

KAREN M HOOD, Ph.D.

VITA

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EDUCATION

- Ph.D. Business Administration, University of Tennessee August 2009.
Major: Marketing
Dissertation: Patients as Consumers: The Influence of DTCA and “Becoming Little Doctors”
Dr. David W. Schumann (Chair); Dr. Daniel Flint; Dr. Sarah Gardial; Dr. Denis Arnold
- MBA Professional MBA University of Tennessee, 1999
- B.S. Communications, University of Tennessee, 1990, With Honors
Journalism/Public Relations
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ACADEMIC APPOINTMENTS

- AUGUST 2013 – PRESENT Assistant Professor – Department of Management, Marketing and International Business
Eastern Kentucky University
- AUGUST 2009 – MAY 2013 Assistant Professor – Department of Marketing and Advertising,
University of Arkansas at Little Rock
- JUNE- AUGUST 2013 and 2014 Visiting Assistant Professor,
And MAY – JULY 2012 Visiting Scholar – Department of Marketing
Walton College of Business, University of Arkansas, Fayetteville
- AUG 2004 – JULY 2009 Graduate Teaching Associate - Department of Marketing & Logistics
University of Tennessee, Knoxville, TN
- AUG 2004 – DEC 2006 Managing Director
University of Tennessee Interest Group for the Study of
Marketing Communication in a Diverse Society
- AUG 2003 – JULY 2004 Special Projects Manager - College of Business Dean’s Office
Lecturer, Department of Marketing & Logistics
Lecturer, Department of Speech Communication
University of Tennessee, Knoxville, TN
- AUG 2002- AUG 2003 Interim Associate Director - Global Business Institute
University of Tennessee, Knoxville, TN

RESEARCH

My research focuses on public health issues from a consumer behavior perspective. Using qualitative methods and surveys, the research program seeks to describe consumer experiences, explain and measure decision making processes, attitudes and behaviors of patients as consumers, and develop an understanding of the consumer experience for the purpose of informing effective marketing and health promotion messages.

PUBLICATIONS

Refereed Journal Articles

Hood, K., Robles, M & Hopkins, C. (forthcoming)

Polin, B., Dust, S., & Hood, K. (Co-Author) (2014). In Joe Seltzer (Ed.), *The start of a career: The role of rational value-based decision making in the business student's choice of major*, rank: D. Murrells Inlet, South Carolina: OBTS Teaaching Society for Management Educators. <http://obts.org/>

Hood, K. & Schumann, D. (2007) "The Process and Consequences of Cognitive Filtering of Internet Content: Handling the Glut of Internet Advertising," in Schumann, D.W. and Thorson, E., eds., *Internet Advertising: Theory and Practice*, Lawrence Erlbaum Associates.

Schumann, D. & **Hood, K.** (2007) *Restricting Exposure and Attention within Internet Searches: What Determines Where One Doesn't Go on the Web?* Proceedings of the Society of Consumer Psychology, Las Vegas, NV, February 2007.

RESEARCH UNDER REVIEW

REFEREED CONFERENCE PROCEEDINGS

RESEARCH IN PROGRESS

Hood, K., Said, Q., & Heldenbrand, S. "Pharmacists' views of Prescription Drug Coupons and Co pay cards" Survey study of pharmacists' attitudes toward prescription drug discounts and interactions with consumers. Data Collected and analyzed. Manuscript development, target completion date October 31, 2012.

Hood, K. "Understanding the Patient as Consumer: Mobilizing the Chronic Condition Actor Network." Manuscript development, target submission date December 31, 2012. Journal of Health Communication.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

•Foreman, J., **Hood, K.,** & Grover, A. "Fear and Flow: Climbing the Bugaboos," short film entry *Association for Consumer Research Annual Conference*, Vancouver, BC, Canada (October 6-7, 2012.)

