

Morgan M. Bryant, PhD

Saint Joseph's University
Earvin K. Haub School of Business
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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

- Market Research
- Marketing/Consumer Analytics
- Social Media Marketing/Analysis
- 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*)

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

Bryant, Morgan M. and Jen Riley (2024). "Can You Find the Marketing in the Music: An Interactive Concept-Matching Activity." *Marketing Education Review*. <https://doi.org/10.1080/10528008.2024.2337344>

Bryant, Morgan M., Jen Riley, Tiffanie Turner-Henderson, and Dexter Purnell, (2024) Ready, Set, GO! Deploying the Social Listening Stoplight Activity to Teach Marketing Analytics Using Qualitative Techniques. *Journal of Marketing Analytics*. <https://doi.org/10.1057/s41270-024-00292-4>

Riley, Jen, **Morgan M. Bryant**, Kate Nicewicz, Amy Watson, and Tiffanie Turner-Henderson (2024) A System Under Stress: An Exploration of the Destabilization of Higher Education's System Settings. *Journal of Macromarketing* 0(0). <https://doi.org/10.1177/02761467231222540>

Bryant, Morgan M., Rituparna Basu (2023). "People, Profiles, and Purchases: A Consumer Analytics Evaluation of Integrated Social Commerce Sites." *Cogent Business & Management*. <https://doi.org/10.1080/23311975.2023.2285037>

Bryant Reeder, Morgan (2023) The Consumer Decision Journey. In E. Baskin (Ed.), *Business Foundations*. Sage. <https://doi.org/10.4135/9781071909287>

Bryant Reeder, Morgan, Janée N. Burkhalter and Natalie T. Wood (2022) "Scandal, Wine, and Shopping, Oh My!: The Social Customer Journey for the Camille 23 oz Wine Glass." *Journal of Digital and Social Media Marketing*, 10(2), 159-172.

Bryant, Morgan M. (2021). Using QDAS Tools in Social Commerce Research. In J. Lester & T. Paulus (Eds.), *Doing Qualitative Research with Digital Tools*. Sage.

PEER-REVIEWED PROCEEDINGS

Slay Carr and **Morgan M. Bryant** (2023) What's Going On?: Current Economic and Cultural Influences of Black Music in the Music Industry. *Proceedings of the 44th International Summit of the Music & Entertainment Industry Educators Association*.

Thomas, Marcus and **Morgan M. Bryant** (2023) "Scaffolding DEIJB in Music Business Program Learning Outcomes." *Proceedings of the 44th International Summit of the Music & Entertainment Industry Educators Association*.

Bryant Reeder, Morgan, and Jen Riley (2022). "Finding the Marketing in the Music: A Playlist Matching Activity." *Society for Marketing Advances Annual Conference*, Charlotte, NC

Bryant Reeder, Morgan (2022) Green Spaces, New Faces: Economic Development, and Luxury Branded Advertising Signals in Online Real Estate Listings. *Proceedings of the Marketing & Public Policy Annual Conference*, Austin TX

Bryant, Morgan M. and Eric Holt (2020) "The Crossover: Evaluating Mainstream Consumption of Urban Music Concerts." *Proceedings of the 42nd International Summit of the Music & Entertainment Industry Educators Association*.

Bryant, Morgan M. (2020). "People, Profiles, and Purchases: A Consumer Analytics Evaluation of Integrated Social Commerce Sites." *American Council for Consumer Interests Annual Conference Proceedings*.

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" *Proceedings of the 41st International Summit of the Music and Entertainment Industry Educators Association*.

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

Bryant, Morgan M., Jen Riley and Amy Watson, (3rd Revision Under Review). "Integrating Diversity, Equity, Inclusion, Belonging and Access in the Marketing Curriculum: A Recipe for Faculty to Build Inclusive Content." *Australasian Marketing Journal*

Bennett, Aronté Marie, Rachel Ann Connor, **Morgan M. Bryant**, and Sue Metzger (*Revise & Resubmit*) What is She Wearing and How Does He Lead?: An examination of gendered stereotypes in the public discourse around women political candidates. *Journal of Technological Forecasting and Social Change*

Riley, Jen, Kate Nicewicz, and **Morgan M. Bryant** (*Under Review*) Creating a Sustainable Marketing Classroom: Leveraging QR Codes as a Driver of Automation and Engagement. *Journal for Advancement of Marketing Education*

Riley, Jen, **Morgan M. Bryant**, Tiffanie Turner-Henderson Amy Watson, and Kate Nicewicz, (*preparing for submission*) Understanding Digital Purchasing Post-Pandemic: A Systemic Literature Review of Consumer Privacy Concerns in E-commerce, M-commerce, and Social Commerce. *Targeting: Journal of Marketing Management*

