

# Christopher L. Newman

February 2018

Assistant Professor of Marketing  
Marketing Doctoral Program Director  
School of Business Administration  
University of Mississippi  
238 Holman Hall  
University, MS 38677

Email: [cnewman@bus.olemiss.edu](mailto:cnewman@bus.olemiss.edu)

## **EDUCATION**

---

Ph.D., University of Arkansas, Major: Marketing, 2012

M.S., University of Alabama, Major: Marketing, 2007

B.B.A., University of Mississippi, Major: Marketing, 2005

## **PRIMARY RESEARCH INTERESTS**

---

Food Labeling & Consumption; Consumer Health & Public Policy; Retailing

## **RESEARCH HONORS AND AWARDS**

---

Recipient – Best Overall Publication Award. School of Business Administration.  
University of Mississippi. 2016.

Recipient – Co-Outstanding Junior Researcher of the Year Award. School of Business  
Administration. University of Mississippi. 2015.

Recipient – Best Overall Publication Award. School of Business Administration.  
University of Mississippi. 2014.

Recipient – Co-Outstanding Junior Researcher of the Year Award. School of Business  
Administration. University of Mississippi. 2014.

Recipient – Brenda Derby Memorial Award. Presented nationally to the doctoral student who  
best demonstrates excellence as an emerging marketing and public policy  
researcher. 2011.

Honoree – Doctoral Student in Residence. Center for Marketing and Public Policy Research.  
Villanova University. 2011.

Honoree – AMA Sheth Foundation Doctoral Consortium Fellow. Oklahoma State  
University. 2011.

**REFEREED PUBLICATIONS**

---

**Newman, Christopher L.**, Scot Burton, J. Craig Andrews, Richard G. Netemeyer, and Jeremy Kees (2018), "Marketers' Use of Alternative Front-of-Package Nutrition Symbols: An Examination of Effects on Product Evaluations". Forthcoming at the *Journal of the Academy of Marketing Science*.

**Newman, Christopher L.**, Kathy Wachter, and Allyn White (2018) "Bricks or Clicks? Understanding Consumer Use of Retail Mobile Apps," Forthcoming at the *Journal of Services Marketing*.

**Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2016) "Effects of Objective and Evaluative Front-of-Package Cues on Food Evaluation and Choice: The Moderating Influence of Comparative and Non-Comparative Processing Contexts," *Journal of Consumer Research*, 42(5), 749-766.

Burton, Scot, Laurel A. Cook, Elizabeth Howlett, and **Christopher L. Newman** (2015) "Broken Halos and Shattered Horns: Overcoming the Biasing Effects of Prior Expectations Through Objective Information Disclosure," *Journal of the Academy of Marketing Science*, 43(2), 240-256.

Hieke, Sophie, and **Christopher L. Newman** (2015) "The Effects of Nutrition Label Comparison Baselines on Consumers' Food Choices," *Journal of Consumer Affairs*, 49(3), 613-626.

**Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2014) "Shopper Response to Front-of-Package Nutrition Labeling Programs: Potential Consumer and Retail Store Benefits," *Journal of Retailing*, 90(1), 13-26.

**Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2014) "Implications of Fast Food Restaurant Concentration for Preschool-Aged Childhood Obesity," *Journal of Business Research*, 67(8), 1573-1580.

- **Lead Article**

**Newman, Christopher L.**, Anna M. Turri, Elizabeth Howlett, and Amy Stokes (2014) "Twenty Years of Country-of-Origin Food Labeling Research: A Review of the Literature and Implications for Food Marketing Systems," *Journal of Macromarketing*, 34(4), 505-519.

Lee, Eun Mi, Seong-Yeon Park, Molly I. Rapert, and **Christopher L. Newman** (2012) “Does Perceived Fit of Consumers Matter in CSR Issues?” *Journal of Business Research*, 65(11), 1558-1564.

**Newman, Christopher L.**, Elizabeth Howlett, Scot Burton, John Kozup, and Andrea Tangari (2012) “The Influence of Consumer Concern on Framing Effects for Environmental Sustainability Messages,” *International Journal of Advertising*, 31(3), 511-528.

