

SUSANA JARAMILLO

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 • The University of Memphis
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EDUCATION

Doctor of Philosophy, Marketing Dissertation: “ <i>Understanding the Role of Self-Conscious Emotions on Service Encounters</i> ” University of Alabama	August 2016 – December 2020 Tuscaloosa, United States
Master of Science in Marketing University of Alabama	August 2015 – May 2016 Tuscaloosa, United States
Master of Science in Administration Thesis: “ <i>Greetings in Service Encounters: Characterization from the Cultural Knowledge of Users and Providers</i> ” Universidad EAFIT	July 2012 - 2015 Medellín, Colombia
Specialization in Marketing / Post-graduate studies Universidad EAFIT	July 2009 - December 2009 Medellín, Colombia
Bachelor of Business Administration Concentration in Marketing Universidad EAFIT	January 2004 - June 2009 Medellín, Colombia

INTERESTS

Research Interests: Service Encounters, Service Recovery, Transformative Services, Emotions in Consumer-Employee Interactions.

Teaching Interests: Marketing Research, Consumer Behavior, Service Marketing/Management, Principles of Marketing, and International Marketing.

RESEARCH

Publications

- (1) Lindsay-Hall, Kristina K., **Susana Jaramillo**, Thomas L. Baker, and Julian Arnold (2020), “Authenticity, Rapport, and Interactional Justice in Frontline Service: The Moderating Role of Need for Uniqueness.” *Journal of Services Marketing*. doi:10.1108/JSM-11-2019-0434
- (2) Lindsey-Hall, Kristina K., **Susana Jaramillo**, Thomas L. Baker, and Daniel Bachrach (2023), “An Examination of Frontline Employee-Customer Incidental Similarities in Service Failure and Recovery Contexts.” *Psychology and Marketing*. doi: <https://doi.org/10.1002/mar.21809>.

Manuscript under Review

- (1) **Jaramillo, Susana**, George Deitz, John D. Hansen, and Emin Babakus, “Taking the Measure of NPS: An Assessment of Construct and Predictive Validity.”

- This paper is under review in the *International Journal of Market Research*.

In Preparation for Submission

- (1) **Jaramillo, Susana**, Thomas L. Baker, and Christine Ringler. It is my Fault! The mediating effect of guilt and embarrassment on the relationship between customers' self-attributed failures and service outcomes.
 - This paper is being prepared for submission to the *Journal of Service Research*.

Research in Progress

- (1) Lindsey-Hall, Kristina K., **Susana Jaramillo**, Melanie Lorenz, and Patrick Fennell. *A Study of Customers' Perceived Profiling Experiences as Service Failures*.
 - Targeted Journal: *Journal of Service Research*.
- (2) **Jaramillo, Susana**, Kristina K. Lindsey-Hall, and Della Garner. *Effect of Virtual Agency Type on Customer's Self-Enhancement Behaviors*.
 - Targeted Journal: *Journal of Service Research*.
- (3) **Jaramillo, Susana**, Christian Barney, and Nicole Boylan. *Keep Quiet: The Effect of Voice-Assisted Self-Checkouts on Customer's Shopping Experience of Embarrassing Products*.
 - Targeted Journal: *Journal of Retailing*.
- (4) Lindsey-Hall, Kristina K., Patrick Fennell, Melanie Lorenz, **Susana Jaramillo**, and Mick Andzulis. *The Impact of Customer Deviance on Firm Policies and Employee Perceptions*.
 - Targeted Journal: *Journal of the Academy of Marketing Science*.
- (5) Ceballos, Lina M., Ana M. Ortega, Luis Torres, and **Susana Jaramillo**, "User Acceptance of Information Technology Systems as Driver of Innovation in the Colombian Fashion Industry."
 - The first wave of data was collected in June 2019. The second wave of data was collected in fall 2019. Targeted Journal: *International Journal of Innovation Science*.