Riley, Jen, **Morgan M. Bryant**, Tiffanie Turner-Henderson, and Amy Watson (*preparing for submission*) What's Missing from Sales Education? An Analysis of Negotiation Skills, Taught & Learning Outcomes for Sales Students. Targeting: *Journal of Marketing Theory & Practice*

Chirinos, Carlos, and **Morgan M. Bryant** (*Finalizing*) Pro-social Topics in Popular Music and Their Role in Marketing Social Change in the U.S. Targeting: *Journal of Public Policy & Marketing*

Bryant, Morgan, (*Discussion and Conclusions*) Green Spaces, New Faces: Economic Development, and Luxury Branded Advertising Signals in Online Real Estate Listings. Targeting: *Journal of Consumer Affairs*

Bryant, Morgan, (*Finalizing*) Blame it On the Goose: Black Bourbon Society, A Case Study on Black Consumers in the Luxury Spirits Market. Targeting: *Journal of Critical Incidents*

PEER-REVIEWED PRESENTATIONS AT PROFESSIONAL MEETINGS

Chirinos, Carlos, and **Morgan M. Bryant** (2024) Pro-social Topics in Popular Music and Their Role in Marketing Social Change in the U.S. *2024 AMA Marketing and Public Policy Conference*. Washington, D.C.

Bryant, Morgan (2024). Green Spaces, New Faces: Branded Advertising Signals, Economic Development Projects, and Public Policy Implications. *Northeast Business and Economics Conference*, Philadelphia, Pennsylvania.

Slay Carr and **Morgan M. Bryant** (2023) Endangered: The State of Black Music. *2023 Theory, Politics, and the Arts Conference*. Lexington, KY

Slay Carr and **Morgan M. Bryant** (2023) What's Going On?: Current Economic and Cultural Influences of Black Music in the Music Industry. *44th Music and Entertainment Industry Educators Association Summit*. Las Vegas, NV

Riley, Jen, **Morgan M. Bryant**, Kate Nicewicz and Amy Watson (2023) Special Session: Teaching with the Times: How to keep your classroom content fresh and your students engaged. *2023 AMA Winter Academic Conference*, Nashville, TN.

Bryant Reeder, Morgan, and Jen Riley (2022). "Finding the Marketing in the Music: A Playlist Matching Activity." *Society for Marketing Advances Annual Conference*, Charlotte, NC

Washington, Montressa, **Morgan Bryant Reeder**, and LaCalvince Simpson (2022) Panel: DEI Insights in Case Development. *Annual Society for Case Research Conference*, New Orleans, LA.

Bryant Reeder, Morgan (2022) Green Spaces, New Faces: Economic Development, and Luxury Branded Advertising Signals in Online Real Estate Listings. *Marketing & Public Policy Annual Conference*, Austin TX

Bryant Reeder, Morgan, LaCalvince Simpson, and Debbie DeLong (2022) Panel: Diversity, Equity, and Inclusion in Marketing. *2022 Marketing Management Association Conference*. St. Louis, MO.

Bryant, Morgan M., Eric Rhiney, and Chris Ward (2020) Panel: Innovations in Marketing Courses. *2020 Marketing Management Association Conference: A Virtual Experience!*

Bryant, Morgan M. and Eric Holt (2020) "The Crossover: Evaluating Mainstream Consumption of Urban Music Concerts." *Music and Entertainment Industry Educators Association Summit*. Virtual

Bryant, Morgan M. (2020). "People, Profiles, and Purchases: A Consumer Analytics Evaluation of Integrated Social Commerce Sites." *American Council for Consumer Interests Annual Conference*. Virtual.

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

Thomas, Marcus and **Morgan M. Bryant** (2023) “Scaffolding DEIJB in Music Business Program Learning Outcomes.” 44th *Music and Entertainment Industry Educators Association Summit*. Las Vegas, NV

Slay Carr, Cheryl and **Morgan Bryant Reeder.** (2022) “Homegrown Culture: Quintessentially American. The State of Black Music.” 2022 *National Museum of African American Music Black Music Summit*. Nashville, TN

Bryant Reeder, Morgan. (2021) “What They Do: Consuming Culture in a Culture of Consumption. How Companies Market to Diverse Audiences.” *SJU Diversity Equity & Inclusion Faculty Lecture Series*, Philadelphia, PA

Bryant, Morgan M. (2020) “Fighting to Address Social Inequality in the Wake of the COVID-19 Pandemic” Moderator in discussion with Rangri Brazil on behalf of the *SJU Arrupe Center*, Philadelphia, PA