Howlett, Elizabeth, Scot Burton, **Christopher L. Newman**, and Michael Faupel (2012) “The Positive Influence of State Agricultural Marketing Programs on Adults’ Fruit and Vegetable Consumption,” *American Journal of Health Promotion*, 27(1), 17-20. (2016 *Impact Factor* = 2.59)

Martin, David, Ryan T. Howell, **Christopher L. Newman**, and Kelly Martin (2012) “EventServ Short: Validation of a Brief Measure of Customer Satisfaction with Game Day Services,” *Managing Service Quality*, 22(4), 386-398.

Rapert, Molly I., **Christopher L. Newman**, Eun Mi Lee, and Seong-Yeon Park (2010) “Seeking A Better Place: Sustainability in the CPG Industry,” *Journal of Global Academy of Marketing Science*, 20(2), 199-207.

**Newman, Christopher L.**, Steven W. Kopp, and Kenneth Bates (2010) “Approaching the Summit: Understanding Motivations of Recreational Risky Behavior,” *International Journal of Sport and Society*, 1(1), 173-184.

#### INVITED REFEREED PUBLICATIONS

---

**Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2017) “Front-of-Package Nutrition Labeling: Which Labels Benefit Consumers the Most and Why Do They Help?” *Rutgers Business Review*, 2(1), 49-55.

#### WORKING PAPERS

---

**Newman, Christopher L.**, Melissa D. Cinelli, Douglas Vorhies, and Judith Anne Garretson Folse (2018), “Benefitting a Few at the Expense of Many? Exclusive Promotions and Their Impact on Untargeted Customers”. Currently under 2<sup>nd</sup> round review at the *Journal of the Academy of Marketing Science*.

**Christopher L. Newman**, Stacey R. Finkelstein, and Yoon-Na Cho (2018), “Consumer Inferences About Shopper Marketing: Implications of Shopper Solutions for Retailers, Manufacturers, and Consumers”. Currently being revised for invited 2<sup>nd</sup> round submission to the *Journal of Retailing*.

**Newman, Christopher L.**, and Saim Kashmiri (2018), “The Intended and Unintended Effects of Health Information Base Rates: Implications for Consumer Health Risk Estimates and Behavioral Intentions”. Currently being revised for invited 2<sup>nd</sup> round submission to the *Journal of Public Policy & Marketing*.

Berry, Christopher, Scot Burton, Elizabeth Howlett, and **Christopher L. Newman** (2018), “Counterbalancing Effects of Calorie Labeling: Why Menu Calorie Labeling Alone May Not Affect Average Calories Ordered”. Currently under 2<sup>nd</sup> round review at the *Journal of Public Policy & Marketing*.

Thomas, Ashley, **Christopher L. Newman**, Stacey R. Finkelstein, Yoon-Na Cho, and Allyn White (2018), “*Shopper Marketing and the Role of Shopper Solutions: Implications for Retailers and Consumers*”. Currently under 1<sup>st</sup> round review at the *Journal of Business Research*.

Locander, Jennifer A., Allyn White, and **Christopher L. Newman** (2018), “Customer Reactions to Frontline Employee Complaining: The Role of Perceived Impropriety”. Final editing for initial submission to the *Journal of Business Research*.

## **REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS**

---

Thomas, Ashley, **Christopher L. Newman**, Stacey R. Finkelstein, Yoon-Na Cho, and Allyn White (2017), “Shopper Marketing and the Role of Shopper Solutions: Implications for Retailers and Consumers”. Proceedings of the 2017 Society for Marketing Advances Retail and Distribution Symposium. (Louisville, KY November 7-11).

Locander, Jennifer, Allyn White, and **Christopher L. Newman** (2017), “Customer Reactions to Frontline Employee Complaining: The Role of Perceived Impropriety”. Proceedings of the 2017 Society for Marketing Advances Retail and Distribution Symposium. (Louisville, KY November 7-11).

Thomas, Ashley, and **Christopher L. Newman** (2017) “The Impact of Food Package Color on Consumers’ Food Evaluations and Choices”. Proceedings of the 2017 Society for Marketing Advances Conference (Louisville, KY November 7-11).

