
Christopher L. Newman, Ph.D.

Assistant Professor of Marketing

Academic Background

Ph.D. University of Arkansas, Marketing, 2012
M.S. University of Alabama, Marketing, 2007
B.B.A. University of Mississippi, Marketing, 2005

Academic Experience

Assistant Professor of Marketing, University of Mississippi (August, 2012 - Present), Oxford, Mississippi.

Non-Academic Experience

National

Account Manager, Gulf Distributing, LLC (2008 - 2009), Mobile, Alabama. Responsible for establishing and maintaining distributor/retailer relationships of over 40 accounts in the greater Mobile, Alabama area. Oversaw sales, promotions, price points, and point-of-purchase displays in various retail settings.

Refereed Articles

Newman, C. L., Wachter, K., & White, A. (in press, 2017). Bricks or Clicks? Understanding Consumer Use of Retail Mobile Apps. *Journal of Services Marketing*.

Newman, C. L., Howlett, E., & Burton, S. (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.

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

Burton, S., Cook, L. A., Howlett, E., & Newman, C. L. (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.

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

Newman, C. L., Howlett, E., & Burton, S. (2014). Implications of Fast Food Restaurant Concentration for Preschool-Aged Childhood Obesity (Lead Article). *Journal of Business Research*, 67 (8), 1573-1580.

Newman, C. L., Turri, A. M., Howlett, E., & Stokes, A. (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, E. M., Park, S., Rapert, M., & Newman, C. L. (2012). Does Perceived Consumer Fit Matter in Corporate Social Responsibility Issues? *Journal of Business Research*, 65 (11), 1558-1564.
- Newman, C. L., Howlett, E., Burton, S., Kozup, J., & Tangari, A. (2012). The Influence of Consumer Concern About Global Climate Change on Framing Effects for Environmental Sustainability Messages. *International Journal of Advertising*, 31 (3), 511-528.
- Howlett, E., Burton, S., Newman, C. L., & Faupel, M. (2012). The Positive Influence of State Agricultural Marketing Programs on Adults' Fruit and Vegetable Consumption. *American Journal of Health Promotion*, 27 (1), 17-20.
- Martin, D., Howell, R. T., Newman, C. L., & Martin, K. (2012). EventServ Short: Validation of a Brief Measure of Customer Satisfaction with Special Event Services. *Journal of Service Theory and Practice*, 22 (4), 386-398.
- Rapert, M., Newman, C. L., Park, S., & Lee, E. M. (2010). Seeking a Better Place: Sustainability in the CPG Industry. *Journal of Global Academy of Marketing Science*, 20 (2), 199-207.
- Newman, C. L., Kopp, S. W., & Bates, K. (2010). Approaching the Summit: Understanding Motivations of Recreational Risky Behavior. *International Journal of Sport and Society*, 1 (1), 173-184.

Invited Articles/Reviews

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

Refereed Proceedings

Abstract Only

- Newman, C. L., Wachter, K., & White, A. (2016). Consumer Usage of Mobile Apps in the Retail Industry: A Case Study Approach. *Global Innovation and Knowledge Academy Conference*, 33.
- Berry, C., Burton, S., Howlett, E., & Newman, C. L. (2016). Why is Menu Labeling Often Ineffective? The Role of Consumers' Food-Value Orientations. *Southeast Marketing Symposium*, 42.
- Wachter, K., Newman, C. L., & White, A. (2015). Should I Buy It In the Store or With the App? Implications of Retailer Mobile App Strategies. *Society for Marketing Advances Conference*, 389-390.
- Newman, C. L. & Kashmiri, S. (in press, 2015). The Effects of Information Base Rates in Health Communications: The Moderating Role of Regulatory Focus. *International Conference on Research in Advertising*.
- Wachter, K. & Newman, C. L. (in press, 2015). Mobile Applications: Attachment and Engagement. *AMA/ACRA Conference*.
- Newman, C. L. & Kashmiri, S. (2014). Can Information Base Rates Influence Healthy Behavioral Intentions? *Society for Marketing Advances Conference*, 188-189.
- Newman, C. L., Howlett, E., & Burton, S. (2013). Evaluating the Effectiveness of Front-of-Package Nutrition Labeling: Evaluative vs. Reductive Nutrition Information Disclosure Systems. *Marketing & Public Policy Conference*, 14.
- Newman, C. L., Cinelli, M., Vorhies, D., & Carmona, B. (2013). The Negative Effects of Exclusive Deal Promotions. *Society for Marketing Advances Conference*, 154.
- Newman, C. L., Howlett, E., Burton, S., & Andrews, C. (2012). Confronting the U.S. Obesity Conundrum: Assessing Front-of-Package Evaluative vs. Reductive Nutrition Information Disclosure Systems. *Association for Consumer Research Conference*, 85-89.
- Newman, C. L., Howlett, E., & Burton, S. (2012). The Effects of Multiple Front-of-Package Nutrition