Bryant, Morgan M. (2019) “Public Speaking & Presenting: The Art of Storytelling” *Proximo Nivel Philadelphia Hispanic Chamber of Commerce Young Professionals Conference*. Philadelphia, PA

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

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

ACADEMIC FELLOWSHIPS AND HONORS

The Case Centre Case Study Fellowship [£1,000] - 2022

AACSB & PhD Project Case Study Fellowship [\$500] - 2022

American Council on Consumer Interests Writing Retreat Fellowship - 2021

American Council on Consumer Interests Small Grants Program [\$2,500] – 2021 not funded

St. Joseph’s University Haub School of Business Michael J. Morris Grant for Scholarly Research [\$1,200], 2021 - 2022

St. Joseph’s University Pedro Arrupe Center for Business Ethics Research Fellowship [\$5,000], 2020-2021

St. Joseph’s University Faculty Research and Development Grant [\$8,000], 2020

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 Doctorial 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

Haub School of Business Strategic Planning Committee, 2022 - Present

Haub School of Business Policy Course Committee, 2022 - Present

Haub School of Business Undergraduate Planning Committee, 2020 - 2022

St. Joseph’s University Day of Dialogue Planning Committee, 2020 - 2022

St. Joseph’s University Women’s Center Advisory Board, 2020 - 2022

St. Joseph’s University Faculty Senate – Parliamentarian 2019 - 2021

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

REVIEWS FOR JOURNALS & CONFERENCES

Society for Marketing Advances Annual Conference - 2022

International Journal of Management Practice, 2020 - Present

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

Journal of Electronic Commerce Research & Applications, 2019- Present

American Marketing Association Summer & Winter Conferences, 2015 – 2017

PROFESSIONAL MEMBERSHIPS

DEI Liaison, Music & Entertainment Industry Educators Association
Member, PhD Project Marketing Faculty
Member, American Council on Consumer Interests
Member, American Marketing Association
Member, Society for Marketing Advances
Member, Association for Consumer Research
Member, Marketing Science Institute

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. Courses taught include an upper level undergraduate Market Research, introductory undergraduate Principles of Marketing course and a graduate Marketing Analytics course.

Fall 2022 instructor rating: 4.4/5.0

Spring 2023 instructor rating: 4.5/5.0

Faculty Liaison for Diversity Equity & Inclusion

Fall 2020 – Spring 2022

Served as a member of the campus Council for Inclusion & Diversity, reporting to the Associate Provost for Diversity, Equity, & Inclusion. Provided advisory and oversight assistance to relevant student organizations as Chair of the SJU Women's Center Advisory Board and faculty assistant for LGBTQIA+ organizations (SJU Pride, etc.). Developed and managed reporting, KPI's, and metrics on programmatic outreach and efficacy of related campus organizations.

Belmont University, Curb College of Entertainment & Music Business

June 2018 – May 2019

Faculty Fellow (Visiting Professor)

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.

Partnered with economic faculty to develop Jamaican study abroad companion course in **Social Media & Consumers**. Students explored social media influences in tourism consumption in Jamaica leveraging qualitative and quantitative analysis techniques. Developed **Introduction to Social Media Analysis** a course using quantitative and qualitative social media analysis to understand consumer behavior in the music business and entertainment industries. Taught **Entertainment Industry Economics**, 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. 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.

Fall 2017 instructor rating: 4.91/5.0

Spring 2018 instructor rating: 4.62/5.0

Fall 2015 – Spring 2017 (Teaching Assistant): Course redesign for split (undergraduate/graduate) entry level consumer analytics course. Course redesign included adding practitioner software, social media analytics, and data storytelling content. Course development assistant for graduate level, master’s degree capstone in Consumer Policy Analytics. Responsible for the design and development of interactive data visualization and communication curriculum components of the course.

CORPORATE POSITIONS

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| The Atlanta Housing Authority, Atlanta, GA | 2013 – 2015 |
| Director, Strategic Planning (<i>Analytics & Market Research</i>) | |
| AutoTrader.com, Atlanta, GA | 2011 – 2012 |
| Director, Partner & Portfolio Management (<i>Product Management</i>) | |
| Merck Research Labs, Philadelphia, PA | 2010 – 2011 |
| Portfolio Director- Oncology, Neuroscience, & Vaccines (<i>Consumer Market Research</i>) | |
| IQVIA Consulting, Philadelphia, PA | 2007 – 2010 |
| Mgmt. Consultant, Strategy & Portfolio Analysis (<i>Consumer Market Research</i>) | |
| 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 | |