

**Dr. Jeffrey Michael Campbell**  
Curriculum Vitae

University of South Carolina  
College of Hospitality, Retail and Sport Management  
Department of Retailing, Close-Hipp Room 718  
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**EDUCATION**

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Ph.D.	Retail, Hospitality, & Tourism, University of Tennessee, Knoxville	2011
M.B.A.	Business Administration, University of Texas at Arlington	2005
B.S.	Business Administration, Valparaiso University	1991

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**EXPERIENCE**

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2020 -	University of South Carolina Department Chairperson, Department of Retailing
2017 -	University of South Carolina, Associate Professor, Department of Retailing
2017	University of Aruba, Visiting Faculty, Department of Hospitality and Tourism
2011 – 2016	University of South Carolina, Assistant Professor, Department of Retailing
2008 – 2011	University of Tennessee, Knoxville, Graduate Assistant, Department of Retail

**Educational Courses Taught:**

RCS 310:	Retail Buying (Undergraduate - University of Tennessee)
RCS 495:	Advanced Buying & Planning (Undergraduate – University of Tennessee)
RETL 351:	Small Business Organization & Operation (Undergraduate- USC)
RETL 366:	Retail Buying (Undergraduate – USC)
RETL 425:	Retail Shopper Analysis (Undergraduate - USC)
RETL 472:	Category Management (Undergraduate – USC)
RETL 487:	Retail Management Strategies (Capstone Undergraduate - USC)
RETL 495:	Retailing Internship (Undergraduate – USC)
RETL 562:	Advanced Merchandise Management Strategies (Graduate - USC)
RETL 798:	Directed Study in Retailing (Graduate – USC)
HRSM 788:	Applied Research in Hospitality, Retail, and Sport Management (Graduate - USC)
PSY 1005:	Psychology (Undergraduate – University of Aruba)
FTS 2510:	International Management (Undergraduate – University of Aruba)

**Academic Appointments, Recognition, & Awards:**

2024-2025:	Pipeline for Academic Leaders Fellow, University of South Carolina
2023:	American Collegiate Retailing Association (ACRA) Executive Board Appointment (Vice President)
2022:	Western Michigan University Food Marketing Advisory Board Fellow
2021:	Top 3 paper award for EuroCHRIE 2021 Conference
2021:	Researcher of the Year, Department of Retailing, Finalist for College of HRSM
2021:	Editorial Advisory Board Appointment, <i>International Journal of Retail &amp; Distribution Management</i>

- 2019: Faculty Fellow Appointment, Center for Mega-Event Research & Education, University of South Carolina (CMERE)
- 2018: American Collegiate Retailing Association (ACRA) Executive Board Appointment – Development Officer
- 2017: Higher Education Advisory Board Appointment, Category Management Association
- 2015: Editorial Review Board Member Appointment, *Journal of International Food and Agribusiness Marketing*
- 2015: Best Conference Paper, *American Marketing Association/American Collegiate Retailing Association Triennial Conference*
- 2015: Researcher of the Year, Department of Retailing, Finalist for College of HRSM
- 2014: Mortar Board Excellence in Teaching Award - University of South Carolina
- 2014: Teacher of the Year Department of Retailing
- 2013: Teacher of the Year Department of Retailing
- 2012: Featured Scholar (May), USC Office for the Vice President of Research
- 2012: Best Conference Paper, *International Food Marketing Research Symposium*
- 2011-2010: Awarded Ida A. Anders and Helen Sharp Hakala Academic Scholarships, University of Tennessee
- 2009: Inducted into Omicron Delta Kappa Honor Society, University of Tennessee
- 2009: Inducted into Phi Kappa Phi Honor Society, University of Tennessee

### **Refereed Publications:**

- Park, J., Ha, S., **Campbell, J.M.** (2024, submitted). E-grocery on demand: Consumer Characteristics, barriers, and resistance. *The International Review of Retail, Distribution, and Consumer Research*.
- Zwanka, R., Wandel, K., **Campbell, J.** (2023). Cannabidiol (CBD) & The Confused Consumer: How a Lack of Leadership and Education is Stunting CBD Growth. *Journal of Business Management and Change*. Spring 2023, 21(1), 73-82.
- Campbell, J.M.**, Kubickova, M. (2023). Governmental support for agritourism engagement by SMEs: A resource-based view of Honduras. *Journal of International Food & Agribusiness Marketing*. <https://doi.org/10.1080/08974438.2023.2213228>
- Kubickova, M., **Campbell, J.M.** (2021). Revisiting the relationship between destination quality and satisfaction: Evidence from developing economy. *Anatolia*, 1-14.
- Campbell, J.M.**, Kubickova, M. (2020). Agritourism microbusinesses within a developing country economy: A resource-based view. *Journal of Destination Marketing & Management*, 17, 100460. <https://doi.org/10.1016/j.jdmm.2020.100460>
- Sox, C.B., Sox, M.M., **Campbell, J.M.** (2020). Giving Light to Mega-Event Planning: Residents' Perceptions on Total Eclipse Weekend. *International Journal of Event and Festival Management*, 11(2), 203-221.

