

**Curriculum Vitae of**  
**ANGELINE G. CLOSE, Ph.D.**  
University of Nevada, Las Vegas (UNLV)  
Department of Marketing  
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**DOCTORAL EDUCATION (2002-2006)**

University of Georgia: Terry College of Business  
Ph.D., Business Administration (Marketing), 2006

**MASTERS AND UNDERGRADUATE (1997-2002)**

University of Georgia: Grady College of Journalism and Mass Communication  
MMC, Master of Mass Communication (Advertising), 2002  
ABJ, Bachelor of Arts in Journalism (Advertising), 2000  
Minor, (Spanish), 2000  
Study Abroad, Colegio Mayor Universitario-MARA-Madrid, Spain (Summer 1998)  
Study Abroad, University of Avignon, France (Summer 2001)

## RESEARCH

**Interests: Event Marketing, Electronic Marketing, & the Consumer Experience**

I study *event marketing*, namely how consumers' experiences and entertainment at sponsored events influence attitudes and consumer behavior. Findings surround engaging consumers with events, uncovering drivers of effective event sponsorships, how entertainment impacts affect towards events and purchase intention towards sponsors, and why consumers may resist events. Synergistically, I also study consumers' experiences with *electronic marketplaces*. Interests include consumers' online experiences and how online experiences interplay with onground events. Last, as an educator, I am also interested in researching issues facing higher education in marketing.

**Peer Reviewed Publications**

Close, Angeline G., Julie Guidry Moulard and Kent Monroe (2010). "Establishing Human Brands: Determinants of Placement Success for First Faculty Positions in Marketing," *Journal of Academy of Marketing Science*, forthcoming.

Lacey, Russell, Angeline G. Close and R. Zachary Finney, and Angeline G. Close (2010). "The Pivotal Roles of Product Knowledge and Corporate Social Responsibility in Event Sponsorship Effectiveness," *Journal of Business Research*, forthcoming.

Kukar-Kinney, Monika and Angeline G. Close (2010). "The Determinants of Consumers' Shopping Cart Abandonment," *Journal of Academy of Marketing Science*, 38 (2), 240-250.

Close, Angeline G. and Monika Kukar-Kinney (2010). "Beyond Buying: Motivations behind Consumers' Online Shopping Cart Use," *Journal of Business Research*, 63 (10), 986-992.

Close, Angeline G., Anjala Krishen, and Michael S. LaTour (2009). "This Event is Me!: How Consumer-Event Congruity Leverages Sponsorship," *Journal of Advertising Research*, 49 (3), 271-284.

Close, Angeline G. and George M. Zinkhan (2009). "Market Resistance and Valentine's Day Events," *Journal of Business Research*, 62 (2), 200-207. (featured in the *New York Times*, *New Scientist*, *St. Petersburg Times* and the *Las Vegas Review-Journal*)

Russell Lacey, Julie Sneath, R. Zachary Finney, and Angeline G. Close (2007). "The Impact of Repeat Attendance on Event Sponsorship Effects," *Journal of Marketing Communications*, 13, 4 (December), 243-255.

Close, Angeline G. and George M. Zinkhan (2007). "Consumer Experiences and Market Resistance: An Extension of Resistance Theories," *Advances in Consumer Research*, 34, 256-262.

Close, Angeline G., R. Zachary Finney, Russell Lacey, and Julie Sneath (2006). "Engaging the Consumer through Event Marketing: Linking Attendees with the Sponsor, Community, and Brand," *Journal of Advertising Research*, 46, 4 (December), 420-433.

Sneath, Julie Z., R. Zachary Finney, Russell Lacey and Angeline G. Close (2006). "Balancing Act: Proprietary and Non-Proprietary Sponsored Events," *Marketing Health Services*, 26, 1 (Spring), 27-32.

Close, Angeline G. and George M. Zinkhan (2006). "A Holiday Loved and Loathed: A Consumer Perspective of Valentine's Day," *Advances in Consumer Research*, 33.

Sneath, Julie Z., R. Zachary Finney, and Angeline G. Close (2005). "An IMC Approach to Event Marketing: The Effects of Sponsorship and Experience on Customer Attitudes," *Journal of Advertising Research*, 45, 4 (December) 373-381.