- Bozkurt, Siddik, and **Christopher L. Newman** (2017) "Customer Complaining Behavior in Public Social Media Contexts: The Moderating Role of Fear of Negative Evaluations". Proceedings of the 2017 Society for Marketing Advances Conference (Louisville, KY November 7-11).
- Newman, Christopher L.**, Kathy Wachter, and Allyn White (2016) "Consumer Usage of Mobile Apps in the Retail Industry: A Case Study Approach". Proceedings of the 2016 Global Innovation and Knowledge Academy Conference (Valencia, Spain March 20-23). Page 33.
- Berry, Christopher, Scot Burton, Elizabeth Howlett, and **Christopher L. Newman** (2016) "Why is Menu Labeling Often Ineffective? The Role of Consumers' Food-Value Orientations". Proceedings of the 2016 Southeast Marketing Symposium (Starkville, MS February 3-7). Page 42.
- Wachter, Kathy, **Christopher L. Newman**, and Allyn White (2015) "Should I Buy It In the Store or With the App? Implications of Retailer Mobile App Strategies". Proceedings of the 2015 Society for Marketing Advances Conference (San Antonio, TX November 3-7). Pages 389-390.
- Newman, Christopher L.**, and Saim Kashmiri (2015) "The Effects of Information Base Rates in Health Communications: The Moderating Role of Regulatory Focus". Proceedings of the 2015 International Conference on Research in Advertising (London, UK July 2-4).
- Wachter, Kathy, and **Christopher L. Newman** (2015) "Mobile Applications: Attachment and Engagement". Proceedings of the 2015 American Marketing Association/American Collegiate Retailing Association Conference (Miami, FL March 4- 7).
- Newman, Christopher L.**, and Saim Kashmiri (2014) "Can Information Base Rates Influence Healthy Behavioral Intentions?". Proceedings of the 2014 Society for Marketing Advances Conference (New Orleans, LA November 4-8). Pages 188-189.
- Newman, Christopher L.**, Melissa Cinelli, Douglas Vorhies, and Bruce Carmona (2013) "The Negative Effects of Exclusive Deal Promotions". Proceedings of the 2013 Society for Marketing Advances Conference (Hilton Head, SC October 31-November 3). Page 154.
- Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2013) "Evaluating the Effectiveness of Front-of-Package Nutrition Labeling: Evaluative vs. Reductive Nutrition Information Disclosure Systems". Proceedings of the 2013 Marketing and Public Policy Conference (Washington D.C., May 30-June 1). Page 14.

- Newman, Christopher L.**, Elizabeth Howlett, Scot Burton, and J. Craig Andrews (2012) “Confronting the U.S. Obesity Conundrum: Assessing Front-of-Package Evaluative vs. Reductive Nutrition Information Disclosure Systems”. Proceedings of the 2013 Association for Consumer Research Conference (Vancouver, BC, Canada October 4-7). Pages 85-89.
- Newman, Christopher L.**, Anna Turri, Elizabeth Howlett, and Amy Stokes (2012) “20 Years of COOL Research: A Review of the Literature from 1990-2010”. Proceedings of the 2012 Society for Marketing Advances Conference (Orlando, FL, October 31-November 3). Page 17.
- Newman, Christopher L.**, Elizabeth Howlett, and Scot Burton (2012) “The Effects of Multiple Front-of-Package Nutrition Disclosures on Food Package Evaluations”. Proceedings of the 2012 AMA Winter Marketing Educators’ Conference (St. Petersburg, FL, February 17-19). Page 26.
- Thyroff, Anastasia, **Christopher L. Newman**, Yoon-Na Cho, and Amy Creyer (2011) “Effects of Sustainability Labeling and Consumers’ Response to Clothing: A Pilot Study”. Proceedings of the 2011 Marketing and Public Policy Conference (Washington D.C., June 2-4). Page 52.
- Howlett, Elizabeth, Scot Burton, **Christopher L. Newman**, and Michael Faupel (2011) “The Effects of State Agricultural Marketing Programs on Fruit and Vegetable Consumption Among US Adults”. Proceedings of the 2011 Marketing and Public Policy Conference (Washington D.C., June 2-4). Page 157.
- Newman, Christopher L.**, Elizabeth Howlett, Scot Burton, and John Kozup (2011) “It *Does* Matter What You Think: The Influence of Consumer Involvement on Framing Effects for Environmental Sustainability Messages”. Proceedings of the 2011 Southeast Marketing Symposium. (Oxford, MS, February 4). Page 14.
- Newman, Christopher L.** and Elizabeth Howlett (2010) “Consumer Attitudes Towards Local Foods: The Moderating Role of Nutrition Knowledge”. Presented at the University of Arkansas Graduate Research Symposium. (Fayetteville, AR, February 12).
- Newman, Christopher L.**, Steven W. Kopp, and Kenneth Bates (2010) “The Summit of Satisfaction: An Exploration into Risky Recreation”. Proceedings of the 2010 Society for Marketing Advances Conference (Atlanta, GA, November 4-7). Pages 58-59.

