

CURRICULUM VITAE

DORCIA E. BOLTON

Assistant Professor of Marketing
College of Business Administration
Auburn University at Montgomery

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BACKGROUND

EDUCATION

D.B.A Cleveland State University, Cleveland, OH <i>*AACSB Accredited</i>	August 2018
M.B.A Florida International University, Miami, FL	April 2010
B.B.A (Hons) University of Technology, Kingston, JA <i>Major: Marketing; Minor: International Business</i>	August 2005

EXPERIENCE

Auburn University at Montgomery (AUM) <i>Assistant Professor of Marketing</i>	August 2018- Present
Cleveland State University (CSU) <i>Graduate Assistant</i>	August 2013-July 2018

SCHOLARLY AND CREATIVE PRODUCTIVITY

PUBLICATIONS

Bolton, Dorcia E., and Sreedhar Madhavaram (2024), "Impact of Customized Price Promotions on Deal Response: The Roles of Functional Impulsivity, Promotion Frame, Emotional Arousal, and Self-Enhancement," *Journal of Marketing Theory and Practice*, 1-22.
Acceptance Rate- 9%; Scopus (6.8); Impact Factor (4.4)

Choi, Jungsil, **Dorcia E. Bolton**, and Marija Crishin (2019), "The Moderating Effect of Temporal Distance on Partitioned vs. Combined Pricing," *Journal of Consumer Marketing*. 36(5), 529-538
Acceptance Rate- 7%; Scopus (5.0); Impact Factor (3.1)

*Appan, Radha, **Dorcia E. Bolton**, and Sreedhar Madhavaram (2017), "Strategy, Decision Making, and Cognition: An Integrative Perspective," *International Journal of Strategic Decision Sciences* 8(3), 78-98.

*: Order of authorship is alphabetical.

Acceptance Rate- 15-20%

CONFERENCE PROCEEDINGS/PRESENTATIONS

Bolton, Dorcia E., and Neleen Piper (2024), Understanding Artificial Intelligence in Relationship Marketing: Uncovering the Bright and Dark Sides. Forthcoming. *Society of Marketing Advances*, Tampa, FL (November).

Bolton, Dorcia E., Sreedhar Madhavaram, and Vishag Badrinarayanan (2023), Should I Stay or Should I Go? The Role of Perceived Organizational Support as A Mediating Mechanism in the Context of Salespeople's Turnover Intentions- *Academy of Marketing Science*, New Orleans, LA (May).

Bolton, Dorcia E., "Do Your Customers Think You Truly Care About Them (2022)? The Role Perceived Organizational Support in Relationship Marketing," *Society of Marketing Advances*, Charlotte, NC (November).

Bolton, Dorcia E., "Understanding Functional Impulsivity and Price Customization" (2021), *The University of Technology, Annual Marketing Seminar, Kingston, JA* (April).

Bolton, Dorcia E. and Sreedhar Madhavaram (2019), "How can Targeted Price Promotion Create Value for Firms in B2C Relationships? A Systematic Review and Research Agenda," *Academy of Marketing Science*, Vancouver, BC, (May).

Madhavaram, Sreedhar, **Dorcia E. Bolton**, and Vishag Badrinarayanan (2019), "Implications of the Developments in Metaphors Research for Marketing Communications: A Review and Research Agenda," *Academy of Marketing Science*, Vancouver, BC, Canada, (May).

Bolton, Dorcia E. and Sreedhar Madhavaram (2018), "Firm Loyalty to Consumers (FLC) and Relationship Marketing: A Conceptual Framework," *Academy of Marketing Science*, New Orleans, (May).

Laverie, Debbie, William Humphrey, and **Dorcia E. Bolton** (2018), "Integrating Customer Journey Mapping and Integrated Marketing Communications for Omnichannel and Digital Marketing," *Academy of Marketing Science*, New Orleans, Louisiana, (May).

Choi, Jungsil, **Dorcia E. Bolton**, and Marija Crishin (2017), "The Moderating Effect of Temporal Construal on Partitioned vs. Combined Pricing," *American Marketing Association*, San Francisco, CA, (August).

