

JANÉE N. BURKHALTER, Ph.D.

Saint Joseph's University
Erivan K. Haub School of Business
Department of Marketing
5600 City Avenue
Philadelphia, PA 19131

Telephone: 610.660.2274
Facsimile: 610.660.3239
E-mail: janee.burkhalter@sju.edu
LinkedIn: www.linkedin.com/in/jnburkhalter

EDUCATION

Ph.D.	2009	Marketing	Georgia State University	Atlanta, GA
M.B.A.	2001	Business Administration	Florida A&M University	Tallahassee, FL
B.S.	2001	Business Administration	Florida A&M University	Tallahassee, FL

PROFESSIONAL EXPERIENCE

Academic Positions

Saint Joseph's University Erivan K. Haub School of Business, Philadelphia, PA Associate Professor, Department of Marketing Chair, Academic Integrity Council Assistant Professor, Department of Marketing	2009 – Present 2015 – Present 2015 – Present 2009 – 2015
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Undergraduate Courses Taught: Entertainment Marketing, Marketing Strategy, Multicultural Marketing, Principles of Marketing
Graduate Courses Taught: Marketing Concepts (MBA, EMBA), Marketing Strategy

Georgia State University J. Mack Robinson College of Business, Atlanta, GA Instructor and Teaching/Research Assistant, Department of Marketing <i>Undergraduate Courses Taught:</i> Advertising, Basic Marketing, Marketing Research	2005 – 2009
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Corporate Positions

Kaplan Test Prep & Admissions, Atlanta, GA Instructor and Tutor, GMAT	2006 – 2009
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Imperatives LLC, Minnetonka, MN [remote] Associate	2005 – 2006
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Wells Fargo Home Mortgage, Edison, NJ Marketing Manager Marketing Coordinator	2001 – 2005 2002 – 2005 2001 – 2002
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PUBLICATIONS

Peer-reviewed Journal Articles

Thornton, Corliss G. and **Janée N. Burkhalter** (2015). “Must be the Music: Examining the Placement Effects of Character-Brand Association and Brand Prestige on Consumer Brand Interest within the Music Video Context,” *Journal of Promotion Management*, 21(1), 126-141. DOI: 10.1080/10496491.2014.971212. Published online: 27 February 2015.

Ferguson, Nakeisha S. and **Janée N. Burkhalter** (2014). “Yo DJ, That’s My Brand: An Examination of Consumer Response to Brand Placements in Hip-Hop Music,” *Journal of Advertising*, 44(1), 47-57. DOI: 10.1080/00913367.2014.935897. Published online: 20 November 2014.

Wood, Natalie T., **Janée N. Burkhalter** and Donna Falgiatore (2014). “Java Cookie: Finding Sweet Success with WOM in the Digital Age,” *International Journal of Integrated Marketing Communications*, 6 (Spring), 1, 25-33.

Burkhalter, Janée N., Natalie T. Wood and Stephanie A. Tryce (2014). “Clear, Conspicuous and Concise: Disclosures & Twitter WOM,” *Business Horizons*, 57 (May/June), 319-328. DOI: 10.1016/j.bushor.2014.02.001. Published online: 1 March 2014.

Wood, Natalie T. and **Janée N. Burkhalter** (2014). “Tweet This, Not That: A Comparison Between Brand Promotions in Microblogging Environments Using Celebrity and Company-Generated Tweets,” *Journal of Marketing Communications*, 20(1/2), 129-146. DOI: 10.1080/13527266.2013.797784. Published online: 10 June 2013

Burkhalter, Janée N. and Corliss G. Thornton (2014). “Advertising to the Beat: An Analysis of Brand Placements in Hip Hop Music Videos,” *Journal of Marketing Communications*, 20(5), 366-382. DOI:10.1080/13527266.2012.710643. Published online: 23 August 2012

Brown, Charnetta R., Adriane B. Randolph and **Janée N. Burkhalter** (2012). “The Story of Taste: Using EEGs and Self-Reports to Understand Consumer Choice,” *Kennesaw Journal of Undergraduate Research*, 2 (1), <http://digitalcommons.kennesaw.edu/kjur/vol2/iss1/5>

Curasi, Carolyn F. and **Janée N. Burkhalter** (2009). “Student Attitudes Toward Coursework: An Examination of the Motivation of University Business Students,” *Business Education Digest*, Issue XVIII, December, 1-18.

