

ANNA J. VREDEVELD

Campbell School of Business
Berry College
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ACADEMIC POSITIONS

Associate Professor of Marketing, 2023 – present
Campbell School of Business, Berry College

- *Interim Chair, Management and Marketing Department, Fall 2024*

Assistant Professor of Marketing, 2015 - 2023
Campbell School of Business, Berry College

EDUCATION

Ph.D. Business Administration (Marketing), 2015
University of Connecticut

Master of Business Administration, 2008
University of North Carolina at Greensboro

Master of Science in Business and Economics, 2006
Lund University

Bachelor of Science in Business and Economics, 2005
Lund University

TEACHING

Berry College – Courses Taught:

- Principles of Marketing
- Brand and Product Management
- Experiential Marketing: Marketing Sports and the Arts
- Qualitative Research Methods
- Consumer Behavior
- Strategic Brand Management/Brand and Product Management (MBA)
- First-Year Seminar (BCC 100)

Berry College – Other teaching responsibilities:

- Honors Thesis Director (4 students)
- Honors Thesis Committee Member (1 student)
- Directed Study (4 students)
- Academic Internship Advisor (11 students)

University of Connecticut – Courses Taught:

- Introduction to Marketing Management
- Strategic Brand Management

RESEARCH

Publications (Peer-Reviewed Journals)

1. Nazione, S., Heller, L., **Vredevelde, A.J.**, Dexter, C., & McElveen, M. (2023). Longitudinal associations with positivity, quarantining and pass/fail policy use on student GPAs during the first three semesters of the pandemic. *American Journal of College Health*, 1-9.
2. **Vredevelde, A.J.** & Kara, S. (2022). Using brands to reconnect with our shared past: Brand nostalgia in romantic relationships. *Journal of Product & Brand Management*, 31(6), 938-950.
3. **Vredevelde, A. J.** (2021). Materialism and life satisfaction: The moderating roles of alexithymia and product retention tendency. *International Journal of Consumer Studies*, 45, 106-118.
4. Kara, S.* & **Vredevelde, A. J.*** (2020). The effect of shared brand use on brand variety seeking in romantic relationships. *Journal of Consumer Marketing*, 37(6), 701-710. (*equal first authorship)
5. **Vredevelde, A. J.** & Coulter, R. A. (2019). Cultural experiential goal pursuit, cultural brand engagement, and culturally authentic experiences: Sojourners in America. *Journal of the Academy of Marketing Science*, 47(2), 274-290.
6. **Vredevelde, A. J.** (2018). Emotional intelligence, external emotional connections, and brand attachment. *Journal of Product & Brand Management*, 27(5), 545-556.
7. Kara, S., * **Vredevelde, A. J., *** & Ross, W. T. (2018). We share; We connect: How shared brand consumption influences relational brand connections. *Psychology & Marketing*, 35(5), 325-340. (*equal first authorship)

Research Under Review and Research in Progress

1. “Bucket Lists and Experience Collecting: The Role of Social Norms in Experiential Goal Pursuit,” with Dr. Jeffrey R. Carlson. *Manuscript in preparation for submission to Psychology & Marketing.*
2. “Attaining Legitimacy by Shaming the Scapegoat: Collective Shaming of Counterfeit Consumers by Luxury Brand Consumers,” with Dr. Robin A. Coulter. *Manuscript in preparation for submission to Psychology & Marketing.*
3. “Loneliness and compensatory consumption in romantic relationships: Can materialism mitigate the negative effects of loneliness?” *Data analysis in progress.*
4. “Buying GREEN to manipulate others: Machiavellianism and GREEN consumer values.” *Data analysis in progress.*

5. “Consumers’ Reliance on Semiotic Cues for Assessment of Experiential Brand Authenticity,” with Dr. Robin A. Coulter. *Data collected (two studies) - data analysis in progress.*

Conference Proceedings (Extended Abstracts – Peer Reviewed)

