums from various agencies (ad and PR)
- "AdLibs" Liberal Arts in Advertising Conference: 2012
 - Proposed, developed, (and with assistant dean) coordinated and oversaw 1.5 day conference. Includes keynote speaker, workshops, job interviews, informational sessions from a variety of agencies, Q&A

Curriculum Initiatives

- Professional Communications, Chair 2011- present
 - Charged with determining "goals and initial steps for enhancing oral communication skills for students in Williams School classes."
 - Put forth initial goals, content and pedagogical models.
 - Outlined the steps in creating an oral communications program.
- Williams School Communications Initiative: 2007
 - Developed and proposed the addition of some type of communications program to educate Williams School students on various types of communication, including presentation and verbal skills to Williams School Board of Advisors.
- Developed and Proposed Changes in Business Administration Major 2009-10
 - Particular emphasis on enhanced integration with liberal arts education

External Communications

Visits

- Visiting Professor Program of the Advertising Educational Foundation, Summer 2005
 - Competitive application process- 16/50 professors accepted in 2005 program.
 - Spent two weeks in New York City visiting agencies and shadowing the Pantene and Cover Girl accounts at Grey Worldwide
- New York City Trip: 2008
 - Developed contacts for job prospects and got information to bring back to the classroom.
 - "Who Needs a Marketing Major?: Teaching Advertising in a Liberal Arts Environment" : Talk given to alums and interested parents.

- Richmond Trip/ The Martin Agency: 2008
 - Continued building relationship for opportunities for our students, as well as brought back information for the classroom.
- New York City Trip: 2009
 - Developed network
 - Talk updating alums on changes to curriculum at W&L

Public Communications (selected)

- Guest on Insight, on WMRA, “Your NPR Station” on September 27, 2012. Topic “Mistakes That Marketers Make” <http://wmra.org/post/mistakes-marketers-make>
- Guest on Insight, on WMRA, “Your NPR Station” on Friday, January 19, 2007 Topic “Surprises in Marketing: How much does advertising and marketing influence your daily life?”
- Super Bowl Blog for W&L’s website: 2009, 2010
- Frequent interview guest and essayist on WVTF (NPR station): 2009-2011
 - Some of these essays may be found at <http://www.wlu.edu/x48285.xml?Name=Amanda%20Bower>
 - Available at www.theshinygreenapples.com
- Guest essay on WAMC’s The Academic Minute, “The Super Bowl Experience,” February 4, 2011. (<http://www.wamc.org/academic-minute.html>)
- Presentation, Doctoral Consortium Society for Marketing Advances Meeting, New Orleans, LA: 1998

Community Service

- Stonewall Jackson House: 2007
 - Consulted with SJH Director Michael Anne Lynn to discuss methods of marketing SJH. This included broadening reach into the community as well as attracting more visitors from outside of the community.
- Woods Creek Montessori: 2007
 - Responsible for The Grandparent Gift fundraiser
 - Helped with exploring potential building projects and renovation projects.
- Work/Life Initiative
 - W&L Parents Forum: 2008
 - Co-creator of an online parental community to serve purposes of support, information sharing and advocacy.
 - Childcare Initiative: 2008
 - Co-creator of proposals and presented to university president and HR director regarding children’s programs.

University Service- Louisiana State University

- Instructional Support and Development, 2000-2001
- Student Organization Advisement

- University Representative, Delta Gamma sorority, Louisiana State University, 1999 to 2001.
- Advisor, Alpha Kappa Psi business fraternity, Louisiana State University, 1999 to 2001.
- Doctoral Committees
 - Committee Member, Dissertation for Stacy Landreth, 2001.
 - Dean's Representative, Doctoral Examination for:
 - Tayari kwa Salaam, 2000-2001.
 - Janice Waite, 1999-2001.
- Masters Committees
 - Chair of Master's Project for:
 - Cara Zorzi, 2000-2001
 - Lucy Findlay, 1998-1999
 - Committee member of Master's Project for:
 - Lauren Hagen, 2001
 - Robin Simonton, 2000
 - Jason Ksobeich, 2000
 - Jenny Gibbs, 1999

Professional Affiliations

American Academy of Advertising
American Marketing Association