Moschis, George P. and **Janée N. Burkhalter** (2008). “Making Ends Meet: How Will the Elderly Manage Their Finances and Post-Retirement Expenses?” *Journal of Financial Services Marketing*, 12(3), 235-241.

Nwakanma, Hudson, Annette Singleton Jackson and **Janée N. Burkhalter** (2007). “Relationship Marketing: An Important Tool for Success in the Marketplace,” *Journal of Business and Economic Research*, 5(2), 55-64.

Benjamin, Colin O., Booker Warren and **Janée N. Burkhalter** (2006). “Managing Business Planning Projects in Academia,” *Journal of Entrepreneurship Education*, 9, 15-28.

Edited Volume

Burkhalter, Janée N. and Natalie T. Wood (Eds.). (2015). *Maximizing Commerce and Marketing Strategies through Micro-Blogging*. Hershey, PA: IGI Global.

Peer-reviewed Book Chapters

Wood, Natalie T. and **Janée N. Burkhalter** (2014). “Tweet This, Not That: A Comparison Between Brand Promotions in Microblogging Environments Using Celebrity and Company-Generated Tweets,” in *Word of Mouth and Social Media*, Allan J. Kimmel and Philip J. Kitchen (Eds.). Routledge.

Dalla Pozza, Ilaria, Natalie T. Wood and **Janée N. Burkhalter** (2015). “Tweeting for Service: Twitter as a Communication Channel for Customer Service,” in *Maximizing Commerce and Marketing Strategies through Micro-Blogging*, Janée N. Burkhalter and Natalie T. Wood (Eds.). IGI Global.

Invited Publication in Business Periodical

Brown, Charnetta, Adriane B. Randolph and **Janée N. Burkhalter** (2013). “Quality is Becoming More About Taste and Less About Cost: EEG and Survey Study on Consumer Behavior,” *Neuromarketing Theory & Practice*, 1(4).

Peer-reviewed Proceedings

Brown, Charnetta R., Adriane B. Randolph and **Janée N. Burkhalter** (2011). “Is that What I Think it is?: The Role of the Frontal Lobe and Influences on Taste,” *Academy of Marketing Science Annual Conference Proceedings*.

Foreman, Jeffrey, **Janée N. Burkhalter** and George P. Moschis (2010). “Gerontographics and Mass Media Preferences of Mature Consumers,” *2010 American Institute of Higher Education 4th International Conference on Business and Education Proceedings*, 3(1), 745-754.

Nwakanma, Hudson, Annette Singleton Tolson and **Janée N. Burkhalter** (2002). “Relationship Marketing: A Relevant Marketing Approach for the New Millennium,” *Global Business Trends: Contemporary Readings, 2002 Edition*, Academy of Business Administration. Edited by Drs. David Moore and Sam Fullerton.

ARTICLES UNDER REVIEW

Randolph, Adriane B. and **Janée N. Burkhalter**. “From General to Specific: Understanding Individual Characteristics and Their Relationship with Neural Recordings During Media Consumption,” *International Journal of Business Intelligence Research*.

MANUSCRIPTS IN DEVELOPMENT

“@TelevisionExecs: Beware the Disgruntled Viewer! #socialtv,” with Natalie T. Wood. Targeting: *Electronic Markets*.

“As Seen on TV and Discussed on Twitter: The Case of ‘Scandal’ and the Camille Wine Glasses,” with James B. Kelley and Natalie T. Wood. Targeting: *Journal of Computer Mediated Media*.

“Eating and Drinking Merrily: A Content Analysis of Food and Beverage Depictions in Family Films,” with Neal H. Hooker. Targeting: *International Journal of Advertising*.