- Disclosures on Food Package Evaluations. *AMA Winter Marketing Educators' Conference*, 26.
- Newman, C. L., Turri, A., Howlett, E., & Stokes, A. (2012). 20 Years of Country-of-Origin Food Labeling Research: A Review of the Literature from 1990-2010. *Society for Marketing Advances Conference*, 17.
- Newman, C. L., Howlett, E., Burton, S., & Kozup, J. (2011). It Does Matter What You Think: The Influence of Consumer Involvement on Framing Effects for Environmental Sustainability Messages. *Southeast Marketing Symposium*, 14.
- Elizabeth, H., Burton, S., Newman, C. L., & Faupel, M. (2011). The Effects of State Agricultural Marketing Programs on Fruit and Vegetable Consumption Among US Adults. *Marketing & Public Policy Conference*, 157.
- Thyroff, A., Newman, C. L., Cho, Y., & Creyer, A. (2011). Effects of Sustainability Labeling on Consumers' Responses to Clothing: A Pilot Study. *Marketing & Public Policy Conference*, 52.
- Newman, C. L. & Howlett, E. (2010). Why Buy Local? The Moderating Role of Nutrition Knowledge on Consumer Attitudes Towards Local Foods. *Marketing & Public Policy Conference*, 158-159.
- Newman, C. L., Kopp, S. W., & Bates, K. (2010). The Summit of Satisfaction: An Exploration into Risky Recreation. *Society for Marketing Advances Conference*, 58-59.
- Newman, C. L. & Kopp, S. W. (2009). It's COOL: Review and Anticipated Impacts of the New Country of Origin Food Labeling Law. *Marketing & Public Policy Conference*, 163.
- Rapert, M. I. & Newman, C. L. (2009). Seeking a Better Place: What Executives and Consumers Believe About Sustainable Initiatives in the Consumer Packaged Goods Industry. *Society for Marketing Advances Conference*, 175-176.

Presentation of Refereed Papers

International

- Newman, C. L., Wachter, K., & White, A. (2016). *Consumer Usage of Mobile Apps in the Retail Industry: A Case Study Approach*. Global Innovation and Knowledge Academy Conference, Valencia, Spain.
- Newman, C. L. & Kashmiri, S. (2015). *The Effects of Information Base Rates in Health Communications: The Moderating Role of Regulatory Focus*. International Conference on Research in Advertising, London, Great Britain.
- Newman, C. L., Kopp, S. W., & Bates, K. (2010). *Climbing the Mountain of Satisfaction: Understanding Motivations of Recreational Risky Behavior*. International Conference on Sport and Society, Vancouver, BC, Canada.

National

- Wachter, K., Newman, C. L., & White, A. (2015). *Should I Buy It In the Store or With the App? Implications of Retailer Mobile App Strategies*. Society for Marketing Advances Conference, San Antonio, Texas.
- Newman, C. L. & Kashmiri, S. (2014). *Can Information Base Rates Influence Healthy Behavioral Intentions?* Society for Marketing Advances Conference, New Orleans, Louisiana.
- Newman, C. L., Cinelli, M., Vorhies, D., & Carmona, B. (2013). *The Negative Effects of Exclusive Deal Promotions*. Society for Marketing Advances, Hilton Head, South Carolina.
- Newman, C. L., Turri, A., Howlett, E., & Stokes, A. (2012). *20 Years of Country-of-Origin Food Labeling Research: A Review of the Literature from 1990-2010*. Society for Marketing Advances Conference, Orlando, Florida.
- Newman, C. L., Howlett, E., & Burton, S. (2012). *The Effects of Multiple Front-of-Package Nutrition Disclosures on Food Package Evaluations*. AMA Winter Marketing Educators' Conference, St. Petersburg,

Florida.

Howlett, E., Burton, S., Newman, C. L., & Faupel, M. (2011). *The Effects of State Agricultural Marketing Programs on Fruit and Vegetable Consumption Among US Adults*. Marketing & Public Policy Conference, Washington D.C., District of Columbia.

Thyroff, A., Newman, C. L., Cho, Y., & Creyer, A. (2011). *Effects of Sustainability Labeling and Consumers' Response to Clothing: A Pilot Study*. Marketing & Public Policy Conference, Washington D.C., District of Columbia.