1. Kara, S., & **Vredevelde, A. J.** (2015). Shared Brand Consumption and Relational Brand Connections. In Diehl, K., & Yoon, C. (Eds.), *Advances in Consumer Research: Volume 43*, (pp. 584-585). Duluth, MN: Association for Consumer Research.
2. **Vredevelde, A. J.** & Coulter, R. A. (2014). Cultural Brand Engagement: The Roles of Brands in the Construction of Cultural Experiences. In Cotte, J., & Wood, S. (Eds.), *Advances in Consumer Research: Volume 42*, (pp. 522-523). Duluth, MN: Association for Consumer Research,
3. **Vredevelde, A. J.**, Ross, W.T., & Coulter, R. A. (2013). Collective Moral Identity Projects: Authentic Brand Users’ Anti-Counterfeit Framework. In Botti, S., & Labroo, A.A. (Eds.), *Advances in Consumer Research: Volume 41*, (pp. 572-573). Duluth, MN: Association for Consumer Research.

Conference Presentations (Peer-Reviewed)

1. **Vredevelde, A. J.**, & Carlson, J. R. (2022). “Bucket Lists and Experience Collecting: The Role of Social Norms in Experiential Goal Pursuit,” *Association for Consumer Research (ACR) North American Conference*, Denver, CO.
2. Kara, S., & **Vredevelde, A. J.** (2019). “How Shared Brand Use Influences Brand Variety Seeking in Romantic Relationships,” *Society for Consumer Psychology (SCP) Annual Conference*, Savannah, GA.
3. **Vredevelde, A. J.**, & Carlson, J. R. (2018). “An Imagined Future Self: The Self-Expressive Nature of Consumers’ Bucket-Lists,” *American Marketing Association (AMA) Winter Marketing Educators Conference*, New Orleans, LA.
4. **Vredevelde, A. J.**, & Kara, S. (2017). “How Brand Preference Similarity Influences Brand Variety Seeking Over Time,” *Association for Consumer Research (ACR) North American Conference*, San Diego, CA.
5. Kara, S., & **Vredevelde, A. J.** (2015). “Shared Brand Consumption and Relational Brand Connections,” *Association for Consumer Research (ACR) North American Conference*, New Orleans, LA.
6. Kara, S., & **Vredevelde, A. J.** (2015). “Shared Brand Consumption and Interpersonal Experiences: How Consumers Form Relational Connections with Brands,” *Brands and Brand Relationships (BBR) Accelerator Conference*, Boston, MA.
7. **Vredevelde, A. J.**, & Coulter, R. A. (2014). “Cultural Brand Engagement: The Roles of Brands in the Construction of Cultural Experiences,” *Association for Consumer Research (ACR) Annual North America Conference*, Baltimore, MD.

8. **Vredeveld, A. J.,** Coulter, R. A. & Ross, W. T. (2014). "Protecting the Brand in the Face of Counterfeits: Genuine-Item Consumers' Anti-Counterfeit Framework," *Brands and Brand Relationships (BBR) Conference*, Boston, MA.
9. **Vredeveld, A. J.,** Coulter, R. A. & Ross, W. T. (2013). "Collective Moral Identity Projects: Authentic Brand Users Anti-Counterfeit Framework," *Association for Consumer Research (ACR) Annual North America Conference*, Chicago, IL.
10. **Vredeveld, A. J.,** & Carlson, J. R. (2013), "The Bucket List: How Consumers Customize Temporal Perspective to Guide and Shape Their Life-Story," *Association for Consumer Research (ACR) Annual North America Conference*, Chicago, IL.
11. **Vredeveld, A. J.,** & Coulter, R. A. (2013), "Gendered Cultural Identity Projects: Negotiating Brand Meanings across Cultural Contexts," *American Marketing Association (AMA) Winter Marketing Educators Conference*, Las Vegas, NV.
12. **Vredeveld, A. J.,** & Coulter, R. A. (2012), "Cultural Identity and Brand Relationships: Negotiating Brand Meanings in a New Cultural Context," *Association for Consumer Research (ACR) Annual North America Conference*, Vancouver, Canada.
13. **Vredeveld, A. J.,** & Coulter, R. A. (2012), "Cultural Identity and Brand Relationships: Negotiating Brand Meanings in a New Cultural Context," *Consumer-Brand Relationships (CBR) Conference*, Boston, MA.