Madhavaram, Sreedhar, **Dorcia E. Bolton**, and Vishag Badrinarayanan (2017), “Metaphors and Sales Management: A Review and Research Agenda,” *Academy of Marketing Science*, San Diego, CA, (May).

Bolton, Dorcia E. and Sreedhar Madhavaram (2016), “Exploring the Dark Side of Relationship Marketing: A Systematic Review and Implications,” *Academy of Marketing Science*, Orlando, FL, (May).

Choi, Jungsil, **Dorcia E. Bolton**, and Kevin. Flynn (2014), “The Moderating Effect of Temporal Distance on Partitioned vs. Combined Pricing,” *Association for Consumer Research*, Baltimore, (October), working paper session.

PROFESSIONAL SOCIETY MEMBERSHIP

- Society for Marketing Advances
- Academy of Marketing Science
- American Marketing Association

OTHER SCHOLARLY ACTIVITIES

- **Ad hoc Reviewer 2022- 2023**
 - Academy of Marketing Science- *Fall 2022- Spring 2023*
 - Southern Business Economic Journal *Fall 2022*
 - The Society for Marketing Advances *Fall 2022- Fall 2024*

RESEARCH INTERESTS

Marketing Strategy, Relationship Marketing, Artificial Intelligence, Customization, Personalization, and Sales Management

MANUSCRIPTS UNDER REVIEW

Rashidi-Sabet, Siavash, and **Dorcia E. Bolton** (2024), “Commitment and Trust Theory in the Social Media Age: A Conceptual Framework for Marketing.” *Journal of Marketing Management*. Under 2nd Review.

Leslie-Piper, Neleen, and **Dorcia E. Bolton** (2024), “Understanding Users of Generative AI and AI Chatbots: A Study of Satisfaction and Well-Being of Customers in the Banking and Financial Services Industry,” Under Review. Society for Marketing Advance for the *Journal of Interactive Marketing Special Issue*.

Bolton, Dorcia E., and Sreedhar Madhavaram (2024). “The Impact of FoMO related to the Private-Self in Consumer Responses to Store Cash Loyalty Promotions.” *Academy of Marketing Science Annual Conference*. Under Review,

Bolton, Dorcia E., and Sreedhar Madhavaram (2024), “A Process Model for AI-Enabled Relationship Marketing: Opportunities and Challenges.” *Academy of Marketing Science Annual Conference*. Under Review,

WORKING PAPERS

Bolton, Dorcia E., Sreedhar Madhavaram, and Siavash Rashidi-Sabet (2024), “Exploring the Dark Side of Relationship Marketing: A Systematic Review and Implications,” *Journal of the Academy of Marketing Science*. [Status: Draft being finalized for submission in Fall 2024].

Madhavaram, Sreedhar, **Dorcia E. Bolton**, and Vishag Badrinarayanan (2024), “The Role of Metaphors in and Artificial Intelligence (AI) Enabled Marketing Communications: A Perspective, Retrospective, and a Prospective” *Journal of the Academy of Marketing Science*. [Status: Being readied for submission in Spring 2025].

Bolton, Dorcia E. and Sreedhar Madhavaram (2024), “Achieving Relationship Effectiveness in the Age of Artificial Intelligence: A Systematic Review and Research Agenda,” targeted for the *Journal Business Research*. [Status: Being readied for submission in Spring 2025].

Dorcia E. Bolton (2024), “Double-discounting or FOMO?: “The Affective Consequences of Consumer Reactions to Price Discounts,” targeted for the *Journal Consumer Research*. [Status: Data Collection].

Badrinarayanan, Vishag, Sreedhar Madhavaram, and **Dorcia E. Bolton**, (2024), “Understanding the Role of Passion in Sales Turnover,” targeted to the *Journal of the Personal Selling & Sales Management*. [Status: Data Analysis].