- Kubickova, M., **Campbell, J.M.** (2020). The role of government in agro-tourism development: A top-down bottom-up approach. *Current Issues in Tourism*, 23(5), 587-604.
- Rosenbaum, M.S., Ramirez, G.C., **Campbell, J.**, Klaus, P. (2019). The product is me: Hyper-personalized consumer goods as unconventional luxury. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2019.05.017>.
- Sox, C., **Campbell, J.M.** (2018). Virtually Impossible: Assessing factors for technology acceptance within the meeting environment. *Event Management*, 22(4), 655-670.
- Park, J., **Campbell, J.M.** (2018). U.S. small business's philanthropic contribution to local community: Stakeholder salience and social identity perspectives. *Journal of Nonprofit & Public Sector Marketing*, 30(3), 317-342.
- Campbell, J.M.**, Bickle, M. (2017). Bridging the gap between Millennial consumers, social media, and agricultural branding programs: A qualitative assessment. *Journal of International Food & Agribusiness Marketing*, 29(4), 346-365.
- Rosenbaum, M., Contreras Ramirez, G., Edwards, K., Kim, J., **Campbell, J.M.**, Bickle, M. (2017). The digitization of health care retailing. *Journal of Research in Interactive Marketing*, 11(4), 432-446.
- Campbell, J.M.**, Park, J. (2017). Extending the resource-based view: Effects of strategic orientation toward community on small business performance. *Journal of Retailing and Consumer Services*, 34, 302-308.
- Park, J., **Campbell, J.M.** (2017). SMEs' corporate citizenship: Collectivism, market orientation and reciprocity. *Journal of Small Business & Entrepreneurship*, 29(2), 120-139.
- Sox, C. B., Kline, S. F., Crews, T. B., Strick, S. K., **Campbell, J. M.** (2017). Virtual and Hybrid Meetings: Gaining Generational Insight from Industry Experts. *International Journal of Hospitality & Tourism Administration*, 18(2), 133-170.
- Sox, C. B., Kline, S. F., Crews, T. B., Strick, S. K., & **Campbell, J. M.** (2017). Virtual and Hybrid Meetings: A Mixed Research Synthesis of 2002-2012 Research. *Journal of Hospitality & Tourism Research*, 41(8), 945-984.
- Sox, C., **Campbell, J.**, Kline, S., Strick, S., Crews, T. (2016). Technology use within meetings: A generational perspective. *Journal of Hospitality and Tourism Technology*, 7(2), 158-181.
- Campbell, J.M.**, Fairhurst, A. (2016). Reducing the intention-to-behaviour gap for locally produced foods purchasing: The role of store, trust, and price. *International Journal of Retail & Distribution Management*, 44(5), 508-523.
- Remar, D., **Campbell, J.**, DiPietro, R.B. (2016). The Impact of Local Food Marketing on Purchase Decision and Willingness to Pay in a Foodservice Setting. *Journal of Foodservice Business Research*, 19(1), 89-108.