Other Research Experience

- (1) **Jaramillo, Susana**, and Carlos-Mario Uribe-Saldarriaga (2016), "Greetings in Service Encounters: Characterization from the Cultural Knowledge of Users and Providers." (Master Thesis)
 - Master Thesis.
- (2) Special Project: "Database of Colombian Emotional Speech: Anger in Call Centers" (2013-2014).
 - Role: Researcher. Responsibilities: Research including moderated focus groups designed to measure the response to and recognition of recorded voices with specified emotional content.

Conference & Colloquiums Presentations

- (1) Jha Subhash, Sathyaprakash Balaji, and **Susana Jaramillo** (2023, June). *Interfaces with Organizations and Well-being at the Base of the Pyramid: The Interaction of Autonomy and Civic Virtue*. Paper accepted to be presented at 28th Frontiers in Service Annual Conference, Maastricht, the Netherlands.
- (2) **Jaramillo, Susana**, Murong Miao, and Yi Peng (2023, February). *The Moderating Roles of Leader-Member Exchange and Coworker Exchange in Shaping the Relationship between Envy and Employee Behaviors at*

Work. Paper accepted to be presented American Marketing Association (AMA) Winter Academic Conference, Nashville, Tennessee.

- (3) **Jaramillo, Susana**, Della Garner and Kristina K. Lindsey-Hall, and Casey Waldsmith (2022, November). *A Service Rep. vs. a Chatbot: Effects of virtual agency type on customers' deceitful intentions*. Paper presented at the 59th Society for Marketing Advances (SMA) Annual Conference, Charlotte, South Carolina.
- (4) Teng, Wang, Murong Miao, **Susana Jaramillo**, and Yi Peng (2022, November). *The Moderating Roles of Leader-Member Exchange and Coworker Exchange in Shaping the Relationship between Envy and Employee Behaviors at Work*. Paper presented at the 59th Society for Marketing Advances (SMA) Annual Conference, Charlotte, South Carolina.
- (5) **Jaramillo, Susana**, Kristina K. Lindsey-Hall, and Della Garner (2022, June). *The Effect of Virtual Agency Type on Customers' Deceitful Behaviors*. Paper presented at the 28th Frontiers in Service Annual Conference, Wellesley, Massachusetts.
- (6) **Jaramillo, Susana**, Thomas L. Baker, and Christine Ringler (2022, February). *It is my Fault! The mediating effect of guilt on the relationship between customers' self-attributed failures and service outcomes s*. Paper presented at the Organizational Frontline Research Symposium (OFR), Las Vegas, Nevada.
- (7) **Jaramillo, Susana**, and Thomas L. Baker (2021, July). *It is my Fault! The mediating effect of guilt on the relationship between customers' self-attributed failures and service outcomes*. Paper presented at the 27th Frontiers in Service Annual Conference. Online Conference (Due to COVID-19)
- (8) Lindsey-Hall, Kristina K., **Susana Jaramillo**, Thomas L. Baker, and Daniel Bachrach (2021, March). *An Examination of Frontline Employee-Customer Incidental Similarities, Rapport, and Perceived Authenticity in a Service Failure and Recovery Context*. Paper presented at the MSCM's Spring 2021 Research Colloquia Series, Memphis, Tennessee.
- (9) Ceballos, Lina M., Ana M. Ortega, Luis Torres, and **Susana Jaramillo** (2020, December). *User Acceptance of Information Technology Systems as a Driver of Innovation in the Colombian Fashion Industry: Structured Abstract*. Paper presented at the 2020 Academy of Marketing Science (AMS) Annual Conference, Online Conference (Due to COVID-19).
- (10) **Jaramillo, Susana**, Thomas L. Baker, and Christine Ringler (2020, October). *It is my Fault! The mediating effect of guilt and embarrassment on the relationship between customers' self-attributed failures and service outcomes*. Paper presented at the MSCM's Fall 2020 Research Colloquia Series, Memphis, Tennessee.
- (11) **Jaramillo, Susana**, Thomas L. Baker, Yi Peng (2019, November). *Examining the Role of Self-Conscious Emotions on the Relationship between Self-Attributed Service Failures and Service Outcomes*. Paper presented at the 57th Society for Marketing Advances (SMA) Annual Conference, New Orleans, Louisiana
- (12) Peng, Yi, Stanford Westjohn, **Susana Jaramillo** (2019, November). *Influence of Coping Strategies on the Effects of Consumer Animosity*. Paper presented at the 57th Society for Marketing Advances (SMA) Annual Conference, New Orleans, Louisiana
- (13) **Jaramillo, Susana**, Thomas L. Baker, Yi Peng (2018, October -November). *The Unpleasant Feeling of Being Envid and the Pleasure of Pride*. Paper presented at the 56th Society for Marketing Advances (SMA) Annual Conference, West Palm Beach, Florida.