**Newman, Christopher L.** and Elizabeth Howlett (2010) “Why Buy Local? The Moderating Role of Nutrition Knowledge on Consumer Attitudes Towards Local Foods”. Proceedings of the 2010 Marketing and Public Policy Conference (Denver, CO, May 20-22). Pages 158-159.

**Newman, Christopher L.**, Steven W. Kopp, and Kenneth Bates (2010) “Climbing the Mountain of Satisfaction: Understanding Motivations of Recreational Risky Behavior”. Presented at the International Conference on Sport and Society. (British Columbia, Vancouver, Canada, March 8-10).

Rapert, Molly I. and **Christopher L. Newman** (2009) “Seeking a Better Place: What Executives and Consumers Believe About Sustainable Initiatives in the CPG Industry”. Proceedings of the 2009 Society for Marketing Advances Conference (New Orleans, LA, November 4-7). Pages 175-176.

**Newman, Christopher L.** and Steven W. Kopp (2009) “It’s COOL: Review and Anticipated Impacts of the New Country of Origin Food Labeling Law”. Proceedings of the 2009 Marketing and Public Policy Conference (Washington D.C., May 28-30). Page 163.

#### **INVITED PRESENTATIONS**

---

**Newman, Christopher L.** (2017) “How to Secure Your Dream Job”. Presented at the Society for Marketing Advances Doctoral Consortium. Louisville, Kentucky.

**Newman, Christopher L.** (2017) “Establishing a Research Agenda as an Assistant Professor”. Presented to the University of Arkansas Department of Marketing doctoral students.

**Newman, Christopher L.** (2017) “How to Secure Your Dream Job”. Presented to the University of Mississippi School of Business Administration doctoral students.

**Newman, Christopher L.** (2017) “Life as an Assistant Professor”. Presented at the Southeast Marketing Symposium. Lexington, Kentucky.

**Newman, Christopher L.** (2016) “How to Secure Your Dream Job”. Presented at the Society for Marketing Advances Doctoral Consortium. Atlanta, Georgia.

**Newman, Christopher L.** (2016) “Research as a Doctoral Student and as an Assistant Professor”. Presented to the University of Mississippi School of Business Administration doctoral students.

**Newman, Christopher L.**, and Saim Kashmiri (2014) “Can Information Base Rates Influence Healthy Behavioral Intentions?” Presented to the University of Mississippi School of Pharmacy Administration.

**Newman, Christopher L.** (2014) “On the Transition from Doctoral Student to Assistant Professor”. Presented to the University of Arkansas Department of Marketing doctoral students.

**Newman, Christopher L.** (2012) “How to Increase Your Success on the Job Market”. Presented to the University of Mississippi School of Business Administration doctoral students.

Rapert, Molly I. and **Christopher L. Newman** (2009) “Seeking a Better Place: What Executives and Consumers Believe About Sustainable Initiatives in the CPG Industry”. Presented at Invitation-Only Joint Symposium with the Korean Marketing Association at the Society for Marketing Advances Conference.

#### **NON-REFEREED PRESENTATIONS**

---

**Newman, Christopher L.** (2018) Assistant Professor Research Panel. Presented to the University of Mississippi Department of Marketing.

**Newman, Christopher L.**, Stacey R. Finkelstein, and Yoon-Na Cho (2017) “Consumer Inferences About Shopper Marketing: Implications of Shopper Solutions”. Presented to the University of Mississippi Department of Marketing.

