

Dr. Jeffrey Michael Campbell
Curriculum Vitae

University of South Carolina
College of Hospitality, Retail and Sport Management
Department of Retailing
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EDUCATION

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 (H.R. Concentration)	1991

EXPERIENCE

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

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.

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 425: Retail Shopper Analysis (Undergraduate - USC)
RETL 472: Category Management (Undergraduate – USC)
RETL 487: Retail Management Strategies (Capstone 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 Recognition & Awards:

2019: Faculty Fellow Appointment, Center for Mega-Event Research & Education (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 Finalist, College of HRSM
2014: University of South Carolina Mortar Board Excellence in Teaching Award
2014: Teacher of the Year Department of Retailing
2013: Teacher of the Year Department of Retailing
2012: Featured Scholar, 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:

- 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>.
- Kubickova, M., **Campbell, J.M.** (2018). The role of government in agro-tourism development: A top-down bottom-up approach. *Current Issues in Tourism*. DOI: 10.1080/13683500.2018.1551338
- 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 Ramírez, 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:

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, Aug 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:

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. 4th 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) 43rd Annual Conference, Valencia, Spain, June 3-6.

Final Reports:

Campbell, J.M. (2017). Leveraging Social Media to Augment *Certified South Carolina*TM 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:

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 CarolinaTM 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., Brodahl, 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:

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

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

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 CarolinaTM 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 News Media Cites:

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

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>

Seminars:

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:

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

Department of Retailing Staff Search Committee - Chair (2018)

Department of HRTM Faculty Search Committee (2017)

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

College of HRSM Alumni Relations (2017 - current)

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

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

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:

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

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

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

External Reviewer for Tenure & Promotion – (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:

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)

Current Professional Memberships & Affiliations:

American Marketing Association

American Collegiate Retailing Association Executive Board

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