

Venessa Melton PhD

Professor of Marketing

P.O. Box 244023
Montgomery, AL 36124

334-244-3561

vmelton@aum.edu

EDUCATION —

PhD in Marketing (2007)
University of Alabama, Tuscaloosa, AL

MBA (2000)
University of Alabama at Birmingham,
Birmingham, AL

BSM in Marketing (1995)
Tulane University,
New Orleans, LA

Professor 2020
Associate Professor 2011
Assistant Professor 2006

PROFESSIONAL DEVELOPMENT —

GIS Certification
Google Analytics Certification
Developing Comprehensive
Retention Plans

EXPERIENCE

March 2020-Present
Professor of Marketing • Auburn University Montgomery

January 2017-August 2019
Associate Dean of Academic Programs • Auburn University Montgomery

Duties & Responsibilities:

Responsible for overseeing all college academic programs, AOL processes and improving the student experience.

Key Accomplishments:

- Improved retention of General Business students.
- Implemented new online MBA program.
- Oversaw the AOL process for undergraduate & graduate curriculum for an AACSB accredited institution.
- Created business partnerships with local firms to provide experiential learning opportunities.
- Initiated a fundraising campaign to fund textbook scholarships.

January 2014-December 2016
Associate Dean of Undergraduate Prog • Auburn University Montgomery

Duties & Responsibilities:

Responsible for overseeing undergraduate programs and advising for the college. Worked closely with academic departments to coordinate core business curriculum. Also, lead college recruitment efforts, curricula development, and undergraduate course scheduling.

Key Accomplishments:

- Developed and coordinated the implementation of a new integrated curriculum program.
- Established a new minor program to recruit non-business students.
- Created an internal marketing program to boost student retention.

August 2011-December 2013
Department Head of Marketing • Auburn University Montgomery

Duties & Responsibilities:

Responsible for aligning academic activities and resources with College of Business & University missions. Also, enhancing academic quality and student success rates.

Key Accomplishments:

- Managed department budget.
- Managed faculty recruitment & faculty evaluations.
- Introduced Marketing minor and increased enrollment.
- Managed fundraising campaign for student scholarships.

SCHOLARLY
PUBLICATIONS

Funches's, Venessa (2020), "Sears: The Death of a Retail Giant," Babin & Harris Consumer Behavior 9ed, Cengage Publishing.

Funches, V., Yarber-Allen, A., and Johnson, K. (2019). "Intersection of Egalitarianism & Social Class in Determining Male Generational Shopping Enjoyment Levels," *Journal of Marketing Management*, 7 (1).

Funches, V. (2018). *Consumer Anger: At Its Source*. Lambert Academic Publishing, Germany. (978-620-2-02146-3)

Chinta, R., Funches, V. and Kiker, S. (2018). "Integrative Thinking as a Hallmark of Business Education," *The Journal of Economics, Marketing & Management*, 4 (4), 25-28.

Funches, V., Johnson, K. and Yarber-Allen, A. (2017). "Generational and Family Structural Differences in Male Attitudes and Orientations toward Shopping," *Journal of Retailing and Consumer Services*, 37, July, 101-108.

Funches, V. (2016). "A Model of Consumer Anger," *Journal of Marketing Management*, 4 (1), 31-42.

Darrat, M., Wilcox, G., Funches, V. and Darrat, M. (2015), "Toward an Understanding of Causality Between Advertising and Sales: New Evidence from a Multivariate Cointegrated System," *Journal of Advertising*, 45 (1), 62-71.

The Dark Side of CRM: Customers Relationships and Management (2015), Editors Bang Nguyen, Lyndon Simkin and Ana Isabel Canhoto, Routledge.

Funches, Venessa, Annice Yarber, and Kimberly Johnson (2014), "Male Shopping In the 21st Century," *Journal of International Business Management & Research*, Vol 5 (15), p77-86.

Park, Eun Joo, Eun Young Kim, Funches, V. and Foxx, W. (2012), "The Relationship among Apparel Product Attributes, Web Browsing, and E-Impulse Buying On Shopping Websites," *Journal of Business Research*, Vol 65, (11), p.1583-1589.

Funches, Venessa (2012), "Sears: A Dying Company?" Babin & Harris Consumer Behavior 5ed, Cengage Publishing.

Funches, Venessa (2012), "Sports Fans Behaving Badly." Babin & Harris Consumer Behavior 5ed, Cengage Publishing.

Funches, Venessa, (2011), "The Consumer Anger Phenomena: Causes and Consequences," *Journal of Services Marketing*, Vol 25 (6), p. 420-428.

Funches, Venessa, William Foxx, Eun Joo Park, and Eun Young Kim (2010), "Assessing the Damage: An Exploratory Examination of Electronic Word of Mouth," *Journal Global Academy of Marketing Science*, Vol 20, (2), p. 188-198.

Funches, Venessa, Melissa Markeley and Lenita Davis (2009), "Reprisal, Retribution, and Requitat: Investigating Customer Retaliation," *Journal of Business Research*, Vol 62 (2), p 231-238.

Funches, V. (2008). *Shoppers Scored*. VDM Verlag.

CONFERENCE PROCEEDINGS

Funches, Venessa and W. Rhea Ingram (2019). "Hashtag Hijacking: A Consumer Retaliation Behavior in the Digital World," *Society for Marketing Advances*, Norfolk, VA.

