

tony stovall, ph.d.

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ACADEMIC EMPLOYMENT

Clinical Associate Professor – Marketing

Kelley School of Business, Indiana University – Indianapolis, IN

2019 - present

Assistant Professor – Marketing

Towson University, College of Business & Economics, Towson, MD

2017 – 2019

Assistant Professor – Marketing

Woodbury University, School of Business, Burbank, CA

2015 – 2017

Iterim Departmet Chair

2016

Instructor

The University of Arizona, Tucson, AZ

2010 – 2015

PROFESSIONAL EMPLOYMENT

KORN/FERRY INTERNATIONAL, Los Angeles, CA

MANAGER, INTERNET SERVICES

2004 – 2010

SR. EXECUTIVE SERVICES REPRESENTATIVE

2002 – 2004

XFL, INC., Los Angeles, CA

PRODUCTION COORDINATOR, CHEERLEADERS

2001

SW CONSULTING GROUP, Glendale, CA

SR. TECHNICAL WRITER

2000 – 2002

ENCYCLOPÆDIA BRITANNICA, INC., Chicago, IL

PROJECT MANAGER

1997 – 1999

SR. TECHNICAL SUPPORT SPECIALIST

1995 – 1997

OMEGA PERFORMANCE CORPORATION, San Francisco, CA

OFFICE MANAGER/MARKETING ASSISTANT

1993 – 1994

EARLY CAREER NOTES: Admissions Committee – Office of Undergraduate Admissions,
STANFORD UNIVERSITY

EDUCATION

Ph.D., Retailing and Consumer Sciences (minor - Marketing)

Norton School of Family & Consumer Sciences, The University of Arizona, Tucson, AZ

2015

M.B.A.

Eller College of Management, The University of Arizona, Tucson, AZ

2008

A.B., International Relations
Stanford University, Stanford, CA

1989

Semester Abroad
Universidad Complutense de Madrid, Madrid, Spain

1988

RESEARCH INTERESTS

Digital Marketing & Online Consumer Behavior | Transformative Consumer Research | Consumer Identity | Urbanism

PUBLICATIONS

“Curated Nostalgia – Constructing and Consuming the City Through a Culinary Adventure.” (book chapter, **forthcoming**). with M. Üçok Hughes, R. Ventzislavov.

“The “Right to Consume”?: Re-thinking the Dynamics of Exclusion/Inclusion in Consumer Society,” *Consumption, Markets & Culture*, 2019, 1-14. with J. Miller.

“Multi-Cultural Marketing Strategies: Considerations and Implications for the U.S. Hispanic Market.” *Journal of Cultural Marketing Strategy*, 2018, 3(2), 152-177. with S. Helm, V. Ligon, and S. Van Riper

“Consumer Interpretations of Digital Ownership.” *Electronic Markets*, 2018, 28(2), 177-189. with S. Helm, V. Ligon, and S. Van Riper

“Constructing a Narrative Identity of Los Angeles through a Gastronomer Adventure.” *Advances in Consumer Research*, (forthcoming), with M. Üçok Hughes, R. Ventzislavov.

“Omission and Commission as Marketplace Trauma.” *Journal of Public Policy and Marketing*, 2016, 35(2), special issue on Transformative Consumer Research, with A. Bennett, S. Menzel Baker, G. Bartholomew, S. Cross, A. Ekpo, G. Henderson, M. Hutton, J.P. James, A. Khare, A. Roy, C. Taylor.

“Material Love in the Digital Age: Comparing Perceived Consumer Value of Digital versus Physical Goods.” Bruhn, Manfred and Hadwich, Karsten (Eds). *Dienstleistungen 4.0, Forum Dienstleistungsmanagement [Services 4.0, Forum Services Management, 2016]*, Gabler: Wiesbaden, with S. Van Riper, S. Helm.

“The Experience of Risk in Families: Conceptualisations and Implications for Transformative Consumer Research,” *Journal of Marketing Management*, 2014, 30 (17-18), special issue on Transformative Consumer Research, with S. Pettigrew, L. Anderson, W. Boland, V. de LaVille, I. Fifita, M. Fosse-Gomez, L. Luukkanen, I. Martin, L. Ozanne, D. Pirouz, A. Prothero.