- Campbell, J.M.,** Park J. (2016). Internal and external resources of competitive advantage for small business success: Validation across family ownership. *International Journal of Entrepreneurship and Small Business*, 27(4), 505-524.
- Campbell, J.M.,** Martinelli, E., Fairhurst, A. (2015). Italian and U.S. Consumers of Local Foods: An Exploratory Assessment of Invariance. *Journal of International Consumer Marketing*, 27(4), 280-294.
- Campbell, J.** (2014). Cooperate or compete: The relationship of strategic orientation and firm performance for farmers' market vendors. *Journal of Small Business & Entrepreneurship*, 27(1), 27-42.
- Campbell, J. M.** DiPietro, R. B. (2014). Sign of the times: Testing consumer response to local food signage within a casual dining restaurant. *Journal of Retailing and Consumer Services*, 21(5), 812-823.
- Campbell, J.,** DiPietro, R. B., Remar, D. (2014). Local foods in a university setting: Price consciousness, product involvement, price/quality inference and consumer's willingness-to-pay. *International Journal of Hospitality Management*, 42, 39-49.
- DiPietro, R. B., **Campbell, J.** (2014). The influence of servicescape and local food attributes on pleasure and revisit intention in an upscale-casual dining restaurant. *FIU Hospitality Review*, 31(4), Article 1.
- Campbell, J.M.,** Fairhurst, A. (2014). Billion dollar baby: Local foods and U.S. grocery. *Journal of Food Products Marketing*, 20(3), 215-228.
- Campbell, J.M.** (2013). Muy local: Differentiating Hispanic and Caucasian shoppers of locally produced foods in US grocery. *Journal of Retailing and Consumer Services*, 20(3), 325-333.
- Campbell, J.** (2013). Antecedents to purchase intentions for Hispanic consumers: a 'local' perspective. *The International Review of Retail, Distribution, and Consumer Research*, 23(4), 440-455.
- Campbell, J.M.,** Line, N., Runyan, R., Swinney, J. (2011). The moderating effect of family ownership on firm performance: An examination of entrepreneurial orientation and social capital. *Journal of Small Business Strategy*, 21(2), 27-45.
- Campbell, J.,** Pfaffenberg, C., Costello, C. (2010). Local food utilization: A winner for the environment and the restaurant. *Review of Management Innovation and Creativity*, 3(5), 54-67.

**Refereed Conference Manuscripts:**

**Campbell, J.M.,** Kubickova, M. (2021). Antecedents to engagement in agritourism for small and medium-sized enterprises (SMEs): The role of governmental support. *International Tourism and Retail Service Management (TRMC) Conference*, October 12-13.

Kubickova, M., **Campbell, J.** (2021). Hoteliers' attitude toward government support for tourism development: The case of developing economy. *EuroCHRIE2021*, Aalborg, Denmark, September 27-30.

Rosenbaum, M.S., Ramirez, G.C., **Campbell, J.,** Klaus, P. (2019). The Product is Me: Hyperpersonalized Consumer Goods as Unconventional Luxury. *American Marketing Association Summer Educators' Conference*, Chicago, IL, August 9-11.

Kubickova, M., **Campbell, J.M.** (2017). Development of agritourism in Honduras: The role of government. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Baltimore, MD, July 26-28.

**Campbell, J.M.,** Bickle, M. (2017). Bridging the gap between Millennial consumers, social media, and state agricultural branding programs: A qualitative assessment. *International Food Marketing Research Symposium (IFMRS)*, Dubrovnik, Croatia, June 15-16.

**Campbell, J.M.,** Bickle, M. (2017). 'State' of mind: Analyzing millennial response to rural agricultural programs. *American Marketing Association/American Collegiate Retailing Association (ACRA) Conference*, Minneapolis, MN, March 29 – April 01.

**Campbell, J.M.,** Park, J. (2015). Extending the resource-based view: Effects of strategic orientation toward community on small business performance. *American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) Triennial Retail Conference*, Miami, FL, March 4-7.

**Campbell, J.M.,** Martinelli, E., Fairhurst, A. (2014). Italian and U.S. Consumers of Local Foods: An Exploratory Assessment of Invariance. *International Food Marketing Research Symposium*, Aarhus, Denmark, June 19-20.

**Campbell, J.M.,** Martinelli, E., Fairhurst, A. (2014). Slow food, fast acceptance? Locally produced foods, sustainable retailing, and the impact on U.S. and Italian consumers. *American Collegiate Retailing Association (ACRA) Conference*, Dallas, TX, March 26-29.

**Campbell, J. M.,** Fairhurst, A. (2012). Billion dollar baby: Local foods & U.S. grocery. *International Food Marketing Research Symposium*, Philadelphia, PA, June 20-21.

**Campbell, J. M.,** Fairhurst, A. (2012). To buy or not to buy? Exploring gender differences in locally produced foods shopping. *American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) Triennial Retail Conference*, Seattle, WA, April 18-21.

**Campbell, J.,** Line, N., Runyan, R., Swinney, J. (2011). The moderating effect of family-ownership on firm performance: An examination of entrepreneurial orientation and social capital. *United States Association for Small Business and Entrepreneurship*, Hilton Head Island, SC, January 13-16.

**Campbell, J.,** Fairhurst, A. (2010). Establishing a channel-value framework for purchasing locally produced foods. *American Collegiate Retailing Association (ACRA) Conference*, Orlando, FL, June 23.

**Campbell, J.** (2009). Using strategy and structure to become “Penney” wise. *Academy of Marketing Science and American Collegiate Retailing Association (AMS/ACRA) Conference*, New Orleans, LA, September 30 – October 03.