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- **Hood, K.** & Said, Q., "DTC Coupon Culture and the Pharmacist as Intermediary," *Society for Marketing Advances Annual Conference*, Memphis, TN. (November 3, 2011)
- Edmondson, D., Ortinau, D., Cano, C., and **Hood, K.**, "Teaching Marketing Research: Best Practices and Innovative Teaching," Special Session *Society for Marketing Advances Annual Conference*, Memphis, TN. (November 3, 2011).
- Rodie, A., Lane, P., Wiese, N., **Hood, K.**, Marketing Management Association Annual Conference, "Introductory Course Instruction: Where do I start?" *Marketing Management Association*, St. Louis, MO. (September 23, 2011).
- **Hood, K.** & Said, Q., Marketing and Public Policy Conference, "Direct-To-Consumer-Advertising of Prescription Drugs: A cost-benefit analysis from the public health perspective," poster session. American Marketing Association, Washington, DC. (June 3, 2011).
- **Hood, K.**, Academy of Marketing Science Annual Conference, "Patients as Consumers: The right message at the right time matters for consumers with chronic conditions," Academy of Marketing Science, Coral Gables, FL. (May 26, 2011).
- **Hood, K.**, Association for Marketing and Health Care Research Annual Conference, "Consumer Participation in Drug "Takeback" Programs," Steamboat Springs, CO. (February 24, 2011).
- Wayland, J., **Hood, K.**, Davis, E., Flaherty, T., (2010) "The Academic Career Stages in 2010: Insights and Observations," Academy of Marketing Science, Portland Oregon. (May 29, 2010).
- **Hood, K.**, Mantel, S., Arnold, D., Schumann, D., American Academy of Advertising Annual Conference, "DTCA: A Business Ethics Perspective on Current Research," American Academy of Advertising, Cincinnati, OH. (March 2009).
- **Hood, K.**, Academy of Marketing Science Annual Conference, "Consumer Autonomy in Ethical Decision Making," poster session, Vancouver, BC, Canada. (May 28, 2008).
- **Hood, K.**, Schumann, D., Society of Consumer Psychology Annual Conference, "Restricting Exposure and Attention within Internet Searches: What Determines Where One Doesn't Go on the Web?" Society of Consumer Psychology, Las Vegas, NV. (February 2007).

OTHER PRESENTATIONS

Hood, K. "Marketing, Media Literacy and Health Literacy," Health Literacy Think Tank, University of Arkansas for Medical Sciences Center for Rural Health, Little Rock, AR (April 30, 2012)

Hood, K. "Marketing 101 and Social Media," University of Arkansas Division of Agriculture Cooperative Extension Community Development and Public Policy Center planning retreat, (April 18, 2012).

Hood, K., UALR College of Business Faculty Brown Bag, "DTC Coupon Culture and the Pharmacist as Intermediary," UALR College of Business. (November 10, 2011).

ADDITIONAL SCHOLARLY ACTIVITY

- Track Chair, Poster Session, Consumer Culture Theory, 2015
- Track Chair, Policy and Ethics, Society for Marketing Advances, 2014
- Session Chair Society for Marketing Advances, 2013
- Co-Chair, *Association for Marketing and Health Care Research* February 2011-2014
- Ad Hoc Reviewer, *International Journal of Pharmaceutical and Healthcare Marketing*
- Session Chair, *Society for Marketing Advances*, 2012
- Ad Hoc Reviewer, *Society for Marketing Advances* 2010-2012
- Discussant, *Academy of Marketing Science* 2011
- Ad Hoc Reviewer, *Academy of Marketing Science*, 2009
- Ad Hoc Reviewer, *Marketing Management Association*, 2011
- Ad Hoc Reviewer, *Marketing Education Review* Special Issue on Teaching Innovations, 2011
- Ad Hoc Reviewer, *Atlantic Marketing Association* 2010