“Embracing the Second Screen by Engaging Virtual Communities,” with Natalie T. Wood. Targeting: *International Journal of Media Management*.

“From Chalk-and-Talk to Virtual Worlds: A Cross-Modality Assessment of the Efficacy of Focus Group Environments,” with Natalie T. Wood and Michael R. Solomon. Targeting: *Journal of Business Research*.

“Here a Brand, There a Brand, Everywhere a Brand: Consumers’ Perceptions of Brand Placement and Lady GaGa’s ‘Telephone,’” with David Allan. Targeting: *MEIEA Journal*.

“Is Bigger Always Better?: An Investigation of the Impact of Screen Size on Consumers’ Responses to Brand Integration,” with Natalie T. Wood. Targeting: *International Journal of Advertising*.

“It Will All Be Clear in the End: Disclosing Material Connections in Microblogging Environments,” with Natalie T. Wood. Targeting: *Journal of Digital and Social Media Marketing*.

“Music and its Multitude of Meanings: Exploring What Makes Brand Placements in Music Videos Authentic,” with Carolyn F. Curasi, Corliss G. Thornton and Naveen Donthu. Targeting: *Journal of Communication*.

“Shoppable Music Videos: Smash Hit or Big Miss?” with Natalie T. Wood, David Allan and Feng Shen. Targeting: *MEIEA Journal*.

“A Superhero IRL: The Case of Stephen Amell, *Arrow* and the Fight Against Cancer,” with Natalie T. Wood. Targeting: *Journal of Social Marketing*.

PEER-REVIEWED PRESENTATIONS AT PROFESSIONAL MEETINGS

Bryant, Morgan M. and **Janée N. Burkhalter** (2014). “New Year, New You: Innovation via Word-of-Mouth Communications,” Special session, *Summer Marketing Educators’ Conference, American Marketing Association*. San Francisco, CA.

Wood, Natalie T., **Janée N. Burkhalter** and David Allan (2013). “Shoppable Music Videos: Smash Hit or Big Miss?” *Conference on Recent Advances in Retailing and Consumer Science*. Philadelphia, PA.

Burkhalter, Janée N. and Neal H. Hooker (2012). "Eating & Drinking Merrily: A Content Analysis of Food & Beverage Depictions in Film," *Child and Teen Consumption 2012: Food Consumption, Communication, Life Styles and Fashion*, 5th International Conference on Multidisciplinary Perspectives on Child and Teen Consumption. Milan, Italy.

Wood, Natalie T. and **Janée N. Burkhalter** (2012). "Tweeting Brands: How the Source of the Tweet Influences Behavior." *Summer Marketing Educators' Conference, American Marketing Association*. Chicago, IL.

Burkhalter, Janée N. and Natalie T. Wood (2012). "Celebrity Tweets: Personal Communications or Sponsored Messages?" with Natalie T. Wood. *Marketing & Public Policy Conference 2012, American Marketing Association*. Atlanta, GA.

Wood, Natalie T. and **Janée N. Burkhalter** (2012). "Tweeting Stars: The Effectiveness of Celebrity Endorsed Tweets on Brand Engagement," *International Advertising and Integrated Marketing Communications Conference, IAIMC*. Anaheim, CA.

Thornton, Corliss G. and **Janée N. Burkhalter** (2011). "Must be the Music: The Impact of Character Association and Product Conspicuousness on Consumer Responses to Music Video Brand Placement," *Summer Marketing Educators' Conference, American Marketing Association*. San Francisco, CA: **Awarded Best Paper in Track**.

Smith, Brent and **Janée N. Burkhalter** (2011). "Choice and Conflict Between Sacred and Secular Music: A Conversation Piece for Teaching Marketing Ethics," *Academy of Marketing Science Annual Conference*. Coral Gables, FL.

Brown, Charnetta R., Adriane B. Randolph and **Janée N. Burkhalter** (2011). "Is that What I Think it is?: The Role of the Frontal Lobe and Influences on Taste," *Academy of Marketing Science Annual Conference*. Coral Gables, FL.