- (14) **Jaramillo, Susana**, Thomas L. Baker, and Brett Christenson (2018, September). *Understanding and Overcoming Social Anxiety in Service Encounters*. Paper presented at the 25th Frontiers in Service Annual Conference, Austin, Texas.
- (15) **Jaramillo, Susana**, Thomas L. Baker, and Kristina Lindsey Hall (2018, February). *Impact of Anticipatory Regret in Action and Inaction Behaviors and Service Evaluation*. Paper presented at the American Marketing Association (AMA) Winter Academic Conference, New Orleans, Louisiana.
- (16) **Jaramillo, Susana**, Thomas L. Baker, and Brett Christenson (2018, February). *Understanding and Overcoming Social Anxiety in Service Encounters*. Paper presented at the 11th Annual Southeast Marketing Symposium (SMS), Tuscaloosa, Alabama.
- (17) **Jaramillo, Susana**, Thomas L. Baker, and Kristina Lindsey Hall (2017, November). *Impact of Anticipatory Regret in Action and Inaction Behaviors and Service Evaluation*. Paper presented at the 55th Society for Marketing Advances (SMA) Annual Conference, Louisville, Kentucky.
- (18) **Jaramillo, Susana**, Brett Christenson, and Thomas L. Baker (2017, June). *Social Anxiety in Service Encounters: Mediating Effects of Reduced Social Discomfort During Service Encounters*. Poster session presented at the 24th Frontiers in Service Annual Conference, New York City, New York.
- **Noted as Best poster presentation award.**

Forthcoming Conference Presentations

- (1) **Jaramillo, Susana**, and Christian Barney (2023, November). *The Effect of Visual vs. Voice Anthropomorphism on Customer Satisfaction with Retail Technology*. Paper submitted to be presented at the 59th Society for Marketing Advances (SMA) Annual Conference, Fort Worth, Texas.

Other Presentations

- (1) **Jaramillo, Susana** (2022, November 11th). Research Lighting Talks. *Institute for Intelligent Systems*. The University of Memphis. Memphis, Tennessee.

Other Publications

- (1) Rojas de Francisco, Laura, Maria C. Mejía, **Susana Jaramillo**, María J. Gaviria, Paula A. Hinestroza, Anyi L. Rincon, Daniela Gómez, and Alejandro Marin (2022). Market Study Findings and Methodology. In M. Moscoso, S. Arboleda, A. Ángel, & V. Bernal Castillo (Eds.). *Infrastructure for Active Mobility and Gender: A Methodological Guide* (pp. 68 - 91). Despacio.
https://www.researchgate.net/publication/363067160_Market_study_findings_and_methodology

GRANTS AND FUNDING

- (1) Subhash Jha (P.I.), and **Susana Jaramillo** (Co-P.I.). *Education Program to Reduce Distracted Driving Among Shelby County Adolescents*. Project funded by Tennessee Highway Safety Office (THSO). Amount Awarded: \$77,108.40. Period of Grant Award: October 2022 -2023.
- (2) **Susana Jaramillo** (P.I.), and Subhash Jha (Co-P.I.). *Supporting Data Collection Process for Designing an Education Program to Reduce Distracted Driving Among Shelby County Adolescents*. Project funded by Communities of Research Scholars (CoRS). Amount Awarded: \$2,500. Period of Funding Award: November 2022 - June 2023.