**Newman, Christopher L.** (2016) Assistant Professor Research Panel. Presented to the University of Mississippi Department of Marketing.

**Newman, Christopher L.**, Melissa Cinelli and Douglas Vorhies (2014) “The Untold Story of Exclusivity”. Presented to the University of Mississippi Department of Marketing.

#### **RESEARCH GRANTS**

---

Faculty Travel Grant. 2017. University of Mississippi Office of Research and Sponsored Programs. \$700. Principal Investigator.

Faculty International Travel Grant. 2017. University of Mississippi Office of Research and Sponsored Programs. \$1,000. Principal Investigator.

Faculty Travel Grant. 2014. University of Mississippi Division of Outreach and Continuing Education Online Design and ELearning. \$500. Principal Investigator.

SECU's Southeastern Conference Visiting Faculty Grant. 2013. \$650. Principal Investigator.

Faculty Travel Grant. 2013. University of Mississippi Office of Research and Sponsored Programs. \$500. Principal Investigator.

Faculty Travel Grant. 2012. University of Mississippi Office of Research and Sponsored Programs. \$500. Principal Investigator.

Robert Wood Johnson Foundation's Healthy Eating Research Center Grant. 2011. \$17,000. (Co-Principal Investigator with Elizabeth Howlett and Scot Burton).

## **TEACHING EXPERIENCE**

---

Advanced Studies in Consumer Behavior – 2017. University of Mississippi. (Doctoral level).

Retail Strategy – 2015 - Present. University of Mississippi. (Undergraduate level).

Global Marketing – 2012 - 2015. University of Mississippi. (Undergraduate level).

Special Topics in Business – 2013, 2016. University of Mississippi. (Undergraduate level).

Retail Strategy – 2012. University of Arkansas. (Undergraduate level).

Global Marketing – 2010 - 2011. University of Arkansas. (Undergraduate level).

Data Analysis and Interpretation – 2009 - 2010. University of Arkansas. (Undergraduate level).

## **SERVICE**

---

Director – 2018 – Marketing Doctoral Program.

Reviewer – 2018 – Southeast Marketing Symposium.

Member – 2018 – Search Committee for Director of the Center for Pharmaceutical Marketing and Management.

Reviewer – 2018 – *Journal of Business Research*.

Chair – 2017 - 2018 – Honors Thesis Committee for Ashna Sethi.

Member – 2017- 2018 – University Assessment Committee.

Member – 2017 - 2018 – Dissertation Committee for Franklin Tillman.

Member – 2017 - 2018 – Marketing Department Ph.D. Committee.

Member – 2017 - 2018 – *Journal of Public Policy & Marketing* Editorial Review Board.

Member – 2017 - 2018 – *Journal of Service Research* Editorial Review Board.

Member – 2017 - 2018 – *Journal of Consumer Affairs* Editorial Review Board.

Reviewer – 2017 – Society for Marketing Advances.

Reviewer – 2017 – *Journal of Business Research*.

Member – 2016 - 2017 – Marketing Department Ph.D. Committee.

Member – 2017 – Assessment Committee of the Bachelor of Business Administration Degree Program.

Faculty Advisor – 2017 – Southeast Marketing Symposium.

Reviewer – 2017 – Southeast Marketing Symposium.

Reviewer – 2017 – AMA Summer Marketing Educators' Conference.

Member – 2016 - 2017 – Search Committee for Two Assistant Professor of Marketing Positions.

Reviewer – 2016 – Academy of Marketing Science Conference.

Member – 2016 - 2017 – Dissertation Committee for Duncan Nicol.

Member – 2016 - 2017 – External Dissertation Committee for Chris Berry, University of Arkansas.

Chair – 2016 - 2017 – Honors Thesis Committee for Ashley Anderson.

Member – 2016 - 2017 – University Assessment Committee.

Reviewer – 2016 – *Encyclopedia of Health and Risk Message Design and Processing*.

Reviewer – 2016 – *Journal of Retailing and Consumer Services*.

Reviewer – 2016 – *Journal of Marketing Research*.

Reviewer – 2016 – Society for Marketing Advances Conference.