### **Refereed Conference Abstracts:**

Lang, M. Larmann, P., **Campbell, J.M.** (2024). Are Premium Private Labels Worth the Cost for Retailers? International Food Marketing Research Symposium, Tromsø, Norway, June 18-20.

Zondag, M., Zwanka, R., **Campbell, J.** (2024). ReGenAI for FMCG Marketing: A Conceptual Model for Using Regenerative Artificial Intelligence to Create Context, User, and Time-Aware Individualized Shopping Guidance. American Collegiate Retailing Association Retail Conference, Kalamazoo, Michigan, March 27-29.

Park, J., Ha, S., **Campbell, J.** (2024). Grocery On-Demand? Not for Me! American Collegiate Retailing Association Retail Conference, Kalamazoo, Michigan, March 27-29.

**Campbell, J.M.,** Zwanka, R. (2023). Controversial Consumerism: An Extension of the Theory of Reasoned Action on Behavioral Outcomes. International Food Marketing Research Symposium, Prague, Czech Republic, June 13-15.

**Campbell, J.M.,** Zwanka, R. (2023). Controversial Consumerism: The role of risk, knowledge, and trust and the relationship to performance outcomes. American Collegiate Retailing Association Conference, Virtual, March 16-18, 2023.

Zwanka, R., **Campbell, J.M.** (2022). Cannabis consumer paths: Cannabidiol (CBD) and Tetrahydrocannabidiol (THC) preferences and usage. American Collegiate Retailing Association Retail Conference, New Orleans, Louisiana, March 03-05.

Zwanka, R., **Campbell, J.M.** (2020). A clear path: Exploratory interview results with cannabidiol (CBD) retailers addressing knowledge, trend, and category segmentation research opportunities. American Collegiate Retailing Association Virtual Conference, March 25-27.

**Campbell, J.M.,** Zwanka, R. (2019). The green mile: A path to marketing research on cannabidiol (CBD). International Tourism and Retail Service Management (TRMC) Conference, Tianjin, China, October 27-28.

**Campbell, J.M.,** Kubickova, M. (2018). The role of business and structural resources on community success within the agritourism domain. International Food Marketing Research Symposium, Bournemouth, England, June 13-14.

Kubickova, M., **Campbell, J.M.** (2017). The relationship between expectations, satisfaction, revisit intentions and WOM within the agro-tourism domain: The case of a developing economy. 4<sup>th</sup> World Research Summit for Tourism and Hospitality, Orlando, Florida, December 8-11.

**Campbell, J.M.,** Fairhurst, A. (2016). Assessing intentions and behavior for local foods purchasing: The role of store atmospherics. American Collegiate Retailing Association Retail Conference, New York/New Jersey, April 13-16.

Martinelli, E., **Campbell, J.M.,** Fairhurst, A. (2014). Predicting the intention to buy locally produced food: The role of attitudes and store atmosphere. European Marketing Academy (EMAC) 43<sup>rd</sup> Annual Conference, Valencia, Spain, June 3-6.

### **Final Reports:**

**Campbell, J.M.,** Park, J., Anderson, L. (2020). Creating a bridge between specialty crop farms and e-commerce. South Carolina Department of Agriculture & USDA.

**Campbell, J.M.** (2017). Leveraging Social Media to Augment *Certified South Carolina*<sup>TM</sup> by Millennial consumers. South Carolina Department of Agriculture & USDA.

Kubickova, M., **Campbell, J.M.** (2017). Development of sustainable agro-tourism strategy in Honduras: The case of cocoa plantations. Presented to Government of Honduras.

### **Grant Awards:**

Kwon, J., LeHew, M., DiPietro, R., **Campbell, J.** (2021). Advancing Environmental Sustainability Knowledge And Skills Of The FANH Sciences Work-force In Hospitality And Retail Industries. USDA National Institute of Food and Agriculture Challenge Grant, \$300,000 awarded.

**Campbell, J.M.,** Zwanka, R. (2020). Controversial consumerism: Understanding factors and tradeoffs within the purchase process. \$2,898 awarded from the College of Hospitality, Retail, and Sport Management Seed Grant.

**Campbell, J.M.,** Park, J., Anderson, L. (2018). Creating a bridge between specialty crop farms and e-commerce. USDA & South Carolina Department of Agriculture Specialty Crop Block Grant, \$47,210 awarded.

Ballouli, K., **Campbell, J.M.,** Harrill, R. (2016). Analysis of sales and marketing efforts related to gift shop operations at Patriots Point. Patriots Point Maritime Museum, \$22,000 awarded.

