

Morgan M. Bryant

Saint Joseph's University
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PROFILE

Researcher and scholar with consumer-centric research interests grounded in online buyer behavior and decision-making. Interest and experience with qualitative and quantitative research methods, particularly focused on social media platforms. Strong emphasis in consumer analytics and research methods, supplemented by 13+ years of prior professional experience in consumer market research and strategic decision analysis.

Research Interests

- Social Media Influences on Consumer Behavior and Decision-Making
- Social Commerce
- Consumer-to-Consumer Social Media Interactions
- Consumer Policy Analysis

Teaching Interests

- Marketing/Consumer Analytics
- Social Media Marketing/Analysis
- Market/Consumer Research
- Consumer Behavior
- Principles of Marketing

EDUCATION

College of Family and Consumer Sciences, The University of Georgia

Athens, GA

Ph.D. Consumer Economics (*Concentration: Marketing & Consumer Analytics*)

Conferred: Aug. 3, 2018

Dissertation - *Commerce, Camille, and Consumption: Three Essays Evaluating Social Commerce Influences on Consumer Purchasing Behavior*

Dissertation Committee:

Sheri Worthy, Ph.D. Professor, Consumer Economics, University of Georgia

John HULLAND, Ph.D. Professor, Marketing, University of Georgia

Janée Burkhalter, Ph.D. Associate Professor, Marketing, St. Joseph's University

Andrew Carswell, Ph.D. Associate Professor, Housing Policy, University of Georgia

Fox School of Business, Temple University

Philadelphia, PA

M.S. Healthcare Financial Management

School of Business & Industry, Florida A&M University

Tallahassee, FL

M.B.A. Finance

B.S. Business Management *Magna cum Laude*

PUBLICATIONS

PEER-REVIEWED PROCEEDINGS

Bryant, Morgan M. and Eric Holt (2018) "Award Tour: An Applied Analytics Review of Mainstream Consumption of Urban Music Concerts." *Society for Marketing Advances Annual Conference Proceedings*. West Palm Beach, FL.

Bryant, Morgan M. and Thompson, Scott A. (2016). "Ratings, Reviews, and Revenues: Do Gender Signals Play a Role in Influencing Consumer Behavior and Shop Performance on Social Commerce Sites? An Examination Using Etsy.com." *Society for Marketing Advances Annual Conference Proceedings*. Atlanta, GA

MANUSCRIPTS IN DEVELOPMENT

"Drinking from Olivia Pope's Wine Glass: Fan Communities & the Impact of Parasocial Relationships on Consumption Behaviors" with Natalie T. Wood and Janée N. Burkhalter. Targeting: *Journal of Electronic Commerce Research*

“Putting the Social Back into Online Shopping: An Applied Analysis of Social Commerce” Targeting: *Journal of Marketing Analytics*

PEER-REVIEWED PRESENTATIONS AT PROFESSIONAL MEETINGS

Bryant, Morgan M., Janée N. Burkhalter and Natalie Wood (2019) “Drinking from Olivia Pope’s Wine Glass: Fan Communities & the Impact of Parasocial Relationships on Consumption Behaviors” *Music and Entertainment Industry Educators Association Summit*. Nashville, TN

Bryant, Morgan M. and Eric Holt (2018) “Award Tour: An Applied Analytics Review of Mainstream Consumption of Urban Music Concerts.” *Society for Marketing Advances Annual Conference*. West Palm Beach, FL.

Bryant, Morgan M. (2018). "Social Media for Social Services: Can Traditional Social Media Communication Policies Be Applied to Public Service Agencies?" Poster Session, *American Council on Consumer Interests Annual Conference*. Clearwater, FL.

Bryant, Morgan M. (2017). "Microphone Check: Can Traditional Social Media Communication Policies Be Applied to Public Service Agencies? An Examination of the Social Media Presence of the Charlotte Housing Authority," Poster Session, *Marketing and Public Policy Conference*, American Marketing Association. Washington, DC.

Bryant, Morgan M. (2016). “Ratings, Reviews, and Revenues: Do Gender Signals Play a Role in Influencing Consumer Behavior and Shop Performance on Social Commerce Sites? An Examination Using Etsy.com.” *Society for Marketing Advances Annual Conference*. Atlanta, GA

Bryant, Morgan M. (2016). “Mobile Devices and Mobile Populations: Technology and Social Media Usage in Housing Choice Voucher Provision,” Poster Session, *Summer Marketing Educators’ Conference*, American Marketing Association. Atlanta, GA.

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.

INVITED & INTRAMURAL PRESENTATIONS

Bryant, Morgan M., Janée N. Burkhalter and Natalie Wood (2019) “Drinking from Olivia Pope’s Wine Glass: Fan Communities & the Impact of Parasocial Relationships on Consumption Behaviors” *Early Career Faculty Development Workshop*. Washington University, St. Louis, MO.