Madhavaram, Sreedhar, **Dorcia E. Bolton**, Vishag Badrinarayanan, and Matthew Belford (2024), “Should I Stay or Should I Go? The Role of Perceived Organizational Support as a Mediating Mechanism in the Purchasing Relationships,” targeted to the *Journal of Supply Chain Management*. [Status: Data collection- 2nd Phase].

Bolton, Dorcia E. and Sreedhar Madhavaram (2024), “Targeted Price Promotion Strategies and Value Creation in B2C Relationships: A Systematic Review and Research Agenda,” targeted for the *Academy of Marketing Science Review*. [Status: Manuscript Preparation].

SPECIAL RECOGNITIONS FOR TEACHING

- Nominated by students for the College of Business Excellence in Teaching award.
- Recognized by the Center for Disability Services for Outstanding Support to Students
- Recognized twice by the AUM Athletic Department for student-nominated faculty appreciation.
- Excellent Graduate Student Teaching Award, 2018, College of Graduate Studies, Cleveland State University

- Doctor of Business Administration Teaching Award, 2017 Monte Ahuja College of Business, Cleveland State University

ACADEMIC SERVICE

- **Advisor, Marketing Club- Auburn University at Montgomery- *September 2018-Present***
 - Lead a productive club with motivated students to learn about marketing and broaden their educational experience.
 - Help students enroll in leading organizations such as the American Marketing Association (AMA).
 - Hold mock interviews and conduct resume workshops with students to prepare them for the work world.
 - Initiated an AMA Chapter at AUM to help the students access the latest marketing trends, scholarship opportunities, and the ability to participate in competitions to enhance their education.
 - Collaborate with other university organizations to improve outreach.
 - Expose members to external opportunities and events, fostering their learning and networking. Students have had the chance to attend and participate in various events and webinars, including the Social Media Seminar, Digital Marketing Seminar, Access & Allies Masterclass Conference, Marketing Science Institute training on new trends in marketing, and the AMA AI training events. These experiences have been crucial in helping students stay updated with the latest marketing trends.
 - Support community and outreach events, such as the Humane Society, Family Sunshine Center, and Mercy House outreach. These events showcase the club's efforts to positively impact students' development beyond the academic domain.
- **Member: COB Undergraduate Assurance of Learning Committee- *Fall 2023-Present***
 - Actively contribute to enhancing AUM's course offerings by developing plans and research projects.
 - Assist in creating rubrics and assessments to ensure alignment with COB requirements and accreditation standards.
 - Contribute to ongoing research on standards to inform committee strategies.
- **Member: COB Outreach/Recruitment Committee- *Fall 2023-Present***
 - Worked with the committee on plans and strategies to increase student enrollment and retention at AUM
 - Actively participated in outreach events to engage with prospective students, teachers, and parents.
- **Member: AUM Faculty Welfare Committee- *Fall 2022- Present***
 - Collaborate with the committee to evaluate avenues for faculty development and welfare.
 - Work with the committee on planning initiatives to deepen the understanding of factors influencing faculty performance and work satisfaction at AUM.

- **Member: Auburn Community Tennis Association. *Fall 2021- Present***
 - Help foster community engagement and provide valuable insights to enhance both adult and youth activities.
 - Contributed ideas aimed at improving and promoting the city's programs.
 - Forged relationships with community members to get feedback for community involvement.
- **Member: Professional Improvement Leave Committee *Fall 2022-Spring 2024***
 - Contributed to evaluating applications and recommending faculty for improvement leave opportunities.
- **Member: Honor and Scholarship Committee *Fall 2021-2022***
 - Reviewed applications and made scholarship recommendations
- **Member Search Committees- *Fall 2021- Fall 2023***
 - Creative Writing Search Committee.
 - Visiting Professor of Management Committee
 - Associate Dean Search Committee
- **Student Advising 2021-2023**
 - Support student independent research as a faculty advisor
 - Supervised internships and supported student's external learning.
- **Volunteer: COB AOL Committee, Spring 2019**