TEACHING AND MENTORING EXPERIENCE

*Undergraduate courses taught***University of Memphis.** *Memphis, Tennessee.*

Fall 2022	34 students / 2 sections
<u>Marketing Research*</u>	[Evaluation Average: 4.47 /5.0]
Spring 2022	36 students / 2 sections
<u>Marketing Research*</u>	[Evaluation Average: 4.00 /5.0]
Fall 2021	34 students / 2 sections
<u>Marketing Research*</u>	[Evaluation Average: 4.59 /5.0]
Spring 2021	37 students / 2 sections
<u>Marketing Research*</u>	[Evaluation Average: 4.49 /5.0]
Fall 2020	42 students / 2 sections
<u>Marketing Research*</u>	[Evaluation Average: 4.19 /5.0]

University of Alabama. *Tuscaloosa, Alabama.*

Spring 2020	110 students / 2 sections
<u>Consumer Behavior</u>	[Evaluation Average: 4.23 /5.0]
Spring 2019	106 students / 2 sections
<u>Consumer Behavior</u>	[Evaluation Average: 4.41 /5.0]

Universidad EAFIT. *Medellín, Colombia.*

Spring 2012 – Spring 2015	403 students / 13 sections
<u>Marketing Thinking / Introduction to Marketing</u>	[Evaluation Average: 4.67 /5.0]
Fall 2009 - Fall 2011	448 students / 13 sections
<u>Marketing Environment / Marketing Strategy (13 sessions)</u>	[Evaluations not available]

* Mean of item: In general, was the instructor an effective teacher.

** Detailed information of the teaching activities provided under request.

Dissertation Committees

- (1) Singh, Priyanka (Dissertation). *Exploring the Impact of Digital Marketing Capability on Shareholders' Response to Strategic Alliance Partnership Announcements*. Department of Marketing and Supply Chain Management, Fogelman School of Business, The University of Memphis. Graduation: Summer 2023. **Role: Committee Member.**
- (2) Tokareva, Svetlana (Dissertation). *How Do Product Recalls Affect Rival Brands? Interorganizational Spillover Effect of a Product Recall on Shareholder Value. Evidence From Food Retailers*. Department of Marketing and Supply Chain Management, Fogelman School of Business, The University of Memphis. Graduation: Summer 2023. **Role: Committee Member.**
- (3) Narcum, Eric C. (Dissertation). *To Brag or Not to Brag: Two Essays on The Effective Promotion of Prosocial Behaviors*. Department of Marketing and Supply Chain Management, Fogelman School of Business, The University of Memphis. Graduation: December 2022. **Role: Committee Member.**

DEPARTAMENTAL/UNIVERSITY SERVICES

University of Memphis. *Memphis, Tennessee.*

Diversity, Equity, and Inclusion College Committee (Committee Member)	2021 – 2023
MSCM Faculty Search Committee (Search: Two Assistant Professors of Marketing)	Fall, 2022

MSCM Faculty Search Committee (Search: An Assistant Professor of Teaching)	Summer, 2022
MSCM Faculty Search Committee (Search: An Assistant Professors of SCM)	Fall, 2021
PhD Comprehensive Exam Committee (Evaluator)	2020 – 2021, 2023

Universidad EAFIT, Medellín, Colombia

Foundation of the Master in Marketing Program (Committee Member)	Jan – Dec, 2011
Foundation of the Undergraduate Marketing Program (Committee Member)	Jan 2009 – Dec, 2010