Reviewer – 2016 – *Journal of Business Ethics*.

Reviewer – 2016 – *Journal of Business Research*.

Reviewer – 2016 – Southeast Marketing Symposium.

Member – 2015 - 2016 – External Dissertation Committee for Chris Berry, University of Arkansas.

Member – 2015 - 2016 – University Assessment Committee.

Member – 2015 - 2016 – Dissertation Committee for Chi Zhang.

Member – 2015 - 2016 – Croft Institute Thesis Committee for Maggie Hall.

Member – 2015 - 2016 – Search Committee for Two Assistant Professor of Sports Administration Positions.

Reviewer – 2015 – Society for Marketing Advances Conference.

Reviewer – 2015 – *Journal of Macromarketing*.

Reviewer – 2015 – International Conference on Research in Advertising.

Member – 2014 - 2015 – University Assessment Committee.

Reviewer – 2015 – Marketing and Public Policy Conference.

Reviewer – 2015 – *Appetite*.

Reviewer – 2015 – Academy of Marketing Science Conference.

Reviewer – 2015 – *Journal of Business Ethics*.

Member – 2014 - 2015 – Dissertation Committee for Chi Zhang.

Member – 2014 - 2015 – Dissertation Committee for Robert King.

Coordinator– 2014–2015 – Coordinator Between UM College Corps and More Than A Meal Charity.

Member – 2014 - 2015 – University Services Sub-Committee Member.

Representative – 2014 - 2015 – Faculty Senate.

Member – 2014 - 2015 – Croft Institute Thesis Committee for Maggie Hall.

Reviewer – 2014 – Academy of Marketing Science Conference.

Reviewer – 2014 – *Journal of Consumer Affairs*.

Member – 2014 – Search Committee for Two Assistant Professor of Marketing Positions.

Reviewer – 2014 – Society for Marketing Advances Conference.

Reviewer – 2014 – *Journal of Business Research*.

Reviewer – 2014 – Marketing and Public Policy Conference.

Reviewer – 2014 – Academy of Marketing Science Conference.

Reviewer – 2014 – *Journal of Business Ethics*.

Chair – 2013 - 2014 - Honors Thesis Committee for Sydney McCarthy.

Member – 2013 - 2014 – Dissertation Committee for Manisha Mathur.

Session Chair – 2013 – Society for Marketing Advances Conference.

Reviewer – 2013 – Society for Marketing Advances Conference.

Advisor – 2013 – Southeast Marketing Symposium.

Chair – 2012 - 2013 - Honors Thesis Committee for Sydney McCarthy.

Member – 2012 – Search Committee for Clinical Professor at University of Mississippi –  
Southaven.

Reviewer – 2012 – AMA Summer Marketing Educators’ Conference.

Reviewer – 2011 – *Journal of Consumer Affairs*.

Reviewer – 2011 – AMA Winter Marketing Educators’ Conference.

Reviewer – 2011 – Marketing and Public Policy Conference.

Reviewer – 2011 – Society for Marketing Advances Conference.

Reviewer – 2010 – AMA Winter Marketing Educators’ Conference.

Reviewer – 2010 – Society for Marketing Advances Conference.

Reviewer – 2010 – Fall Marketing Management Association Educators’ Conference.

Reviewer – 2009 – Conference on Historical Analysis & Research in Marketing.

## **OTHER HONORS AND AWARDS**

---

Faculty Honoree of the Game. 2017. University of Mississippi Women’s Soccer Program.

Faculty Honoree of the Game. 2015. University of Mississippi Baseball Program.

Faculty Honoree of the Game. 2014. University of Mississippi Baseball Program

**PROFESSIONAL AFFILIATIONS**\_\_\_\_\_

American Marketing Association (AMA)

AMA Marketing and Society Special Interest Group

Society for Marketing Advances

**PAST EMPLOYMENT**\_\_\_\_\_

Gulf Distributing, LLC. 2008 – 2009. Account Manager. Mobile, Alabama.

Responsible for establishing and maintaining distributor/retailer relationships in over 40 accounts in the greater Mobile area. Oversaw sales, promotions, price points, and point-of-purchase displays in a variety of retail settings.