UNDER REVIEW –

“The Violent Consumption of Women: A Products to Commodities Framework.” with Marie Yeh, Meike Eilert, Ronald P Hill, Aphrodite Vlahos, Stacey M Baker, Edna G Ndichu. **Invited Revision:** *Journal of Consumer Affairs*

WORKING PAPERS

“The Cultural Capital of Fat/(Phat) in the African American Community.” with N. Mitchell, C. Davis. Target journal: *Consumption, Markets & Culture*. Manuscript in preparation for submission.

CONFERENCES & PRESENTATIONS

- Tony Stovall (2019). [Panelist] – “Integrating Multicultural Marketing Research. Teaching.” Marketing Management Association - Fall Educator’s Conference. Santa Fe, NM.
- Transformative Consumer Research Conference – competitive application (2019) – Rhizomatic Mapping Track – Florida State University, Tallahassee, FL – *dialogical conference*
- Tony Stovall (2017). “Constructing a Narrative Identity of Los Angeles through a Gastronomic Adventure,” with M. Üçok Hughes, R. Ventzislavov. *Association for Consumer Research*. San Diego, CA.
- Tony Stovall (2017). [Panelist] – “Success and Challenges with Client-based Projects.” Marketing Management Association - Fall Educator’s Conference. Pittsburgh, PA.
- Tony Stovall (2017). “The Cultural Capital of Fat/(Phat) in the African American Community.” with N. Mitchell, C. Davis. *Consumer Culture Theory Conference*, Anaheim, CA.
- Transformative Consumer Research Conference – competitive application (2017) – Women as Commodities Track – Cornell University, Cornell, NY – *dialogical conference*
- Tony Stovall (2016). “Digital Marketing and the Overlooked Hispanic 50+ Demographic,” with M. Hughes, R. Cardona. *Direct/Interactive Marketing Research Summit*, Los Angeles, CA.
- Tony Stovall (2016) “The (not so) secret life of lurkers: contextualizing consumer data to provide insights for content marketing.” with W. Bendon. *Direct/Interactive Marketing Research Summit*, Los Angeles, CA.
- Tony Stovall (2016). [Panelist] – “How to be Productive in a Small Department.” Marketing Management Association - Fall Educator’s Conference. Providence, RI.
- Tony Stovall (2016). “*Omission and Commission as Marketplace Trauma*.” with A. Bennett, S. Menzel Baker, G. Bartholomew, S. Cross, A. Ekpo, G. Henderson, M. Hutton, J.P. James, A. Khare, A. Roy, C. Taylor. Marketing and Public Policy, San Luis Obispo, CA.
- Tony Stovall (2016). “*Unraveling the Meanings of Ownership: A Comparison of Physical and Digital Possessions*.” with S. Van Riper, V. Ligon, S. Helm. American Marketing Association Winter Educator’s Conference . Las Vegas, NV.
- Transformative Consumer Research Conference – competitive application (2015) – Crimes of Omission and Commission Track – Villanova University, Villanova, PA – *dialogical conference*
- “*Material Love in the Digital Age: Comparing Perceived Consumer Value of Digital versus Physical Goods*.” with S. Helm and S. Van Riper. American Marketing Association Winter Educator’s Conference (2015). San Antonio, TX.
- Olin Business School Early Career Development Professional Workshop (2014). Washington University in St. Louis, St. Louis, MO.
- Marketing and Public Policy Workshop and Doctoral Consortium – competitive application (2014). Amherst, MA.
- Transformative Consumer Research Conference – competitive application (2013) – Family & Risk Track; Lille, France – *dialogical conference*
- Tony Stovall (2013). “*Rethinking identity and ownership in the digital consumption era: A qualitative study of consumer relations with digital possessions*.” with V. Ligon, S. Van Riper – Academy of Marketing Sciences, Monterey, CA.
- Marketing and Public Policy Workshop and Doctoral Consortium – competitive application (2012). Atlanta, GA.
- Tony Stovall (2012). “*Loyalty by any other name: A literature review of brand and store loyalty*.” Paper presented – American Marketing Association/American Collegiate Retailing Association, Triennial Conference, Seattle, WA.