Kubickova, M., **Campbell, J. M.** (2016). Development of sustainable agro-tourism strategy in Honduras: The case of cocoa plantations. \$8,500 awarded from the College of Hospitality, Retail, and Sport Management Interdisciplinary Grant.

**Campbell, J.M.,** London, A. (2015). Leveraging Social Media to Augment Certified South Carolina<sup>TM</sup> by Millennial consumers. USDA Federal State Marketing Improvement Program, \$55,814 awarded.

**Campbell, J.M.** (2014). College of HRSM International Travel Grant Award. \$1,500 awarded.

**Campbell, J.M.**, Brosdahl, D. (2012). Down on the farm: A systems approach to understanding and reducing barriers between retailers and small SC farms. \$18,650 awarded from the USC Office of the Provost Social Sciences Competitive Grant.

### **External Commercial Funding:**

**Campbell, J.M. (2024).** The Prosper Foundation. \$120,000 gift-in-kind award for Prosper Foundation InsightCenter™.

**Campbell, J.M. (2024).** BlueYonder. \$646,875.20 gift-in-kind award for classroom software.

Rosenbaum, M., **Campbell, J.M.**, Burnsed, A. (2017). JDA Software, Inc., \$6,252,000 gift in-kind awarded for software and development materials to teach JDA platforms.

**Campbell, J.M.** (2014 - 2015). Walgreens, Inc. \$12,000 gift in-kind awarded for student case-study competition.

**Campbell, J.M.** (2012 – 2014). Kohl’s, Inc. \$4,000 gift in-kind awarded for student case-study competition.

### **Selected Industry Presentations:**

**Campbell, J.**, Watson, M. (2023, September 07). Marketing for the Holidays. Cayce/West Columbia Chamber of Commerce “Local Learn Series”.

**Campbell, J.M.**, D’Angelo, S., Graham, P., & Taylor, M. (2022, Oct 19<sup>th</sup>). Industry Panel. TRMC Conference (Virtual). University of South Carolina.

**Campbell, J.M.**, Zwanka, R., Maturo, R. (2020, August 13). CBD and THC: Capitalizing on the Cannabis Crossroads. Webinar for the National Grocers Association NGA Show.

**Campbell, J.M.**, Park, J. (2019, March 07). Creating a bridge between specialty crop farms and e-commerce. Workshop for South Carolina Specialty Crop Farms. Phillips Market Center, West Columbia, South Carolina.

Strunk, D., Jones, R., **Campbell, J.M.** (2019, February 26). How to successfully recruit millennials & gen z talent on college campuses. Presentation for Breakout Session at 2019 Category Management Annual Conference. Las Vegas, Nevada.

Rosenbaum, M.S., **Campbell, J.M.**, Burnsed, A., Tracey, S., Simpson, L., Gross, N., Meck, K. (2018, May 07). Preparing the next generation of supply chain professionals. Presented at JDA Focus 2018, Orlando, Florida.



**Campbell, J.M.** (2017, July 11). Leveraging Social Media to Augment Certified South Carolina™ by Millennial consumers. Presented to South Carolina Department of Agriculture. Columbia, South Carolina.

**Campbell, J.M.** (2014, January 18). Understanding and reducing barriers between retailers and local growers/producers. Presented at South Carolina Watermelon Association Annual Convention. Columbia, South Carolina.

**Campbell, J.M.** (2013, January 11). Retail Strategies to broaden your sales base. Presented at Southeast Regional Fruit & Vegetable Conference, Savannah, Georgia.

**Campbell, J.M.** (2012, November 27). Local foods marketing and research: An academic approach. Presented at 27th Annual Vegetable & Fruit Expo (Carolinas). Myrtle Beach, South Carolina.

**Campbell, J.M., Benjamin, S.** (2012, November 07). Strategic profiling of South Carolina farmers' market vendors. Presented at South Carolina Department of Agriculture Market Managers Annual Workshop. West Columbia, South Carolina.