COURSES TAUGHT

Eastern Kentucky University Richmond, KY (2013-Present) 3/3 course load

Integrated Marketing Communications

Introduction to Advertising

Qualitative Research in Marketing

Personal Selling

Marketing Principles

University of Arkansas at Little Rock *Little Rock, AR (2009- 2013) 3/3/2 course load*

Principles of Marketing (Fall 09, Spring 10, Summer 10, Fall 10, Summer 11, Fall 11, Spring 12, Fall 12, Spring 13)

Introduction to marketing for all business majors, junior and senior level students in both face to face and online formats. Emphasis on the supply chain concept and cultural/consumer behavior aspects of marketing. Taught both online (asynchronous) and face to face versions of the course since Summer 2010. 30-45 students per section.

Principles of Advertising (Summer 10, Fall 10, Spring 11, Summer 11, Fall 11, Spring 13)

Business and mass communications students, junior and senior level, face to face and online formats. Basics of advertising media, culture, messaging and dynamic industry structure.

Introduction to Public Relations (Spring 10, 11, 12 & 13)

Business and mass communications students, junior and senior level, face to face. Students learn the principles of public relations and the four step process through lecture and in class exercises, case studies and individual and team projects. In Spring 2012, this course was introduced as a service learning course, where teams of students worked to develop public relations plans for selected non profit partners in the community.

Advertising Campaigns I (Fall 09, 10, 11 & 12)

Business and mass communications students, junior and senior level, face to face. This project oriented course provides insight into research and development of integrated marketing communications strategies and plans. Students focus on the research process in this module, by working to develop campaigns for real world clients. Clients for this course have included Bing!, The Empress of Little Rock (Bed and Breakfast), Buck Girl (apparel), MyVRV (recreation vehicles and accessories), American Cancer Society Relay for Life, Arkansas Drug Takeback Program, Public Health Service Commissioned Corps and America's Natural Gas Alliance (ANGA). Clients are engaged through the Arkansas Small Business and Technology Development Center and EdVenture Partners, Inc.

Advertising Campaigns II (Spring 10, 11)

This team oriented project-based course focuses on one comprehensive client project from start to finish through the semester. Clients were recruited by the instructor through community contacts and the Arkansas Small Business and Technology Development Center and included Outward Bound Arkansas and Bionet Esthetics.

University of Tennessee *Knoxville, TN (2003-2009)*

Customer Value Research (Fall 08)

Basic marketing research for business majors, covering the market research process, choosing appropriate research methods, qualitative and quantitative approaches, questionnaire development and administration, and data analysis. 30-45 students.

Integrated Marketing Communications (Fall 06, Spring 07, Fall 07, Summer 08)

Project-oriented course delivered in lecture and team project format. Students developed a comprehensive IMC plan for a real world client, starting with research, market segmentation and applying findings to concepts and basic design. Focus on applying unified messages to a variety of IMC tools based on research. 30-45 students.

Marketplace Simulation (Summer and Fall 05, Spring 06, Summer 07)

Business coach for teams of 4-6 students participating in the semester-long Marketplace Simulation (Integrated Business Management). Coached teams as they made decisions on manufacturing, inventory, advertising, logistics, pricing and sales management, and as they competed with other teams in their section to develop the highest performing business according to a set of predetermined metrics.

Principles of Marketing and Supply Chain Management (Fall 03, Spring 04 and Summer 06, 07)

Large lecture course (250-350 students) for non-business majors incorporated real world examples to gain a basic understanding of the principles of marketing and supply chain management, with applications to the disciplines represented in the class (e.g. communications, engineering, retailing, sports management.)

Business and Professional Communication (Fall 03, Spring & Summer 04)

Integrated course in public speaking, writing and presenting. Required for business majors, this course incorporated study of speech communication with application of organizational behavior and persuasion principles to a variety of communication scenarios, with the objective of developing skills required in the business environment. 20-35 students.

