

ALEX B. PRATT

Department of Marketing • Fogelman College of Business and Economics • University of Memphis
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EMPLOYMENT

Assistant Professor 2023 - Present
Department of Marketing
Fogelman College of Business and Economics
University of Memphis

Clinical Assistant Professor 2020 - 2023
Department of Marketing
Mays Business School
Texas A&M University

EDUCATION

The University of Alabama 2020
Doctor of Philosophy in Marketing

The University of Alabama, Tuscaloosa, AL 2016
Masters of Science in Marketing

Union University, Jackson, TN 2015
Bachelor of Science in Business Administration

RESEARCH

RESEARCH INTERESTS

Consumer-Based Strategy: My research utilizes psychology theory to explain the effectiveness of marketing strategies in influencing customer evaluations of experiences and overall perceptions of their relationships with firms. Specific areas of interest include customer experience management, digital marketing strategy, sales-service interface, morality, and retailing strategy.

JOURNAL ARTICLES

Hochstein, Bryan, Clay M. Voorhees, **Alexander B. Pratt**, Deva Rangarajan, Duane Nagel, and Vijay Mehrotra, "Customer Success Management, Customer Health, and Retention in B2B Industries," conditionally accepted, at the *International Journal of Research in Marketing*.

Pratt, Alexander B., Stacey G. Robinson, Clay M. Voorhees, Feng Wang, and Michael Giebelhausen, “Unintended Effects of Price Promotions: Forgoing Competitors’ Price Promotions Strengthens Incumbent Brand Loyalty,” *Journal of the Academy of Marketing Science* 51, 1143-1164.

Hochstein, Bryan, Willy Bolander, Brett Christenson, **Alexander B. Pratt**, and Kristy E. Reynolds, “An Informedness Based Investigation of Frontline Interactions with Traditional, Expert, and Pseudo-Expert Consumers,” *Journal of Retailing* 97 (3), 336-346.

MANUSCRIPTS UNDER REVISION

Pratt, Alexander B., Clay M. Voorhees, Stacey G. Robinson, and Bryan Hochstein, “Cash is King: An Investigation into Payment Form on Retail Negotiations and Customer Loyalty,” second review requested, at the *Journal of Retailing*.

WORK IN PROGRESS

“The Impact of Mobile Phone Battery Levels on In-store Purchase Behavior,” (with Stacey G. Robinson)

Status: Five studies complete

Target: *Journal of Consumer Research* (To be submitted Fall 2023)

“How Mannequin Size Impacts Purchasing Behavior Through Perceived Morality,” (with Clay M. Voorhees)

Status: Five studies complete, data collection still in progress

Target: *Journal of Consumer Research* (To be submitted Fall 2023)

“The Role of Morality in Brand Impression Formation (with Ray Charles Howard)

Status: Two studies complete, data collection still in progress

Target: *Journal of Marketing Research* (To be submitted Spring 2024)

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Pratt, Alex B., Clay M. Voorhees, Stacey G. Robinson, and Michael Giebelhausen “Cash is King: An Investigation into Payment Form on Retail Negotiations and Customer Loyalty,” *2021 Winter AMA, Digital Conference*.

Pratt, Alex B., Clay M. Voorhees, Stacey G. Robinson, and Michael Giebelhausen “When Price Promotions from Competitors Strengthen Current Brand Relationships,” *2019 Southeast Marketing Symposium*, Memphis, TN.

Hochstein, Bryan, **Alex B. Pratt**, Benjamin Britton, and Willy Bolander “Face-to-Face Frontline Value Delivery: Knowledge Brokers and Consumer Informedness,” *2019 National Conference in Sales Management*, Jacksonville, FL.

- **Winner - Best Competitive Research Paper**

Pratt, Alex B., Clay M. Voorhees, Stacey G. Robinson, and Michael Giebelhausen “Don’t Show Me the Money: The Paradoxical Consequences of Financial Incentives in Services,” 2018 *Frontiers in Services Conference Proceedings*, Austin, TX.

TEACHING

TEACHING INTERESTS

My teaching interests include (but are not limited to) the following Undergraduate and Masters level courses: Digital Marketing, Consumer Behavior, Marketing Research, Marketing Strategy, Introduction to Marketing, Services Marketing, Project Management and Retailing

TEACHING EXPERIENCE

Assistant Professor Fall 2023 - Present
Department of Marketing, Fogelman College of Business and Economics
University of Memphis, Memphis TN

Clinical Assistant Professor Fall 2020 – Spring 2023
Department of Marketing, Mays Business School
Texas A&M University, College Station TX

Instructor Fall 2018 – Spring 2020
Department of Marketing, Culverhouse College of Business
The University of Alabama, Tuscaloosa, AL
- *2019 AMA Chapter Award for Best Doctoral Student Instructor*

