

GARRETT SHIPLEY | CV

Marketing Doctoral Candidate

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Education

Ph.D. Business Administration, Marketing - University of Tennessee - Knoxville	2024
B.Sc. Psychology - University of Cincinnati	2017
B.Sc. Neuroscience - University of Cincinnati	2017

Publications

1. Bharadwaj, N., & Shipley, G. (2020). Salesperson communication effectiveness in a digital sales interaction. *Industrial Marketing Management*, 90, 106–112.

Manuscripts in Progress

1. Shipley, G., Welden, R., & Hasford, J. (2023). Playing the odds: Understanding social media engagement in sports betting communities. In *Journal of Consumer Research*. [Reject & Resubmit].
2. Shipley, G., Hasford, J., & Zablah, A. (2023). Going off script: Emotional intelligence and service standardization. In *Journal of Marketing Research*. [Data Collection Complete].
3. Shipley, G. (2026). Marketing academic networks. In *Journal of Marketing*. [Data Collection Complete].

Other Publications

1. Krotz, R., & Shipley, G. (2021). *Using text to unlock the power of online searches in the consumer journey*. *Journal of Marketing Research*, Scholarly Insights.

Conference Presentations, Proceedings, and Abstracts

1. Shipley, G., Hasford, J., & Zablah, A. (2022). Going off script: Emotional intelligence and service standardization. *Southeast Marketing Symposium*.
2. Shipley, G., Ahlbom, C.-P., Krotz, R., Noble, S., & Grewal, D. (2022). The influence of augmented reality across the customer decision journey. *American Marketing Association Winter*.

Teaching Experience

Marketing Research & Insights - University of Tennessee - Knoxville	Summer 2021
• Overall Rating: 4.65 / 5.00	
Marketing Research & Insights - University of Tennessee - Knoxville	Summer 2022
• Overall Rating: 4.67 / 5.00	

Award, Honors, and Fellowships

Schumann Fellowship - University of Tennessee	2022
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Ph.D. Coursework

Survey of Topics in Marketing Strategy Research - Kelly Hewett	2019
Survey of Topics in Consumer Behavior - Stephanie Noble	2020
Current Topics in Marketing Research - Neeraj Bharadwaj	2020
Current Topics in Consumer Behavior - Jonathan Hasford	2021
Systems of Psychology - Timothy Hulsey	2020
Cognitive & Affective Bases of Behavior - Jeff Larsen	2021
Social Psychology - Garriy Shteynberg	2021
Quantitative Research Methods - Alex Zablah - SPSS	2019
Statistics for Research - Cheryl Hild - SPSS	2020
Structural Equations Modeling - Lawrence Elledge - Mplus	2020
Multiple Regression - Lowell Gaertner - Stata	2020
Analysis of Variance - Lowell Gaertner - Stata	2020
Text Analytics - Wenjen Zhou - Python	2020
Advanced Topics in Data Mining & Machine Learning - Wenjen Zhou - Python	2022
Econometrics Methods - Xuqi Chen - R	2022