PROFESSIONAL SERVICES AND MEMBERSHIPS

Leadership in Professional Associations

Retail and Pricing Special Interest Group of the AMA (RAPSIG)	Summer 2022 - Present
Role: VP Communications, Member	

Memberships

American Marketing Association (AMA)	2018
Society for Marketing Advances (SMA)	2016
Academy of Marketing Science (AMS)	2020
Association for Consumer Research (ACR)	2020

Session Chair

56th SMA Annual Conference, West Palm Beach, Florida.	October 31-November 3rd, 2018
11th Southeast Marketing Symposium (SMS), Tuscaloosa, Alabama.	February 15-17th, 2018
24th Annual Frontiers in Service Conference, New York City.	June 22-25th, 2017

Conference Reviewer

2023 AMA Winter Academic Conference, Nashville, Tennessee.	February 10-12th, 2023
2020 AMA Winter Academic Conference, San Diego, California.	February 14-16th, 2020
57th SMA Annual Conference, New Orleans, Louisiana.	November 6-9th 2019
47th AMS Annual Conference, Vancouver, Canada.	May 29-31st, 2019
56th SMA Annual Conference, West Palm Beach, Florida.	October 31-November 3rd, 2018
55th SMA Annual Conference, Louisville, Kentucky.	November 7-11th, 2017

SCHOLARSHIPS/AWARDS

Undergraduate Scholarship	Medellín, Colombia
Sponsor: Universidad EAFIT	January 2004 – June 2009
Program: Bachelor of Business Administration	
Full tuition scholarship for eleven semesters (The program was 5.5 years long).	

CONFERENCES, SYMPOSIUMS AND DOCTORAL CONSORTIUM ATTENDED

Consortiums

Society for Marketing Advances (SMA). West Palm Beach, Florida.	October 31-November 3rd, 2018.
AMA SERVSIG at Frontiers in Service Annual Conference. Austin, Texas.	September 5-6th, 2018.
AMA SERVSIG at Frontiers in Service Annual Conference. New York City.	June 22-23rd, 2017.

Conferences & Symposiums (Attendee)

29th Frontiers in Service Annual Conference. *Maastricht, Netherlands*. June 15-18th, 2023.
 Southeast Marketing Symposium (SMS). *Knoxville, Tennessee*. April 13-15th, 2023.
 American Marketing Association (AMA). *Nashville, Tennessee*. February 10-12th, 2023.
 Organizational Frontline Research Symposium (OFR). *Nashville, Tennessee*. February 09-10th, 2023.
 59th Society for Marketing Advances (SMA). *South Carolina, Charlotte*. November 2-5th, 2022.
 28th Frontiers in Service Annual Conference. *Wellesley, Massachusetts*. June 24-26th, 2022.
 Southeast Marketing Symposium (SMS). *Athens, Georgia*. March 31-April 2nd, 2022.
 Organizational Frontline Research Symposium (OFR). *Las Vegas, Nevada*. February 17-18th, 2022.
 27th Frontiers in Service Annual Conference. *Philadelphia, Pennsylvania*. July 9-10th, 2021. (Online).
 Southeast Marketing Symposium (SMS). *Oxford, Mississippi*. April 8-9th, 2021. (Online).
 Association for Consumer Research (ACR). *Paris, France*. October 1-4th, 2020. (Online).
 57th Society for Marketing Advances (SMA). *New Orleans, Louisiana*. November 6-9th, 2019.
 Southeast Marketing Symposium (SMS). *Memphis, Tennessee*. February 7-9th, 2019.
 56th Society for Marketing Advances (SMA). *West Palm Beach*. October 31-November 3rd, 2018.
 25th Frontiers in Service Annual Conference. *Austin, Texas*. September 5-6th, 2018.
 American Marketing Association (AMA). *New Orleans, Louisiana*. February 23-25th, 2018.
 Southeast Marketing Symposium (SMS). *Tuscaloosa, Alabama*. February 15-17th, 2018.
 55th Society for Marketing Advances (SMA). *Louisville, Kentucky*. November 7-11th, 2017.
 24th Frontiers in Service Annual Conference. *New York City*. June 22-23th, 2017.
 Southeast Marketing Symposium (SMS). *Lexington, Kentucky*. April 6-8th, 2017.
 54th Society for Marketing Advances (SMA). *Atlanta, Georgia*. November 2-5th, 2016.