Tennessee Institute of Electronics dba Fountainhead College *Knoxville, TN (2002)*

Bachelor of Science in Business program

Principles of Marketing (Fall 2002)

Pellissippi State Technical Community College *Knoxville, TN (2001-2002)*

Principles of Marketing (Fall 2001)

Special Events Marketing (Spring 2002)

ACADEMIC MEMBERSHIPS

- Academy of Marketing Science (2007 – present)
- American Marketing Association (1992-present)
- Society for Consumer Psychology (2007)
- Society for Marketing Advances (Doctoral Consortium Fellow) (2006 – present)

PROFESSIONAL DEVELOPMENT

- UALR Center for Community Engagement Service Learning Academy (2011)
- UALR ATLE (Academy of Teaching and Learning Excellence) various workshops and Shadow and Share program (2009- 2012)
- Lilly Conference on Collegiate Teaching and Learning, University of North Carolina, Greensboro, Greensboro, NC (2010)
- UT College of Business Administration Ph.D. Teaching Workshop. Doctoral seminar on learning theories, teaching methods and techniques, assessing student learning, and understanding best practices for successful teaching. (2005)

SERVICE

Professional

- Rotary District 6150 Public Relations Chairperson (2012-2013)
- Conference Co-Chair, Association for Health Care Marketing and Research (2011- present)
- Health Literacy Think Tank, Arkansas Department of Health/University of Arkansas for Medical Sciences (2011-present)
- Arkansas State Drug Director's Task Force on Prescription Drug Abuse (2010- present)
- West Little Rock Rotary Club Membership Committee (2011-12) Scholarship Committee (2012)
- Create Little Rock Talent Development Committee (2011- present), Community Development Committee (2010-2011)
- Knoxville Chapter of the American Marketing Association Chapter President (2001-2002), VP Chapter Relations (1995-96, 1998-99, 2001-02)

University

- University Library Committee (2010-2013)
- Underwriting Announcer for KLRE/KUAR Public Radio (2009 – present)
- UT Alumna Advisor, Kappa Kappa Gamma Fraternity (Risk Management and Events (2006-2007), Panhellenic (2004-2006), Public Relations (2001-2004), Membership (1992-94)

College

- UALR College of Business Nominating Committee (2010-2013)
- UALR College of Business Dean's Council (2010-2011)
- UT Graduate student representative, Diversity Committee, College of Business (2007-2009)

Department

- UALR Campus Campaign Representative (2011-2012)

INTERNATIONAL EXPERIENCE

- Rotary Group Study Exchange Scholar to District 2440 Turkey (April/May 2001)
- Blount County Sister Cities Organization Program Coordinator (2001-2003)
- FIPSE Grant representative, University of Tennessee (2002-2003)
- UT MBA/ProMBA International Experience Staff in Prague, Czech Republic, 2003&2005

INDUSTRY EXPERIENCE

1994- present	Industrial and Commercial Talent On-camera and Voiceover
2002	Business Development Manager - Laine Communications Knoxville, TN
2000-01	Account Executive - Biggs Gilmore Communications Knoxville, TN & Kalamazoo, MI
1996-2000	Corporate Special Events Director - Proffitt's Department Stores (Saks, Incorporated), Alcoa, TN
1995	Wienermobile Spokesperson (contract) - Kraft Foods (Oscar Mayer), Madison, WI
1993-1995	Regional Director- American Diabetes Association, East Tennessee
1991-1993	Marketing and Public Relations Manager - HG&A Associates, P.C., CPAs, Knoxville, TN
1990-1991	Marketing Coordinator - Marriott Ownership Resorts, Orlando, FL
1988-89	Wienermobile Spokesperson - Oscar Mayer Foods, Madison, WI

Honors and Awards

- 2012 Class One Graduate, Rotary District 6150 Leadership Academy
- 2011 Distinguished Teaching Fellow, UALR Academy for Teaching and Learning Excellence
- 2010-2011 New Rotarian of the Year, West Little Rock Rotary Club
- 2011-12 Rotary International Paul Harris Fellow