Close, Angeline G., Ashutosh Dixit, and Naresh Malhotra (2005). "Chalkboards to Cybercourses: The Internet in Marketing Education," *Marketing Education Review*, 15 (2) (Summer), 81-94.

Finney, R. Zachary, Richard D. Parker, Angeline G. Close, and Robert A. Orwig (2005). "The Agency in Cyberspace: A Content Analysis of Ad Agency Homepages," *Journal of Contemporary Business Issues*, 12 (2) (Fall), 74-80.

Close, Angeline G. and George M. Zinkhan (2004). "The E-Mergence of E-Dating," *Advances in Consumer Research*, 31, 153-157.

Zinkhan, George M., Penelope Prenshaw, and Angeline G. Close (2004). "Sex-Typing of Leisure Activities," *Advances in Consumer Research*, 31, 412-419.

### **Edited Book**

Kahle, Lynn R. and Angeline G. Close (Eds.). (2010). *Consumer Behavior Knowledge for Effective Sports and Event Marketing*, New York, NY: Routledge, Taylor and Francis Group. (ISBN: 978-0-415-87358, Publish Date: September 2010, 310 pages).

### **Book Chapters**

R. Zachary Finney, R. Lacey, and Angeline G. Close (2010). "Event Marketing and Sponsorship: Lessons Learned from the Tour de Georgia Cycling Races", in *Consumer Behavior Knowledge for Effective Sports and Event Marketing*, Lynn R. Kahle and Angeline G. Close, ed., New York: Routledge.

R. Zachary Finney and Angeline G. Close (2006). "The Virtual Agency," *E-Commerce, E-Government and Mobile Commerce*, Idea Group Reference, Mehdi Khosrow-Pour, ed. (ISBN# 1-59140-799-0), p. 1158-1162.

R. Zachary Finney and Angeline G. Close (2008). "The Virtual Agency as a New Force in the Promotions Industry," *Electronic Commerce: Concepts, Methodologies, Tools and Applications*, S. Ann Becker, ed. (ISBN# 978-1-59904-943-4), p. 2240-2246. \*Reprint of Finney and Close (2006)

Close, Angeline G., George M. Zinkhan, and R. Zachary Finney (2006). "Cyber Identity Theft," *E-Commerce, E-Government and Mobile Commerce*, Idea Group Reference, Mehdi Khosrow-Pour, ed. (ISBN# 1-59140-799-0)

### **Book Review**

Finney, R. Zachary and Angeline G. Close (2005). "Scientific Presentations in Marketing", *Journal of the Academy of Marketing Science*. 33 (2) (April), 37-38. (Book Review Section).

### **Conference Abstracts**

Angeline G. Close and Monika Kukar-Kinney (2009). "Beyond Buying: Motivations Behind Consumers' Shopping Cart Use" *Enhancing Knowledge Development in Marketing*.

Kukar-Kinney, Angeline G. Close, and H. Reinke (2008). "Mission Aborted: Why do Consumers Abandon their Online Shopping Carts?," *Enhancing Knowledge Development in Marketing*.

Close, Angeline G. and Aubrey R. Fowler III (2008). "The Single Consumer During Marketplace Events: Avoiding Tradition and Extending the Self," *Advances in Consumer Research*.

Russell Lacy, Angeline G. Close, and R. Zachary Finney (2007). "The Impact of Event Marketing on Brand Image and Purchase Intentions," *Society for Marketing Advances*.

Close, Angeline G. and Julie Guidry (2007). "What Impacts First Faculty Placements in Marketing?," *Enhancing Knowledge Development in Marketing*. Chicago: American Marketing Association.

Close, Angeline G., George M. Zinkhan, and R. Zachary Finney (2004). "Cyber Identity Theft: Issues for Public Policy," *Enhancing Knowledge Development in Marketing*, 15 (Boles and K. Burnhardt, eds.). Chicago: American Marketing Association, 48-55.

Finney, R. Zachary, Richard D. Parker, Angeline G. Close, and Robert A. Orwig (2004). "The Agency in Cyberspace: A Content Analysis of Ad Agency Homepages," *Emerging Issues in Business and Technology* (Extended Abstract);

Austin, Graham, Angeline G. Close, Sunil Contractor, JiHee Song, and Qiyu Zhang (2004). "A Content Analysis of Content Analyses in Marketing," *Enhancing Knowledge Development in Marketing*, 15 (Boles and K. Burnhardt, eds.), Chicago: American Marketing Association, 192-194.