Bryant, Morgan M. (2018). “Consumer Identity and eCommerce: Social Commerce Applications in the Consumer Sciences”, *Orman-Harris Lecture Series*, University of Alabama, Tuscaloosa, AL

Bryant, Morgan M. (2017). “Social Media and Consumer Analytics: Applications in the Hospitality & Tourism Industry”, *Hospitality Industry Sales and Marketing Guest Lecture*, Rochester Institute of Technology, Rochester, NY

Guthrie, Kate, **Morgan M. Bryant**, Will Fassbender, Kate Kieb & Jason Guthrie (2017). "Emerging Digital Tools in Research Preparation, Collection, Analyzation, and Publication." *Integrative Research and Ideas Symposium*. Athens, GA.

Bryant, Morgan M. (2017). “Understanding Consumer Implications and Applications of Social Media”, *Consumer Economics Guest Lecture*, The University of Georgia, Athens, GA

Bryant, Morgan M. (2017). “The Atlanta Model: A Review of the Evolution of the Atlanta Housing Authority”, *Consumer Economics Guest Lecture*, The University of Georgia, Athens, GA

Bryant, Morgan M. (2016). “Transition to Adult Life; Making Sense Out of College”, *Alumni Panel Session*, The University of Georgia, Athens, GA

Bryant, Morgan M. (2016). “Methods and Tools for Analyzing Social Data”, *ICON Panel*, The University of Georgia, Athens, GA.

Bryant, Morgan M. (2016). “Current Issues in Consumer Protection: Uber, Self-Driving Cars, and the Sharing Economy”, *Consumer Policy Guest Lecture*. The University of Georgia. Athens, GA.

Bryant, Morgan M. (2016). “The Ropes to Skip and the Ropes to Know: Reflections on a Journey to Academia”, *SBI Forum Series*. Florida A&M University. Tallahassee, FL.

Bryant, Morgan M. (2016). “Conversations on Consumer Analytics: Data Visualization and Communication of Data”, *FHCE Showcase Week*. The University of Georgia. Athens, GA.

ACADEMIC FELLOWSHIPS AND HONORS

Olin School of Business Early Career Professional Development Fellow, 2019

American Council on Consumer Interests Conference Scholarship, 2018

AMA Marketing & Public Policy Doctorial Consortium Fellow, 2018

Rochester Institute of Technology Future Faculty Development Fellow, 2017

Society of Marketing Advances 29th Doctoral Consortium Fellow, 2017

College of Family & Consumer Sciences, University of Georgia, Creswell Fund Conference Grant, 2016, 2017, 2018

Southern Regional Education Board, Doctoral Scholar Fellowship, 2015 – 2018

The University of Georgia, Graduate Feeders Award Assistantship, 2015 - 2017

PROFESSIONAL SERVICE

UNIVERSITY SERVICE

College of Entertainment & Music Business Strategic Planning Committee, Belmont University – Member 2018 - 2019

Consumer Economics Assistant Professor Faculty Search Committee, The University of Georgia - Member 2017 – 2018

Consumer Economics Curriculum and Student Outcome Committee, The University of Georgia – Member 2016 - 2018

REVIEWS FOR JOURNALS & CONFERENCES

Journal of Consumer Affairs, Inaugural Member, Junior Editorial Board 2019 - Present

Journal of Electronic Commerce Research & Applications, 2019

American Marketing Association Summer & Winter Conferences, 2015 – 2017

Society for Marketing Advances Conference, 2011

PROFESSIONAL MEMBERSHIPS

Member, PhD Project Marketing Faculty

Member, American Council on Consumer Interests

Member, American Marketing Association

Member, Society for Consumer Psychology

Member, Society for Marketing Advances

PROFESSIONAL EXPERIENCE

Saint Joseph’s University, Earvin K. Haub School of Business

Fall 2019 – Present

Assistant Professor of Marketing

Tenure-track Assistant Professor of Marketing in AACSB accredited school of business. Fall 2019 courses taught include an undergraduate Market Research course and a graduate Marketing Analytics course.

Belmont University

June 2018 – May 2019

Faculty Fellow (Visiting)

One of four scholars selected for Provost's competitive Belmont Faculty Fellow program. Appointed to College of Music Business (*AACSB accredited*) to develop Consumer Analytics and Social Media Analysis course sequence.

Maymester 2019 study abroad experience leader for Jamaican economics experience. Partnered with economic faculty to develop companion course in **Social Media & Consumers**. Students will explore social media influences in tourism consumption in Jamaica leveraging qualitative and quantitative analysis techniques.