Funches, Venessa, Annice Yarber, and Kimberly Johnson (2013), "Male Shopping in the 21st Century," *Intellectbase International Consortium Academic Conference*, Las Vegas, NV

(2013), "Captive Relationship Strategies: The Effects on Consumer Commitment and Repatronage," *Society for Marketing Advances*, Hilton Head, South Carolina

Funches, Venessa (2012), "The Paradigm Shift: Consumer Power," *ICAR 2012 Anti-consumption and Society* Griffith University, Brisbane, Australia

Funches, Venessa (2011), "Prior Relationships, the Psychological Contract, & Service Failure: It Isn't All Roses," *Academy of Business Research Conference*, New Orleans, LA

Funches, Venessa (2010), "Psychological Contract Violation," American Institute of Higher Ed Conference, Williamsburg, VA.

Funches, Venessa and William Foxx (2009), "Electronic Word-of-Mouth: Should Firms Be Concerned?" *Society of Marketing Advances Conference*, New Orleans, La.

Funches, Venessa (2009), "Consumer Anger: Causes and Consequences," 3rd *American Institute of Higher Education Conference*, Nashville, TN.

Funches, Venessa, (2008), "Electronic Word of Mouth: Determinants and Motivations," 15th *ASBBS*, Las Vegas, Nevada

Funches, Venessa, (2007), "Consumer Anger: Causes and Consequences," Work-in-Progress, *Society for Consumer Psychology*, New Orleans, La.

Funches, Venessa, Melissa Markeley and Lenita Davis (2006). "Coping With Dissatisfaction: Getting Even Through Retaliation." *Society for Marketing Advances Annual Conference*, Nashville, TN.

Funches, Venessa (2003). "The Death of Mall," *Academy of Marketing Science* Works-in-Progress: Current Research in Marketing Doctoral Programs, Washington, DC.

Funches, Venessa and Jeong Park (2003). "What Will My Friends Think if I buy That," *Academy of Marketing Science Annual Conference* on Creating and Delivering Value in Marketing: Worldwide Perspective on a Value-Centric Orientation, Washington, DC.

Funches, Venessa (2002), "Customer Relationship Management: The Connection between Adoption and Customer Value," 6th *Annual Research Conference on Relationship Marketing and Customer Relationship Marketing*, Atlanta, Ga.

ACADEMIC SERVICE

SACSCOC Committee
Strategic Planning Steering Committee
Strategic Planning Committee
Retention Committee
Chair Undergraduate Curriculum Committee
Chair Assurance of Learning Committee
Chair Graduate Curriculum Committee
University Forms Committee
AUM Leadership Academy
Mascot Naming Committee
Diversity Task Force Committee
New Building Committee
Leader at Every Level Mentor
AUM Connection Mentor
Graduate Council
Provost Selection Committee
Senate Nominating Committee
Co-Chair Communications Dept Head Selection Committee

Chair Marketing Faculty Search Committee
Faculty Development Committee
Chair Student Development Coordinator Search
Deans Search Committee
Chair Scholarship Committee
Technology & Distance Learning Committee
Deans Leadership Committee
Faculty Advisor Marketing Club
Faculty Advisor Mu Kappa Tau
Graduate Council Member
University Marketing Team
Faculty Mentor
Distance Learning Committee
Audiology Search Committee
Diversity Team
Writing Across the Curriculum

PROFESSIONAL SERVICE

Journal of Business Research
Journal of Retailing & Consumer Services
Journal of Fashion Management & Marketing
Journal of Marketing Communications
The Service Industries Journal
International Journal of Hospitality Management
Consumer Markets and Culture
Management Decisions
Nonprofit & Voluntary Sector Quarterly
Society for Marketing Advances Conference Co-Chair Services
Society of Marketing Advances Conference Chair
SMA Reviewer for the Marketing & Technology Track
Judge, Dissertation Proposal Competition
Society for Marketing Advances Conference
Judge, Sherwin-Williams Distinguished Teaching Award
Buyer Behavior Track Chair, Society for Marketing Advances
Journal of Global Economics
Journal of Business Inquiry
Journal of Mass Communication & Journalism
Journal of Consumer Affairs

Journal of Entrepreneurship & Organizational Management
African Journal of Business Management
Asia Pacific Management Review
Southern Business Journal
Academy of Marketing Science Annual Conference,
Reviewer, Retailing Track
Reviewer, Southern Marketers Association Conference
Advertising & Marketing Communications Track
Marketing Management Association Conference

TEACHING RESPONSIBILITIES

Principles of Marketing
Retailing Management
New Product Development
Buyer Behavior
Personal Selling
Sports & Event Marketing
Geographic Information Systems

Marketing Management
Negotiations
Business Communications
Business Strategy
Integrated Marketing Communications
Business & Ethical Leadership

PROFESSIONAL AFFILIATIONS

Public Relations Council of Alabama
American Federation of Advertisers
National Speakers Association
Hospitality & Tourism Career Academy Advisory Council member
Montgomery Area Chamber of Commerce
Roundtables for Professional Women
American Retailers Association
International Center for Anti-Consumption Research
Society for Marketing Advances
American Marketing Association
PhD project participant
Mu Kappa Tau