

Andrea Lynn (Phillips) Matthews

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EDUCATION

Ph.D. in Marketing, University of Nebraska – Lincoln	May 2018
M.S. in Survey Research & Methodology, University of Nebraska – Lincoln Minor: Marketing	2013
B.A. in Sociology, Grove City College Minors: Business, Religion	2011

RESEARCH INTERESTS

Brand management with a focus on human and personal branding, branding for start-up and small firms, and impact of firm behaviors (e.g. CSR, controversy, scandal) on brands. I am also interested in mixed methods research and other issues of methodology.

DISSERTATION

Title: Perceived Authenticity in Human-Branded Services

Committee: James Gentry (Chair), Susan Fournier (Boston University), Meike Eilert, Les Carlson, and Calvin Garbin (Department of Psychology)

Abstract: Authenticity is a cornerstone of modern marketing and a key driver of modern consumer behavior. While both individuals and products may be authentic, personal authenticity and product brand authenticity are conceptualized and measured differently in the literature. In a human branding context, a single service provider may exhibit high or low levels of personal authenticity and brand authenticity. There is little guidance in the academic literature, however, on the types of authenticity that are sought by consumers and the differential impact that different forms of perceived authenticity of an individual and his or her service brand have on consumer outcomes. This dissertation therefore first synthesizes the literature on authenticity in marketing to create a nine-dimensional (3x3) framework of perceived authenticity.

Second, the dissertation reports the results of qualitative interviews of consumers and human branded service providers to understand which types of perceived authenticity are relevant in a human branded service context. Indexical authenticity of the provider and of the brand were both identified as important

drivers of consumer trust. Five themes emerged from the data to describe how consumers perceived authenticity in service providers, namely, through providers' 1) seeking understanding, 2) service-related actions, 3) emotions displayed, 4) personal disclosure, and 5) moral actions.

Third, this dissertation tests in five experiments how personal and brand perceived authenticity affect consumer outcomes of human branded services. Personal and brand authenticity are found to separately positively impact consumer perceptions of service providers. These effects are mediated by perceptions of the provider and the brand, and moderated b4 (ki)-2 (n)-10-10-10-10-8 (ei (i) s)t(n)oe(TJ-Bf)T4r(u)-10 (m

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TEACHING

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA)
Association of Consumer Research (ACR)
American Association for Public Opinion Research (AAPOR)

COURSEWORK

Marketing

Directed Readings in Branding
Doctoral Seminar in Behavioral Research
Doctoral Seminar in Marketing & Public Policy
Doctoral Seminar in Marketing Channels

Dr. Meike Eilert
Dr. James Gentry
Dr. Les Carlson
Dr. Ravi Sohi

Gallup Research Scholar

Center for Computationally Advanced Statistical Techniques, Pasadena, CA 2010-2012
Marketing Research Staff

Publications