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Dr. Stafford is the immediate past editor of the Journal of Advertising, the leading journal in the advertising discipline. She has published numerous articles in prominent journals such as the Journal of Retailing, Journal of Advertising, Journal of Advertising Research, Decision Sciences, Journal of Business Research, International Journal of Logistics Management, International Journal of Production Economics, International Journal of Physical Distribution and Logistics Management, International Journal of Electronic Commerce, and others. In 2008, she was recognized as the leading publisher in the top advertising journals. In 2009, she received the university-wide Distinguished Research in Social Sciences and Business Award. She is co-recipient of the Award for Best Article in the Journal of Advertising for 2002. She received a Suzanne Downs Palmer Professorship in 2005 and the First Tennessee Professorship in 2011. Dr. Stafford is co-editor of the book, Advertising, Promotion and New Media, (2005) Sharpe Publishing.

Dr. Stafford is a member of the Senior Advisory Board of the Journal of Advertising a member of the Editorial Review Board of several journals including the Journal of Current Issues and Research in Advertising, Journal of Advertising Research and the Journal of Interactive Advertising.