### **Selected Media Citations:**

Sharpe, A. (2024, February 08). How does Trader Joe's choose new locations? Here's what analysts say. The Post and Courier. [https://www.postandcourier.com/news/trader-joes-mount-pleasant-new-store/article\\_4d125956-c11c-11ee-9b9b-abcaa3c5e9e2.html](https://www.postandcourier.com/news/trader-joes-mount-pleasant-new-store/article_4d125956-c11c-11ee-9b9b-abcaa3c5e9e2.html)

Gossai, S. (2023, November 19). Forever 21 & Shein Might Pull in Profits, But Their Business Models Are Incompatible in the Long-Term. MarketScale.com. [https://marketscale.com/industries/retail/retail-fashion-strategy/?ctb\\_post=1](https://marketscale.com/industries/retail/retail-fashion-strategy/?ctb_post=1)

Cota, K. (2023, January 26). Village at Sandhill looks to be finding its footing after years of unmet potential. The State. <https://www.msn.com/en-us/money/realestate/village-at-sandhill-looks-to-be-finding-its-footing-after-years-of-unmet-potential/ar-AA16OsB3>

Karacostas, C. (2022, June 24). Will Myrtle Beach ever get a Trader Joe's or Whole Foods? Experts say maybe. The Sun News. <https://www.myrtlebeachonline.com/news/business/tourism/article258558788.html>

Wise, W. (2021). Rewarding workers to get COVID-19 shots makes good business sense, leaders says. Postandcourier.com. [https://www.postandcourier.com/business/rewarding-workers-to-get-covid-19-shots-makes-good-business-sense-leaders-says/article\\_8af1e748-5b42-11eb-a454-bb957bdbc410.html](https://www.postandcourier.com/business/rewarding-workers-to-get-covid-19-shots-makes-good-business-sense-leaders-says/article_8af1e748-5b42-11eb-a454-bb957bdbc410.html)

Davis, A.L. (2020). Here's how COVID-19 is transforming Black Friday in Upstate SC. Greenvilleonline.com. <https://www.greenvilleonline.com/story/news/local/2020/11/25/how-covid-19-transforming-black-friday-upstate-sc-store-hours/6248821002/>

Holdridge, S. (2020, Nov 24). Safe holiday shopping during the pandemic. Columbia, SC. WLTX News 9.

Cuddihy, M. (2020, Oct 13). Deals and steals. Columbia, SC: WIS News 10.

Horn, C. (2020). Attention Shoppers! Covid-19 and the retail sector. University of South Carolina Research/Fall 2020 Breakthrough.  
[https://www.sc.edu/uofsc/posts/2020/10/covid\\_and\\_retailing.php#.X6vrnmhKguU](https://www.sc.edu/uofsc/posts/2020/10/covid_and_retailing.php#.X6vrnmhKguU)

Ellis, M. (2020). Texas-sized, Texas-based Buc-ee's plan to build in Anderson could cost taxpayers millions. <https://www.independentmail.com/story/news/2020/09/23/texas-sized-gas-station-buc-ees-has-plan-come-anderson-sc/5756143002/>

Davis, A.L. (2020). Food Lion announces plan to purchase BI-LO, Harveys stores. Greenvilleonline.com. <https://www.greenvilleonline.com/story/news/local/2020/06/03/food-lion-acquires-bi-lo-harvey-supermarkets-carolinas/3134582001/>

Holdman, J. (2019). Shelves emptying as Kmart has last Black Friday in SC, closes for good. Postandcourier.com. [https://www.postandcourier.com/business/shelves-emptying-as-kmart-has-last-black-friday-in-sc/article\\_f5be0054-1096-11ea-8fce-2352b2d296f7.html](https://www.postandcourier.com/business/shelves-emptying-as-kmart-has-last-black-friday-in-sc/article_f5be0054-1096-11ea-8fce-2352b2d296f7.html)

Blake, A. (2018). A golden age for coffee in Columbia. Free-times.com. [https://www.free-times.com/food/a-golden-age-for-coffee-in-columbia/article\\_89d7f0ce-cbfb-11e8-a164-cf81e3cdf8dd.html](https://www.free-times.com/food/a-golden-age-for-coffee-in-columbia/article_89d7f0ce-cbfb-11e8-a164-cf81e3cdf8dd.html)

Bennett, D. (2018). General merchandising made easy. Convenience Store Decisions. <https://cstoredecisions.com/2018/10/08/general-merchandising-made-easy/>

Stevenson, E. (2018). Competition grows for midlands grocery shoppers. Columbia Business Monthly. <http://www.columbiabusinessmonthly.com/2018/09/05/179815/competition-grows-for-midlands-grocery-shoppers>

Fox, Z. (2017). Grocery stores look for edge amid growing competition. GoUpstate.com. <https://www.goupstate.com/news/20170707/grocery-stores-look-for-edge-amid-growing-competition>

### **UofSC References:**

Horn, C. (2020). Attention Shoppers! Covid-19 and the retail sector. Breakthrough: University of South Carolina Research Magazine Fall 2020.

### **Seminars & Workshops**

**Campbell, J.M., & Watson, M.** (2023, September 07). Holiday Retailing in 2023: Obstacles and Opportunities. Workshop for the Greater Cayce West Columbia Chamber of Commerce in West Columbia, SC.