Close, Angeline G. (2003). "The E-Merging Phenomenology of Dating," *Developments in Marketing Science*, 26. (Harlan E. Spotts, ed.), Coral Gables FL: Academy of Marketing Science, 6.

Close, Angeline G. (2002). "Who's the Boss: Dating in the Workplace," *From Art to Technology: Opportunities in Marketing Research and Education*, 17 (Jerry W. Wilson, ed.), Atlantic Marketing Association. 187-193.

### **Research in Progress (Event Marketing)**

"Event Marketing in Integrated Marketing Communications: Analysis of The Petit LeMans Racing Event"

"The Role of Event Sponsorship: The Suzuki Superbike Showdown"

"The Pivotal Roles of Product Knowledge and Corporate Social Responsibility on Event Sponsorship Effectiveness" (with R. Lacy and Z. Finney)

"The Role of Affective Forecasting on Event Marketing and Sponsorship," (with R. Lacy and Z. Finney)

"The Role of Sponsor-Event Marketing Fit" (with R. Lacy and Z. Finney)

"Gendered Holiday Event Marketing: Analyses of Valentine's Day Events"

"A Multinational Study of Holiday Event Marketing"

"The Single Consumer during Marketplace Events" (with A. Fowler)

### **Research in Progress (Electronic Marketing)**

Book on Social Media From a Consumer Behavior Perspective

"The Use of Online Marketing Information by Convention and Visitors' Bureaus: A Macromarketing Perspective" (with A. Lee and C. Love)

"E-Dating and Online Consumer Experiences: Verbal versus Visual Information Processing" (with J. Hoegg, M. Goode)

### **Research in Progress (Marketing Education)**

"The Marketing Market: Cumulative Advantage Based Explanations of the Entry-Level Hiring Market in Marketing Academia" (with J. Guidry and K. Monroe)

### **Presentations at Scholarly Meetings**

(2010) "Event Marketing and Corporate Social Responsibility", AMA Summer Educators' Conference, Boston, MA (scheduled).

(2009) "Beyond Buying: Motivations Behind Consumers' Shopping Cart Use", AMA Summer Educators' Conference, Chicago, IL.

(2009) "Sport Sponsorship and Event Marketing", AMA Summer Educators' Conference, Chicago, IL.

(2009) "Best Practices: Transitioning from Doctoral Student to Junior Faculty", AMA Summer Educators' Conference, Chicago, IL.

(2008) "Sporting Event Sponsorship: The Role of Affective Forecasting on Brand Image and Purchase Intentions", *AMA Summer Educators' Pre-Conference Symposium*, San Diego, CA.

(2008) "Mission Aborted: Why do Consumers Abandon their Online Shopping Carts?", *AMA Summer Educators' Conference*, San Diego, CA.

(2007) "Mission Aborted: Why do Consumers Abandon their Online Shopping Carts?" *15th International Conference on Recent Advances in Retailing and Consumer Services Science*, Zagreb, Croatia.

(2007) "Service Loyalty: A New Approach for Measurement and Insight into Gender Differences in the Evaluation of Services", *16th Annual Frontiers in Service Conference*, San Francisco, CA.

(2007) "What Impacts First Faculty Placements in Marketing?," *AMA Winter Educators' Conference*, San Diego, CA.

(2006) "Consumer Experiences and Market Resistance," *Association for Consumer Research*, Orlando, FL.

(2006) DocSIG Symposium, *AMA Summer Educators' Conference*, Chicago, IL.

(2006) "The Marketing Market," *AMA Summer Educators' Conference*, Chicago, IL.

(2006) "Technology and Sales Research: Current Trends/New Avenues," *AMA Summer Educators' Conference*, Chicago, IL.

(2005) "A Holiday Loved and Loathed: A Consumer Perspective of the Valentine's Day Market," *ACR*, San Antonio, TX.

(2005) "The Academic Market: Trends, Hiring, and Interviewing," *AMA Summer Educators' Conference*, San Francisco, CA.