Newman, C. L., Kopp, S. W., & Bates, K. (2010). *The Summit of Satisfaction: An Exploration into Risky Recreation*. Society for Marketing Advances Conference, Atlanta, Georgia.

Newman, C. L. & Howlett, E. (2010). *Why Buy Local? The Moderating Role of Nutrition Knowledge on Consumer Attitudes Towards Local Foods*. Marketing & Public Policy Conference, Denver, Colorado.

Newman, C. L. & Kopp, S. W. (2009). *It's COOL: Review and Anticipated Impacts of the New Country of Origin Food Labeling Law*. Marketing & Public Policy Conference, Washington D.C., District of Columbia.

Rapert, M. I. & Newman, C. L. (2009). *Seeking a Better Place: What Executives and Consumers Believe About Sustainable Initiatives in the Consumer Packaged Goods Industry*. Society for Marketing Advances Conference, New Orleans, Louisiana.

Regional

Newman, C. L., Howlett, E., Burton, S., & Kozup, J. (2011). *It Does Matter What You Think: The Influence of Consumer Involvement on Framing Effects for Environmental Sustainability Messages*. Southeast Marketing Symposium, Oxford, Mississippi.

State

Newman, C. L. & Howlett, E. (2010). *Consumer Attitudes Towards Local Foods: The Moderating Role of Nutrition Knowledge*. University of Arkansas, Fayetteville, Arkansas.

Presentation of Non-Refereed Papers

Local

Newman, C. L. (2017). *How to Get Your Dream Job*. University of Mississippi School of Business Administration Doctoral Students, Oxford, Mississippi.

Newman, C. L. (2016). *Assistant Professor Research Panel*. University of Mississippi Marketing Department, Oxford, Mississippi.

Newman, C. L. (2016). *Research as a Doctoral Student and as an Assistant Professor*. University of Mississippi School of Business Administration Doctoral Students, Oxford, Mississippi.

Newman, C. L. & Kashmiri, S. (2014). *Can Information Base Rates Influence Healthy Behavioral Intentions?* University of Mississippi School of Pharmacy, Oxford, Mississippi.

Newman, C. L. (2014). *On the Transition from Doctoral Student to Assistant Professor*. University of Arkansas Marketing Department, Fayetteville, Arkansas.

Newman, C. L., Cinelli, M., & Vorhies, D. (2014). *Benefitting a Few at the Expense of Many? The Dark Side of Exclusive Promotions*. University of Mississippi Marketing Department, Oxford, Mississippi.

Research Honors and Awards

Award

2015: Faculty International Travel Support Grant Recipient, Office of Research and Sponsored Programs. University of Mississippi. \$1,000.

2015: Co-Outstanding Junior Researcher of the Year, School of Business Administration. University of Mississippi.

2014: Faculty Travel Support Grant Recipient, Division of Outreach and Continuing Education Online Design and ELearning. University of Mississippi. \$500.

2014: Best Overall Publication Award, School of Business Administration. University of Mississippi.

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

2013: Southeastern Conference Visiting Faculty Grant Recipient, Office of Research and Sponsored Programs. University of Mississippi. \$650.

2012 – 2013: Faculty Travel Support Grant Recipient, Office of Research and Sponsored Programs. University of Mississippi. \$500.

2011: Research Grant Recipient, Robert Wood Johnson Foundation's Healthy Eating Research Center. With Scot Burton and Elizabeth Howlett. \$17,000.

2011: Brenda Derby Memorial Award. Presented nationally to the doctoral student who best demonstrates excellence as an emerging marketing and public policy researcher, AMA Marketing and Public Policy Conference.

Honor

2011: Doctoral Student in Residence, Center for Marketing and Public Policy Research. Villanova University.

2011: Doctoral Consortium Fellow, AMA Sheth Foundation.

Service to the University

The University of Mississippi

Department Assignments

Member:

2014-2015: Search Committee Member for Two Assistant Professor of Marketing Positions

University Assignments

Coordinator:

2014-2015: Coordinator Between UM College Corps and More Than A Meal Charity Organization

Faculty Advisor:

2015-2016: Faculty Advisor in the Ronald E. McNair Post-Baccalaureate Achievement Program for Julia Kristman

Member:

2014-2015: University Services Sub-Committee Member

2014-2015: Faculty Senate Representative

2014-2015: University Assessment Committee Member

State-wide Assignments

Member:

2012-2013: Search Committee Member for Clinical Professor of Marketing Position (Southaven Campus)

University of Mississippi

Department Assignments

Member:

2016-2017: Marketing Department Ph.D. Committee

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

College Assignments

Member:

2017-2018: Assessment Committee of the Bachelor of Business Administration Degree Program

University Assignments

Member:

2015-2016 – 2016-2017: University Assessment Committee Member

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

Dissertation Assignments

Member:

2017-2018: External Dissertation Committee Member for Chris Berry, University of Arkansas

2015-2016 – 2016-2017: Dissertation Committee Member for Duncan Nicol

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

2014-2015 – 2015-2016: Dissertation Committee Member for Chi Zhang

2014-2015: Dissertation Committee Member for Robert King

2013-2014: Dissertation Committee Member for Manisha Mathur

Thesis Assignments

Chair:

2015-2016: Chair of Honors Thesis Committee for Ashley Anderson

2012-2013 – 2013-2014: Chair of Honors Thesis Committee for Sydney McCarthy

Member:

2014-2015 – 2015-2016: Member of Croft Institute Thesis Committee for Maggie Hall

Service to the Profession

Academic Conference: Moderator / Facilitator

2013: Society for Marketing Advances Conference, Hilton Head, South Carolina.

Advisor

2017: Southeast Marketing Symposium, University of Kentucky.

2013: Southeast Marketing Symposium, Louisiana State University.

Invited Lecture

2017: Life as an Assistant Professor, Southeast Marketing Symposium, University of Kentucky.

2016: How to Secure Your Dream Job. Society for Marketing Advances Doctoral Consortium, Atlanta, GA.

2014: Can Information Base Rates Influence Healthy Intentions? University of Mississippi School of Pharmacy, Oxford, Mississippi.

2014: On the Transition from Doctoral Student to Assistant Professor. University of Arkansas Marketing Department, Fayetteville, Arkansas.

Reviewer: Ad Hoc Reviewer for a Journal

2017: Editorial Review Board Member - Journal of Service Research.

2017: Editorial Review Board Member - Journal of Public Policy and Marketing.

2016: Journal of Retailing and Consumer Services.

2016: Journal of Marketing Research.

2014 – 2016: Journal of Business Research.

2014 – 2016: Journal of Business Ethics.

2015: Journal of Macromarketing.

2015: Appetite.

2014: Journal of Consumer Affairs.

2011: Journal of Consumer Affairs.

Reviewer: Book / Textbook

2016: Encyclopedia of Health and Risk Message Design and Processing.

Reviewer: Conference Paper

2017: AMA Educators' Conference (Summer).

2016 – 2017: Southeast Marketing Symposium.

2014 – 2017: Society for Marketing Advances Conference.

2015 – 2016: Academy of Marketing Science Conference.

2015: International Conference on Research in Advertising.

2014 – 2015: Marketing & Public Policy Conference.

2014: Academy of Marketing Science Annual Conference.

2013: Academy of Marketing Science Conference.
2013: Society for Marketing Advances Conference.
2012: AMA Educators' Conference (Summer).
2011: Society for Marketing Advances Conference.
2011: Marketing & Public Policy Conference.
2011: AMA Winter Marketing Educators' Conference.
2010: Marketing Management Association Educators' Conference. (Fall)
2010: Society for Marketing Advances Conference.
2010: AMA Educators' Conference (Winter).
2009: Conference on Historical Analysis & Research in Marketing.

Service to the Community

Board-Member

2014 – 2015: More Than a Meal Charity Board of Directors

Other Honors and Awards

2015: Doctoral Academy Fellowship, University of Arkansas.
2015: Faculty Honoree of the Game, Ole Miss Baseball Program.
2014: Faculty Honoree of the Game, Ole Miss Baseball Program.
2012: Honoree, Beta Gamma Sigma. International Marketing Honor Society.
2011: Doctoral Academy Fellowship, University of Arkansas.
2011: Graduate Assistantship, University of Arkansas.
2011: Fellow, AMA Marketing and Public Policy Doctoral Consortium. Washington, D.C..
2010: Doctoral Academy Fellowship, University of Arkansas.
2010: Graduate Assistantship, University of Arkansas.
2010: Fellow, Marketing and Public Policy Doctoral Consortium. Denver, CO.
2009: Graduate Assistantship, University of Arkansas.
2009: Fellow, Society for Marketing Advances Doctoral Consortium. New Orleans, LA.

Memberships

AMA Marketing and Society Special Interest Group, 2016 - Present

Society for Marketing Advances, 2008 - Present

American Marketing Association, 2007 - Present

References

Elizabeth Howlett Professor of
Marketing Sam M. Walton
College of Business University
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Building Fayetteville, AR
72701

Scot Burton Distinguished
Professor and Tyson Chair in
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