**Campbell, J.M., & Watson, M.** (2022, March 03). *An Apple a Day: Enriching the Student Educational Experience through Integrative Learning Opportunities*. American Collegiate Retailing Association Conference, New Orleans, L.A., March 03-05.

**Campbell, J.M.** (2012, February 10). Locally produced food purchasing through retail grocery channels: Customer and store environment attributes. Arnold School of Public Health Seminar keynote speaker. Center for Research in Nutrition and Health Disparities - University of South Carolina, Columbia, SC. <http://nutritioncenter.sph.sc.edu/seminars.shtml>.

### **Supervision of Student Research:**

Remar, Daniel (2015). The Effects of Environmental Consciousness and Menu Information on Consumers' Perceptions of Restaurant Image and Purchase Behavior Related to Local Foods. – *Ph.D. Dissertation Committee Member*

Sox, Carole (2014). Virtual and Hybrid Meetings: A Three Generational Perspective. – *Ph.D. Dissertation Committee Member*

Sheth, Sradha (2013). Social media, a new revolution in the field of marketing: The effect of information sharing, entertainment, emotional connection and peer pressure on the attitude towards the brand and in turn the purchase intentions from the brand. – *Master's Thesis Committee Member*

Glovinski, Paige (2012). Turning customer feedback into commitment: The effects of customer product involvement on satisfaction, emotional connectivity, brand loyalty, and word-of-mouth behavior. – *Master's Thesis Committee Member*

### **Committees Served:**

College of HRSM – HTMT Department Chair Search (2023-2024).

College of HRSM – Doctoral Education Working Group (2023-2024).

Department of Retailing – Chair of Department Assessment Committee (2019)

Department of Retailing – Chair of Internship Director Committee (2018)

Department of HRTM Faculty Search Committee (2017)

College of HRSM - Event Management Minor Curriculum Development Committee (2017)

College of HRSM Alumni Relations (2017 - 2019)

College of HRSM – Chair of Faculty Research and Grants Committee (2017-2019)

College of HRSM – Director of Corporate Engagement Search Committee (2017)

Department of HRTM Faculty Search Committee (2016)  
Carolina Judicial Council Faculty Member (2016 - current)  
College of HRSM Faculty Research and Grants Committee (2015-2017)  
Department of Retailing Staff Search Committee (2015)  
USC/College of HRSM Dean's Search Committee (2014-2015)  
College of HRSM Student Scholarship Committee (2013-2014)  
Department of Retailing Faculty Search Committee (2011-2012 and 2013)  
College of HRSM Scholastic Standards and Petitions Committee (2012-2015)  
USC Office of Provost Social Sciences Grant Review Committee (2012-2014)

### **Journal & Conference Manuscript Reviews**

*Journal of Food Products Marketing* Manuscript Reviewer (2024)  
*Journal of Food Products Marketing* Manuscript Reviewer (2023)  
*Journal of International Food & Agribusiness Marketing* Manuscript Reviewer (2020)  
*International Journal of Retail & Distribution Management* Manuscript Reviewer (2020)  
*International Journal of Retail & Distribution Management* Manuscript Reviewer (2019)  
*Journal of International Food & Agribusiness Marketing* Manuscript Reviewer (2019)  
*International Journal of Hospitality Management* Manuscript Reviewer (2018)  
*International Journal of Retail & Distribution Management* Manuscript Reviewer (2018)  
*Journal of Retailing & Consumer Services* Manuscript Reviewer (2018)  
*International Journal of Retail & Distribution Management* Manuscript Reviewer (2016)  
*Tourism Analysis: An Interdisciplinary Journal* Manuscript Reviewer (2016)  
American Collegiate Retailing Association (ACRA) Conference Manuscript Reviewer (2016)  
*International Journal of Contemporary Hospitality Management* Manuscript Reviewer (2015)  
International Food Products Marketing Research Symposium Manuscript Reviewer (2015)  
*Journal of Marketing Management* Manuscript Reviewer (2015)

American Marketing Association & American Collegiate Retailing Association (AMA/ACRA) Triennial Conference Manuscript Reviewer (2015)

*Journal of Hospitality Marketing & Management* Manuscript Reviewer (2014)

*International Journal of Retail & Distribution Management* Manuscript Reviewer (2014)

*Journal of Food Products Marketing* Manuscript Reviewer (2014)

Australian and New Zealand Marketing Educators (ANZMAC) Conference Manuscript Reviewer (2014)