(2004) "Cyber Identity Theft: Issues for Public Policy," *AMA Summer Educator's Conference*, Boston, MA.

(2004) "A Content Analysis of Content Analyses in Marketing," *AMA Summer Educator's Conference*, Boston, MA.

(2003) "Romance and the Internet: The E-Mergence of E-Dating," *ACR*, Toronto, Ontario, Canada.

(2003) "Sex-Typing of Leisure Activities," *ACR*, Toronto, Ontario, Canada.

(2003) "E-Dating," *AMS*, Current Research in Marketing Doctoral Programs, Washington, D.C.

(2002) "Who's the Boss: Dating in the Workplace," *Atlantic Marketing Association*, Annual Conference, Savannah, GA.

## **TEACHING**

### **Foundation**

I aim to spark students' interests in marketing, and sustain those interests by developing their knowledge of marketing processes and theories along with the latest applications. I seek to add synergy by sharing my current research with them. I also aim to prepare my students professionally.

### **Teaching Evaluations**

in progress, Fall 10, MBA 715 Section 1  
in progress, Fall 10, MKT 423 Section 1  
4.212 (of 5), Spring 10, MKT 301 Section 2  
4.036 (of 5) Spring 10, MKT 301 Section 6  
4.518 (of 5), Fall 09, MKT 301 Section 2  
3.438 (of 5), Fall 09, MKT 423 Section 1  
4.208 (of 5), Spring 09, MKT 301 Section 1  
4.634 (of 5), Spring 09, MKT 301Section 2  
4.273 (of 5), Fall 08, MKT 301Section 1  
4.163 (of 5), Fall 08, MKT 301Section 2  
4.558 (of 5), Spring 08, MKT 301Section 1  
4.442 (of 5), Spring 08, MKT 301Section 2  
4.653 (of 5), Fall 07, MKT 301Section 1  
4.655 (of 5), Fall 07, MKT 301Section 2

### **Teaching Experience**

I, 559 Students Taught, as of Spring 2010 (720 students taught at UNLV)

Courses Taught (at University of Georgia and North Georgia prior to Fall 06; at UNLV Fall 06-current):

MBA Marketing Opportunity Analysis (Fall 2010 scheduled)

Marketing Management (Spring 05, Fall 05\*, Spring 06\*, Fall 06\*, Spring 07\*, Summer 07, Fall 07\*, Spring 08\*, Summer 08, Fall 08\*, Spring 09\*, Summer 09, Fall 09, Spring 2010\*, Summer 2010)

Advertising Management (Fall 09, Fall 2010 Scheduled)

Integrated Marketing Communications (Spring 03, Fall 03\*, Spring 04\*, Summer 04, Fall 04\*, Fall 05\*,

International Marketing\*\* (Fall 03\*, Spring 04\*, Fall 04\*, Spring 05\*)

Advanced Marketing Management\*\* (Spring 04\*, Spring 05\*, Spring 06\*)

Special Topics in Marketing\*\*\* (Fall 04, Spring 05, Fall 05, Spring 06)

Marketing Research (Summer 03)

Professional Selling (Summer 04)

\*Taught 2 sections; \*\*Case intensive course; \*\*\*Guided independent research

### **Teaching Development/Workshops**

Strategies for Teaching Large Courses, 2010  
Principles of Marketing Educators Symposium, 2008  
Regents' Academy, 2007

## **SERVICE**

### **To the Profession/Academy:**

#### Offices Held

President, Consumer Behavior Special Interest Group (CBSIG.org), 2006-current  
Board Member, Doctoral Student Special Interest Group (DocSIG.org), 2006-current

Vice President of Research, *American Marketing Association's* DocSIG ("Who Went Where Survey", 2004-06)

#### Editorial Service

Editorial Assistant, *Journal of the Academy of Marketing Science (JAMS)*, 2004-2006

Reviewer (Ad-Hoc), *Journal of Advertising*, 2007-current

Reviewer (Ad-Hoc), *Journal of the Academy of Marketing Science*, 2004-current

Reviewer, *Marketing Management* Textbook by Sheth and Sisodia, 2005

Reviewer for *American Marketing Association*, 2005, 2006

Reviewer for *Society of Marketing Advances*, 2005

#### Events/Symposiums

Symposium Co-Organizer (with Lynn Kahle), *Using Consumer Behavior for Effective Sports Marketing*, Summer AMA, 2008