Burkhalter, Janée N. and Adriane B. Randolph (2011). "I've Got The Feeling: Consumers' Physiological Responses to Brand Placement." *Society for Consumer Psychology, Annual Conference*. Atlanta, GA.

Foreman, Jeffrey, **Janée N. Burkhalter** and George P. Moschis (2010). "Gerontographics and Mass Media Preferences of Mature Consumers," *The 4th International Conference on Business and Education*, The American Institute of Higher Education, Internet Division.

Burkhalter, Janée N., Iana Castro Nelson and Nancy J. Sirianni (2008). "Doctoral Student Life: Teaching Effectiveness, Research Productivity and Time Management," *Academy of Marketing Science, Annual Conference*. Vancouver, Canada.

Burkhalter, Janée N. and Corliss G. Thornton (2008). "Eleven Years in the Life of Hip Hop: A Content Analysis of Hip Hop Music Videos from 1995-2006," *Academy of Marketing Science, Cultural Perspectives in Marketing Conference*. New Orleans, LA.

Burkhalter, Janée N. (2008). “Do You Have What it Takes? Determinants of Minority Supplier Inclusion in Industrial Buyer Consideration Sets,” *Academy of Marketing Science, Cultural Perspectives in Marketing Conference*. New Orleans, LA.

INVITED & INTRAMURAL PRESENTATIONS

Ferguson, Nakeisha S., Corliss G. Thornton and **Janée N. Burkhalter** (2013). “Consumers’ Perceptions of the Ethics and Acceptability of Product Placements: Media, Product Category and Individual Differences,” Special Session, *Winter Marketing Educators’ Conference, Special Session, American Marketing Association*. Las Vegas, NV.

Burkhalter, Janée N. and Natalie T. Wood (2012). “Social Media Research in the Socially-networked World,” Special Session, *Summer Marketing Educators’ Conference, American Marketing Association*. Chicago, IL.

Burkhalter, Janée N. and Natalie T. Wood (2011). “Non-traditional Marketing Communications: e-WOM, Ethics, Social Communities and Social Good,” Special Session, *Winter Marketing Educators’ Conference, American Marketing Association*. Austin, TX.

Burkhalter, Janée N. and Neal Hooker (2011). “[W]Rapping Up a Health Message,” *Marketing Department Brown Bag*, Saint Joseph’s University. Philadelphia, Pennsylvania.

Burkhalter, Janée N. (2010). “Music Makes Me Move,” *Advertising Educational Foundation*. Mediaedge: cia, New York, NY.

Burkhalter, Janée N. (2010). “Music Makes Me Move: Consumers’ Relationships with Music and its Impact on their Extra-Musical Consumption Behaviors.” *HSB Research Forum*. Saint Joseph’s University. Philadelphia, PA.

Burkhalter, Janée N. (2009). “Graduate Student Pipeline,” *KPMG Ph.D. Project Marketing Doctoral Students Association Conference*. Chicago, IL.

Burkhalter, Janée N. (2007). “Marketing Breakout Session: The Marketing PhD Student,” *KPMG Ph.D. Project Conference*. Chicago, IL.

ACADEMIC FELLOWSHIPS, GRANTS AND HONORS

National Retail Federation Foundation Academic Symposium Attendee, 2015

Music & Entertainment Industry Educators Association Research Grant of \$3000, 2014

Office of the Provost, Saint Joseph’s University, Contemporary Pedagogy and the Ignatian Tradition Seminar Grant of \$4000, 2013

Saint Joseph’s University, Michael J. Morris Scholarly Research Grant of \$1200, 2013

Office of the Provost, Saint Joseph’s University, Ethics Across the Curriculum Seminar Grant of \$4000, 2012