Teaching Assistant Fall 2016 – Spring 2020
Department of Marketing, Culverhouse College of Business
The University of Alabama, Tuscaloosa, AL

COURSES TAUGHT

Texas A&M University

Consumer Behavior

Semesters Taught:

Fall 2022

Section 1 (34 Students) – 4.94 / 5.00 (Overall Quality of Instructor)

Section 2 (36 Students) – 4.75 / 5.00 (Overall Quality of Instructor)

Summer 2022

Section 1 (10 Students) – 5.00 / 5.00 (Overall Quality of Instructor)

Summer 2021

Section 1 (11 Students) – 5.00 / 5.00 (Overall Quality of Instructor)

Spring 2021

Section 1 (40 Students) – 5.00 / 5.00 (Overall Quality of Instructor)

Section 2 (41 Students) – 4.87 / 5.00 (Overall Quality of Instructor)

Section 2 (24 Students) – 5.00 / 5.00 (Overall Quality of Instructor)

Fall 2020

Section 1 (10 Students) – 4.00 / 5.00 (Overall Quality of Instructor)

Section 2 (20 Students) – 4.91 / 5.00 (Overall Quality of Instructor)

Innovations in RetailingSemesters Taught:**Spring 2023**

Section 1 (23 Students) – 4.88 / 5.00 (Overall Quality of Instructor)

Section 2 (15 Students) – 5.00 / 5.00 (Overall Quality of Instructor)

Fall 2022

Section 1 (35 Students) – 4.86 / 5.00 (Overall Quality of Instructor)

Spring 2022

Section 1 (32 Students) – 4.91 / 5.00 (Overall Quality of Instructor)

Section 2 (32 Students) – 4.89 / 5.00 (Overall Quality of Instructor)

Fall 2021

Section 1 (31 Students) – 4.56 / 5.00 (Overall Quality of Instructor)

Section 2 (31 Students) – 4.75 / 5.00 (Overall Quality of Instructor)

Spring 2021

Section 1 (48 Students) – 4.69 / 5.00 (Overall Quality of Instructor)

Fall 2020

Section 1 (31 Students) – 4.75 / 5.00 (Overall Quality of Instructor)

Marketing ResearchSemesters Taught:**Spring 2022**

Section 1 (32 Students) – 4.92 / 5.00 (Overall Quality of Instructor)

Fall 2021

Section 1 (32 Students) – 4.45 / 5.00 (Overall Quality of Instructor)

Section 2 (32 Students) – 4.91 / 5.00 (Overall Quality of Instructor)

University of Alabama

Capstone Marketing Strategy

Semester Taught:

Spring 2020

Section 1 (8 Students) – 4.67 / 5.00 (Overall Quality of Instructor)

Services Marketing

Semester Taught:

Spring 2020

Section 1 (28 Students) – 4.92 / 5.00 (Overall Quality of Instructor)

Marketing Research

Semesters Taught:

Fall 2019

Section 1 (40 Students) – 4.44 / 5.00 (Overall Quality of Instructor)

Fall 2018

Section 1 (40 Students) – 5.00 / 5.00 (Overall Quality of Instructor)

Section 2 (40 Students) – 4.54 / 5.00 (Overall Quality of Instructor)

COURSES ASSISTED

Principles of Marketing

Responsibilities: Proctoring and grading.

Consumer Behavior

Responsibilities: Guest lectures, grading, proctoring, and management of experiential learning projects.

Marketing Strategy

Responsibilities: Grading for case-based exams and proctoring.

Professional Selling

Responsibilities: Management of experiential learning projects.

SERVICE

INTERNAL SERVICE

Student Retailing Association Primary Advisor

- Acted as a connection between students and corporate partners
- Oversaw approved all budget development activities

International Europe Study Abroad Trip Leader

- Assisted in leading 69 students to Europe for 28 days on a study abroad trip to England, Monaco, and France

Culverhouse Behavioral Lab (TIDE Lab)

- Managed the execution of studies including traditional scenario-based studies, virtual reality studies, and behavioral manipulations
- Assisted in the design, configuration, and purchasing of consumer goods for the Shopper Insights Lab

Southeast Marketing Symposium

- Served as the lead student organizer for 2018 SMS conference

PROCESS Seminar

- Served as the lead student organizer for 2018 PROCESS Seminar delivered by Andrew Hayes

EXTERNAL SERVICE

Editorial Review Boards:

- *Journal of Business Research*

Reviewer: Conferences

- 2019 Southeast Marketing Association Conference, Services Track.

Session Chair:

- 2018 Frontiers in Services Conference
- 2018 Southeast Marketing Symposium
- 2017 Frontiers in Services Conference

PROFESSIONAL AFFILIATIONS

American Marketing Association, 2015 – Present