American Collegiate Retailing Association (ACRA) Conference Manuscript Reviewer (2014)

*Journal of Business Research* Manuscript Reviewer (2013)

*Journal of Small Business and Entrepreneurship* Manuscript Reviewer (2013)

*Journal of Retailing & Consumer Services* Manuscript Reviewer (2012)

American Marketing Association & American Collegiate Retailing Association (AMA/ACRA) Triennial Conference Manuscript Reviewer (2012)

### **Other Professional Service**

External Reviewer for Tenure & Promotion Oregon State University (2024)

Guest Editor – International Journal of Retail & Distribution Management (ACRA 2020 Conference)

Guest Editor – International Journal of Retail & Distribution Management (ACRA 2019 Conference)

External Reviewer for Tenure & Promotion Siena College (2019)

Editorial Assistant – International Journal of Retail & Distribution Management (2018 - current)

Student Project Evaluator – International Food Marketing Research Symposium (2018)

External Reviewer for Tenure & Promotion Oklahoma State University (2017)

Session Presider (4.1 Store Atmospherics) – American Collegiate Retailing Association (ACRA) Annual Conference (2016)

Track Chair - American Collegiate Retailing Association (ACRA) Annual Conference (2013)

### **Selected Professional Development Workshops & Certifications:**

Pipeline for Academic Leaders Fellow – University of South Carolina (2024-2025)

Diversity, Equity, and Inclusion in the Workplace Certification - University of South Florida (2021)

Category Management Knowledge Group online training for Category Management Association Certification (2019)

WIX Website Platform Certification (2018)

Retail Fundamentals Online Course Certificate – Dartmouth College edX (2018)

Omnichannel Strategy and Management Online Course Certificate – Dartmouth College edX (2018)

JDA Space Planner Level 1 Online Certification (2018)

JDA Allocation Strategic Concepts Online Certification (2018)

JDA Intactix Strategic Concepts Online (2018)

JDA Planogram Generator Online (2018)

IBM Data Science Central – Powerful, Flexible, and Accessible Code-free Data Science (IBM SPSS Modeler) – User Webinar (2017)

GLO-BUS Strategy Simulation - Instructor Webinar (2014)

Effective Online Instruction Course – University of South Carolina (2014)

Workshop on use of Structural Equation Modeling (SEM) and Factor Analysis for research - College of Hospitality, Retail, and Sport Management, University of South Carolina (2013)

Turning Point Clicker Technology Training Workshop, Office of Information Technology, University of Tennessee (2010)

Campus Course Management System (Blackboard) Online Workshop (CMS 110), University of Tennessee (2009)

Best Practices in Teaching Program, Graduate School, University of Tennessee (2008)

### **Relevant Industry Experience:**

*JCPenney, Inc. (2000-2008)*

Senior Merchandise Allocator, Replenishment Analyst, Merchandise Planner and Senior Store Planner. Managed multi-million-dollar product categories, planned sales and merchandise forecasts for over 1,000 retail stores, controlled basic replenishment systems, projected profitability numbers using historical models and business trends, and improved overall profitability of company through improved merchandise inventory management plans.

*Gadzooks, Inc. (1995-2000)*

Assistant Store Manager and Senior Inventory Control Analyst. Increased sales in store through improved customer service practices, planned new store openings, reduced inventory shrinkage through review of systematic errors, completed inventory counts for over 400 retail stores,

audited warehouse shipments to ensure accuracy, created new loss prevention practices to reduce overall inventory shrink, reconciled year-end financial numbers.

*Rockwell Window Company (1993-1995)*

Human Resources Manager for window manufacturing company. Duties included administration of all H.R. functions including hiring, training, employee development and evaluation, handbook creation, benefits administration, updating and maintaining plant safety standards, and assist in payroll.

*Naval Air Warfare Center, Aircraft Division Indianapolis (1990 – 1993)*

Purchasing Agent and Contracting Officer. As civilian employee of facility, purchased items used to run facility and support Department of Defense programs. Worked with engineers on program specifications to ensure correct parts and materials were appropriately sourced and procured. Created government purchase contracts for various prioritized naval programs including the hardware, services, and software associated with the programs.

**Current Professional Memberships & Affiliations:**

Journal of Food Products Marketing Editorial Board

American Collegiate Retailing Association Executive Board

International Journal of Retail & Distribution Management Editorial Review Board Member

*Journal of International Food & Agribusiness Marketing* Editorial Review Board Member

Institute of Food Products Marketing Board of Advisors

University of South Carolina Arnold School of Public Health Affiliated Scholar

Farm Bureau Member - Lexington County South Carolina