Center for Consumer Research Fellow, Saint Joseph’s University, 2012 – Present

Office of the Provost, Saint Joseph’s University, Research Grant of \$8000, 2011

Pedro Arrupé Center, Saint Joseph's University, Professional Development Grant of \$2000, 2011
Haub School of Business, Saint Joseph's University, Research Grant of \$8000, 2010
Office of the Provost, Saint Joseph's University, Curriculum Development Grant of \$4000, 2010
Pedro Arrupé Center, Saint Joseph's University, Research Grant of \$5000, 2010
Pedro Arrupé Center for Business Ethics Fellow, Saint Joseph's University, 2010 – Present
Visiting Professor, Advertising Educational Foundation/Mediaedge: cia, 2010
Georgia State University, Dissertation Grant of \$1000, 2009
Academy of Marketing Science Sheth Foundation Conference Grant, 2008
American Marketing Association Sheth Foundation Doctoral Consortium Fellow, 2008
American Marketing Association Foundation Valuing Diversity Scholarship, 2008
Academy of Marketing Science Sheth Foundation Conference Grant, 2007

PROFESSIONAL SERVICE

Ad Hoc Reviews for Journals

Services Industry Journal, 2015 – Present
International Marketing Review, 2014 – Present
Internet Research, 2014 – Present
Journal of Marketing Theory and Practice, 2013 – Present
International Journal of Advertising, 2012 – Present
Journal of Business and Economics Studies, 2010 – Present

Reviews for Conferences

Marketing & Public Policy Conference, 2012
American Academy of Advertising Conference, 2009 – 2011
American Marketing Association Conference, 2007, 2010, 2013
Society for Marketing Advances Conference, 2006

Other Professional Service and Memberships

Programming Vice Chair, Marketing Communications Special Interest Group, American Marketing Association, 2014
Track Co-Chair, Entertainment & Leisure Marketing, Academy of Marketing Science, World Marketing Congress/Cultural Perspectives in Marketing Conference, 2012
Track Co-Chair, Services Marketing, Society for Marketing Advances Conference, 2011
Member, PhD Project
Member, American Marketing Association
Member, Academy of Marketing Science
Member, Society for Consumer Psychology
Member, Society for Marketing Advances
Member, Golden Key International Honour Society

Student Advising

Undergraduate Honors Thesis Advisor, Carina Ensminger, "Victoria's Secret: Beauty, Sexuality, and Consumption," 2013-2014

UNIVERSITY SERVICE

Chair, Haub School of Business Undergraduate Program Committee, 2015 – Present
Member, Career Center Faculty Advisory Board, 2015 – Present
Chair, Academic Integrity Council, 2014 – Present
Member, Academic Integrity Council, 2013 – Present
Member & Community Manager, Africana Studies Committee, 2013 – Present
Member, Planning Committee, Thea Bowman, FSPA, Ph.D. Lecture Series, 2013 – Present
Member, Faculty Policies & Procedures Committee, 2012 – 2014
Member, Diversity/Globalization/Non-Western GEP Certifying Committee, 2011 – 2013
Member, Dean's Leadership Program, 2011– Present
Mentor, Summer Scholars Program, 2011 – 2013
Member, Academic Orientation Committee, 2011– Present
Member, Haub School of Business Advisory Council to the Career Center, 2010 – 2011
Member, Haub School of Business Advising Center Advisory Board, 2010 – 2012
Member, Gender Studies Committee, 2009 – Present

COMMUNITY SERVICE

Director of Media & Communications, Dare to Imagine Church, Inc., 2014 – Present
Member, Board of Directors, Sickle Cell Disease Association of America Philadelphia/Delaware Valley Chapter, 2014 – Present
Secretary, Scholarship Ministry, Bright Hope Baptist Church, 2013 – 2014
Community Manager, Bright Hope Baptist Church, 2013 – 2014
Community Manager, Friends of Timika Lane/Timika Lane for Court of Common Pleas, 2013
Member, Scholarship Ministry, Bright Hope Baptist Church, 2011 – 2014
Tutor, Bright Hope Baptist Church, 2011 – 2012
Advisory Board Member, College-Bound Home for Girls, 2010 – Present