Forthcoming Conferences & Symposiums (Attendee)

59th Society for Marketing Advances (SMA). *Fort Worth, Texas*. November 8-11th, 2023.

Leadership Roundtables

Graduate Scholar Roundtable: Enhancing Customer Experience at the Intersection of the Virtual and Physical World. Department of Human Sciences, College of Education and Human Ecology, The Ohio State University. *Columbus, Ohio*. May 12-14th, 2023.

Conferences & Symposiums (Invited Speaker/Presenter)

VII International Week of Management, Accounting and Auditing, *Quito, Ecuador*. April 2014.
 Hosted by Pontificia Universidad Católica del Ecuador. Presentation Title: A Return to the Humanization of Services.

PROFESSIONAL EXPERIENCE

ACADEMIC POSITIONS

The University of Memphis Assistant Professor	Memphis, Tennessee August 2020 – Present
Universidad EAFIT Visiting Professor (Summer base) Professor In-training Assistant Professor Auxiliary Professor	Medellín, Colombia June 2021 – June 2026 June 2015 – June 2020 January 2014 – June 2015 January 2010 – December 2013

Adjunct Professor

July 2009 – December 2009

ADMINISTRATIVE POSITIONS

Universidad EAFIT

Medellín, Colombia

Coordinator of the Marketing Fundamentals Courses

January 2013 – June 2015

Coordination of Courses: Marketing Thought (ME0230), Marketing Environment (ME0104), Marketing Mix (ME0171), Fundamentals of Marketing (ME0216) and Marketing (ME0215)

- Updated and improved curricula.
- Selected teaching staff for Marketing Fundamentals courses.
- Coordinated teaching assistants for the marketing fundamentals courses.
- Advised students and supported adjunct professors.

Coordinator of the Marketing Concentration

July 2012 – June 2015

Coordination of courses offered to the following undergraduate programs: Business Administration, International Business, Psychology, Product Design Engineering, Finance and Accounting

- Advised students and supported adjunct professors.
- Logistic programming of the academic staff (days, hours, classrooms).

Head of the Undergraduate Marketing Program

January 2012 – June 2012

- Facilitated the creation of the marketing undergraduate students committee.
- Planned and offered conferences for the undergraduate marketing students.
- Advised undergraduate marketing students and prospective students.
- Coordinated admission processes (interviews, readmissions, joint degree, transferences and scholarly exchanges).
- Programmed the academic staff of the undergraduate marketing program.

Administrative Assistant

July 2009 – December 2009

Co-founder of the Undergraduate Marketing Program

- Collaborated in the curricular design.
- Conceived the pedagogical foundations of the program.
- Identified the potential demand of students.
- Researched national and international offering of undergraduate marketing programs.
- Helped on the writing of the document sent to the Ministry of Education for approval.

COMMUNITY SERVICE & OTHER LEADERSHIP ACTIVITIES

St. Jude Memphis Marathon Weekend

Role: Volunteer

Memphis, United States

December 3rd, 2022

Tide-Together

Mentoring program for traditional unrepresented students in graduate programs.

Role: Mentee

Tuscaloosa, United States

Fall 2016 – 2017

Graduate Student Association

Role: Departmental Representative

Tuscaloosa, United States

Fall 2015 – Fall 2019

Social Venture Competition

New York University (NYU)

Finalist team with the project: Optimista

New York, United States

October 2014 – May 2015

Role: Team Member