Developed **Introduction to Social Media Analysis (Spring 2019)** for Music Business program. The course is an introduction to using social media analysis to understand consumer behavior in the music business and entertainment industries. Students will learn a brief history of the evolution of social media and social networking platforms including strategic uses and psychological influences on consumer behavior. The curriculum includes a review of social media applications in consumer-to-consumer communications, music business and entertainment studies. The second component of the course is a high-level introduction to social media analysis and its uses. This portion of the course covers quantitative analysis and data visualization techniques leveraging Excel, Dedoose, and Tableau software packages.

Fall 2018 teaching responsibilities include **Entertainment Industry Economics**. This course is an introductory analysis of the market economy, focusing upon the principles, processes, and institutions that influence general economic behavior tied to case studies and examples of economic principles found in the entertainment industry (defined as theater, film, computer generated productions, music, live performances, the Internet, the print industry, and mass media).

Fall 2018 instructor rating: 5.7/6.0

Spring 2019 instructor rating: 5.5/6.0

The University of Georgia

2015 – 2018

Graduate Assistant

Department of Financial Planning, Housing, and Consumer Economics

Spring/Maymester 2018 (Instructor): Developed and delivered six-week Department of Housing & Urban Development (HUD) compliant curriculum for the Griffin (GA) Housing Authority. Federally mandated course content was required for all housing subsidy recipients as the agency transitions from a traditional public housing structure to the Rental Assistance Demonstration program as a real estate development corporation. Instruction included residential rental market readiness, financial well-being and consumer protection best practices. Students included 40+ adult learners, disabled veterans, and visual and hearing-impaired individuals.

Fall 2017 & Spring 2018 (Instructor): Consumer Analytics Research Methods I & II – Designed and delivered introductory and intermediate upper level undergraduate/graduate courses in non-experimental research designs, measurement techniques, and methods of data collection used in consumer-focused social science research. Emphasis placed on applying techniques to consumer data in a variety of settings (industry, government/policy, nonprofit) for decision-making. Students learned introductory and advanced applications of traditional consumer data and social media data analysis, along with best practices in data communication and visualization of analysis results. The course was taught in a lab format using Tableau, SAS, and Microsoft Excel. The intermediate course introduced a more in-depth look at applications of qualitative and content analyses in consumer analytics and qualitative analysis software like NVivo.

Fall 2017 instructor rating: 4.91/5.0

Spring 2018 instructor rating: 4.62/5.0

100% student placement rate for Summer 2018 consumer analytics internships

Fall 2016 – Spring 2017 (Teaching Assistant): Course development for entry level consumer analytics course. Conducted complete redesign of course, curriculum, and weekly lesson plans for split level (undergraduate/graduate) course for departmental Consumer Analytics Track. Course redesign included adding practitioner software, social media analytics, and data storytelling and design content. Integrated experiential learning into the course including corporate guest speakers, projects using real industry data, and a professional development component.

Fall 2015 – Spring 2016 (Teaching Assistant): Course development assistant for graduate level, master's degree capstone course in Consumer Policy Analytics. Worked with professor of record to research and design an interdisciplinary course focusing on consumer economics, data analytics, policy analysis, and data communication.

Provided research and literature review activities to develop comprehensive case studies for class and identification of appropriate texts. Responsible for the design and development of interactive data visualization and communication curriculum components of the course. Additional services include the provision of guest lectures in consumer-focused areas such as consumer protection, consumer analytics, and social media data analysis when needed.

Florida A&M University

2001 - 2002

Graduate Assistant

School of Business & Industry

Taught Introduction to Business curriculum to undergraduate business students focusing on principles of business administration including Accounting, Economics, Marketing, and Quantitative Methods for Business. Served as business analyst specializing in assisting small business owners with marketing analysis and market research needs. Also conducted training classes for small business owners in budgeting, accounting principles, and software such as MS Excel and QuickBooks.

CORPORATE POSITIONS

The Atlanta Housing Authority, Atlanta, GA

2013 – 2015

Director, Strategic Planning (*Analytics & Market Research*)

AutoTrader.com, Atlanta, GA

2011 – 2012

Director, Partner & Portfolio Management (*Product Management*)

Merck Research Labs, Philadelphia, PA

2010 – 2011

Portfolio Director- Oncology, Neuroscience, & Vaccines (*Consumer Market Research*)

IMS Quintiles Consulting, Philadelphia, PA

2007 – 2010

Mgmt. Consultant, Strategy & Portfolio Analysis (*Consumer Market Research*)

Johnson & Johnson, Philadelphia, PA

2005 – 2007

Sr. Analyst, Strategic Planning, Commercial Development, and Venture Capital

CBIZ Valuation Group, Los Angeles, CA

2004 – 2005

Valuation Consultant, Financial Advisory Practice

Medtronic Diabetes, Los Angeles, CA

2002 – 2004

Sr. Analyst, Research & Development