HONORS AND AWARDS

- *Finalist-* Marketing Management Association, 2017, Annual StuKent Outstanding Teacher-Scholar Doctoral Student Competition.
- Dissertation Research Award, 2017
University-wide competitive award
- AMS Doctoral Consortium Fellow, 2017
- Runner-up Award, 2017
Sheth Foundation Doctoral Competition for Conceptual Articles

TEACHING

Teaching Interests: Marketing Strategy, Marketing Research, Sales Management, Services Marketing, Digital Marketing, Marketing Analytics, Principles of Marketing, Advertising, Consumer Behavior

<u>AUM Courses</u>	<u>Type</u>	<u>Semester</u>	<u>Rating</u>
• Marketing Research & Analytics	Face-to-face	Spring 2024	4.93/5

• Marketing Strategy	Face-to-face	Spring 2024	4.86/5
• Principles of Marketing	Online	Spring 2024	4.83/5
• Marketing Strategy	Face-to-face	Fall 2023	4.91/5
• Principles of Marketing	Face-to-face	Fall 2023	4.55/5
• Principles of Marketing	Online	Fall 2023	4.39/5
• Services Marketing	Face-to-face	Spring 2023	4.94/5
• Principles of Marketing	Online	Spring 2023	4.69/5
• Marketing Strategy	Face-to-face	Spring 2023	4.83/5
• Principles of Marketing	Face-to-face	Fall 2022	4.19/5
• Principles of Marketing	Online	Fall 2022	4.56/5
• Marketing Strategy	Face-to-face	Fall 2022	4.89/5
• Principles of Marketing	Face-to-face	Spring 2022	4.85/5
• Services Marketing	Face-to-face	Spring 2022	4.77/5
• Principles of Marketing	Online	Spring 2022	4.23/5
• Marketing Strategy	Face-to-face	Fall 2021	4.44/5
• Principles of Marketing	Face-to-face	Fall 2021	4.78/5
• Principles of Marketing	Online	Fall 2021	4.51/5
• Services Marketing	Face-to-face	Spring 2021	4.89/5
• Principles of Marketing	Face-to-face	Spring 2021	4.69/5
• Principles of Marketing	Online	Spring 2021	4.54/5
• Marketing Strategy	Face-to-face	Fall 2020	4.88/5
• Principles of Marketing	Face-to-face	Fall 2020	4.59/5
• Principles of Marketing	Online	Fall 2020	4.38/5
• Services Marketing	Face-to-face	Spring 2020	4.84/5
• Principles of Marketing	Face-to-face	Spring 2020	4.49/5
• Principles of Marketing	Online	Spring 2020	4.27/5
• Professional Sales	Face-to-face	Fall 2019	4.72/5
• Principles of Marketing	Face-to-face	Fall 2019	4.67/5
• Principles of Marketing	Online	Fall 2019	4.17/5
• Strategic Analysis (graduate)	Online	Summer 2019	4.32/5
• Services Marketing	Face-to-face	Spring 2019	4.88/5
• Principles of Marketing	Online	Spring 2019	4.19/5
• Principles of Marketing	Face-to-face	Spring 2019	4.89/5
• Principles of Marketing	Online	Fall 2018	4.16/5
• Principles of Marketing	Face-to-face	Fall 2018	4.70/5

CSU Courses

Consumer Behavior

Fall 2015- Spring 2018

4.5/5 (average)

RELEVANT INDUSTRY EXPERIENCE

Marketing Manager

St. Thomas Co-op Credit Union Limited, JA

2007-2009

- Successfully developed and implemented the annual marketing and promotions plans for the

credit union's products and services

- Managed the functions and personnel in the marketing department
- Developed relationships with business leaders and community members
- Successfully implemented and launched several new products and services

REFERENCES

Sreedhar Madhavaram

Marketing Alumni Professor

United Supermarkets, Inc. Professor of Marketing

Area Coordinator of Marketing and Supply Chain Management

Professor of Marketing

Jerry S. Rawls College of Business

Texas Tech University

Lubbock, Texas 79409-2101

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Jungsil Choi

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Vishag Badrinarayanan

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