#### Chair Service

Track Co-Chair (with Diana Haytko), *Academy of Marketing Science*, 2011 (scheduled)

Track Co-Chair (with Anjala Krishen), *Academy of Marketing Science*, 2010

Track Chair, *American Marketing Association Winter Educators' Conference*, 2008

Track Co-Chair (with Marla Royne), *Society for Marketing Advances*, 2008

Session Co-Chair (with Bettina Cornwell), *American Marketing Association Summer Educators' Conference*, 2009

Session Co-Chair (with Maureen Bourassa) and Discussant, *American Marketing Association Summer Educators' Conference*, 2007

Session Co-Chair (with Jule Gassenheimer), *American Marketing Association Winter Educators' Conference*, 2006

Session Co-Chair (with Elten Briggs), *American Marketing Association Summer Educators' Conference*, 2005

#### Discussant

Discussant, *American Marketing Association*, 2009

Discussant, *American Marketing Association*, 2006  
Discussant, *Academy of Marketing Science*, 2005

### **To Students and the University:**

#### University Service

Corporate Challenge Tennis, 2007, 2008, 2009 (University Liaison)  
Graduate Faculty Member 2006-current

#### College & Department Committee Service

College of Business Website Committee Member (College Wide Committee),  
2008-current  
Standards Committee, 2009-current

#### Marketing Department Committee Service

Faculty Search Committee Member, 2006, 2007, 2009

#### Graduate Student Committees

Committee Member, Ally Lee, Spring 2006  
Committee Member, Min Sook Kim, Fall 2006

#### Undergraduate Student Advising

Faculty Co-Advisor, *American Marketing Association N.GA Student Chapter*,  
2003-2006

### **To the Community and Businesses:**

#### Volunteer Work & Donated Research

*Junior League of Las Vegas*. Active in volunteering for education in the Las Vegas community; special events committee (2007), provisional training chair-elect (2008), provisional training chair (2009-2010); 2006-current (jllv.org)

*Andre Agassi Foundation*. Advocate for increased investment and accountability in public schools (agassifoundation.org); silent auction committee, 2008, 2009

*Various Businesses and Non-Profit Organizations*. Supervision of donated original marketing plans for approx. 35 clients (corporate and non-profit organizations) in Atlanta surrounding communities with senior marketing students, 2004-2006

*Bassett Hound Rescue Organization of Georgia*. Supervised marketing research for this nonprofit, 2004

*Coca-Cola Company*, Helped manage triangle taste tests among plastic, aluminum, and glass, 2002

## **PROFESSIONAL EXPERIENCE & DEVELOPMENT**

#### Honors and Awards

UNLV College of Business Researcher of the Year Award, 2009

UNLV Department of Marketing, Research Award, 2009

Faculty Career Services Impact Award (University Wide), 2004, 2005, 2006

INFORMS Doctoral Consortium, Emory University, 2005  
University of Georgia Comer Research Award, 2002-2003  
Full Academic Scholarship, University of Georgia 1997-2000

#### Internship

Congressman Jon Linder (GA-7), Washington D.C. Office, Summer 2000

#### Professional Experience & Consulting

*Lexus Las Vegas Tennis Open*. Conducting on-site field research to measure event marketing effectiveness, 2010 (scheduled)

*Petit Le Mans*. Completed on-site field research to measure fan base and sponsorship impact, 2008-current

*Suzuki Superbike Showdown*. Completed on-site field research to measure fan base and sponsorship impact, 2008-current

*Tour de Georgia*. On-site field research to assess economic impact of pro events on the state and sponsors, 2004-2008

*Naylor, Inc.*, Completed geo-demographic and lifestyle segmentation and competitor analyses in the grocery industry, 2002

#### Professional Certifications

Claritas Demographic Market Research

#### Memberships

*American Marketing Association* (National Chapter since 2003, Las Vegas Professional Chapter since 2006); *Association for Consumer*

*Research* (since 2004), *Academy of Marketing Science* (since 2004); *Society for Consumer Psychology* (since 2006)