COURSES TAUGHT

INDIANA UNIVERSITY Graduate (MBA)

Strategic Marketing Management, M501 (MBA and Business of Medicine Program), C570 (Exec. Dev. Program)

Undergraduate

Digital Marketing, M432
Strategic Marketing, M450

TOWSON UNIVERSITY

Undergraduate

Principles of Marketing, MKTG 341
Strategic Marketing, MKTG 481
Marketing Research & Forecasting, MKTG 441 (summer 2018)

WOODBURY UNIVERSITY

Graduate (MBA)

Marketing Concepts & Strategies, WMBA 506

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Undergraduate

Principles of Marketing, MRKT 301
Marketing Research and Analysis, MRKT 455
Sports & Entertainment Marketing, MRKT 3708

UNIVERSITY OF ARIZONA

Undergraduate

Introduction to Statistics, FCSC 201
Introduction to Retailing, RCSC 214
Consumers, Fashion and the Economy (Fashion Marketing), RCSC 204
Money, Consumers and the Family, RCSC 150B2

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Teaching Assistant

Leadership, Ethics and Management Practices, RCSC 384
Retail Financial Services, RCSC 476
Retail Business Analysis & Decision Making, RCSC 216

SERVICE

Service to University

Library Committee [Towson]	2017 - 2019
Personnel Committee [Woodbury]	2016 - 2017
Academic Appeals Committee [Woodbury]	2015 - 2016
Faculty Development Appeals Committee [Woodbury]	2015 - 2016
Master of Science in Regional and Cross-Border Studies (Exploratory Committee) [Woodbury]	2015 - 2016
Search Committee – Director, Terry J. Lundgren Center for Retailing [Arizona]	2014 - 2015
Search Committee – Asst. Director, Terry J. Lundgren Center for Retailing [Arizona]	2014 - 2015
Search Committee – Norton School of Family & Consumers Sciences – Director [Arizona]	2013 - 2014
Black Retail Action Group (BRAG) (student club) – Advisor [Arizona]	2011 - 2014
Eller College of Management – MBA case competition judge [Arizona]	2012

Service to Field

Marketing Ethnic Faculty Association – National Board – Vice President	2019 - present
National Board – Member at Large	2016 - 2019

<i>Marketing & Public Policy</i> - Conference submission reviewer	2017
<i>Journal of Marketing Management</i> – Ad-hoc reviewer	2014

The Ph.D. Project – Secretary – Marketing Doctoral Students Association	2014 - 2015
American Marketing Association Summer Conference – Conference submission reviewer	2013
American Collegiate Retail Association Conference – Conference submission reviewer	2013
AMA/ACRA Triennial Conference – Session Chair, Seattle, WA	2012
AMA/ACRA Triennial Conference – Conference submission reviewer	2012

Service to Community

American Heart Association/American Stroke Association – National Program Integration Coordinating Committee & Marketing Coordinating Committee	2016-2018
Reveille Men's Chorus – Board of Directors, Tucson, AZ	2011 - 2014
Stanford University Class of 1989 – 10-year reunion co-chair; 15-year reunion planning committee	

PROFESSIONAL AFFILIATIONS

Marketing Ethnic Faculty Association
 American Marketing Association
 Association for Consumer Research
 Screen Actor's Guild/American Federation of Television & Radio Artists (hiatus)

AWARDS & GRANTS

RCSC Travel Grant (\$500)	2014
Terry J. Lundgren Center for Retailing Travel Grant (\$500)	2014
Marketing and Public Policy Workshop & Doctoral Consortium; Amherst, MA (sponsored attendee)	2014
Terry J. Lundgren Center for Retailing Dissertation Grant (\$2,000)	2014
John, Clara and Caroline Bruhn Memorial Scholarship (\$3600)	2014
University of Arizona, College of Agriculture and Life Sciences Fellowship (\$1,000)	2013, 2014
Transformative Consumer Research Conference – Family & Risk Track; Lille, France (sponsored attendee)	2013
Academy of Marketing Science Travel Grant (\$235)	2013
RCSC Travel Grant (\$600)	2013
Terry J. Lundgren Center for Retailing Travel Grant (\$1,500)	2013
RCSC Travel Grant (\$500)	2012
Marketing and Public Policy Workshop & Doctoral Consortium Travel Grant (\$500); Atlanta, GA	2012
University of Arizona Graduate Diversity Fellowship (\$10,000)	2010, 2011

ADDITIONAL INFORMATION

Contestant: Season 17 – <i>The Amazing Race</i> – CBS Television	2010
Reveille Men's Chorus of Tucson	2010 – 2015
Co-Founder, Everyday People [www.everydaypeople.org]	1987 – 1989
A capella performance ensemble – Stanford University (still an active student organization)	
Former professional actor	