STUDENT RESEARCH

▪ **Honors Thesis Director:**

1. Amari Slack: "A Case Study on Marketing-Initiated Controversy and Consumer and Investor Reactions", 2021.
2. Daniel Poland: "Analyzing the Effects of Negative Psychological Traits on Green Consumption Habits," 2019.
3. Tricia Thomas: "Determination of Variables that Impact an Individual's Willingness and Intention to Use Telehealth," 2019.
4. Caroline Lee: "The Role of Emotion and Public Disclosure in Influencing Public Trust in Charities," 2017.

▪ **Honors Thesis Committee Member:**

1. Emma Alderman: (Thesis Director: Dr. Melissa Clark), 2025
2. Madeline Jordan: "Servant Leadership and its Effect on Employee Engagement," 2018 (Thesis director: Dr. Joyce Heames).

▪ **Directed Study Advisor:**

1. Bailey Grayson: "The Psychology of Customization," Spring 2024.
2. Madison Letts: "Sports Attendance and Game Performance," Spring 2023.
3. Joel Alcaez: "The Experiential Characteristics of Bucket-List Goals," Spring 2022.
4. Bryce Nethery: "The Emotions vs. The Practicality of Brands," Spring 2021.

HONORS AND AWARDS

Berry College

- Campbell School of Business Outstanding Teacher Award (2018)
- Beta Gamma Sigma Professor of the Year Award (2017; 2024)

University of Connecticut

- UCONN School of Business Outstanding Ph.D. Student Teaching Award (2015)
- Marketing Department Outstanding Ph.D. Student Teaching Award (2015)
- UCONN School of Business, Hall-of-Fame Nominee (2015)
- Beta Gamma Sigma Honor Student – Second Recognition (2015)
- AMA Sheth Foundation Doctoral Consortium Fellow (2014)
- VOYA Financial Ph.D. Fellow with Graduate Assistantship (2014-2015)
- UCONN School of Business, Dean's Pre-Doctoral Fellowship (2014)
- Marketing Department Outstanding Ph.D. Student Scholar Award (2013, 2014)
- University of Connecticut Competitive Doctoral Dissertation Fellowship (2014)
- ING Global Ph.D. Research Summer Fellowship (2012)
- University of Connecticut Pre-Doctoral Summer Fellowship (2011, 2012, 2013, 2014)

University of North Carolina at Greensboro

- Academic Excellence Medal (2008)
- MBA Excellence Scholarship (2006, 2007)
- Bryan School MBA Fellowship (2006-2007, 2007-2008)
- Beta Gamma Sigma Honor Student (2008)

SERVICE

Committees (Berry College):

- College Promotion and Tenure Committee (2023-2026)
- CSOB Dean's Search Committee (Fall 2023)
- SHIP and QEP Conference Committee (Spring 2023)
- Honors Program Committee (2019-2024)
- Center for Teaching Excellence Advisory Committee – FA Representative (2021-2022)
- Institutional Review Board (IRB) Committee (2020-2025)
- Sports Business Faculty Search Committee (Fall 2021)
- History Faculty Search Committee (Spring 2020)
- Council on Student Scholarship Committee (2018-2020)
- QEP Committee (2016-2018)
- Faculty Development Committee (2016-2018)
- Faculty Assembly Ad Hoc Committee on Course Evaluations (Spring 2016-Fall 2017)
- Undergraduate Assessment and Policy Committee, CSOB (2015-2024)

Other Service (Berry College):

- Interim department chair, Management & Marketing Department (Fall 2024)
- Student COVID-survey (Qualtrics programming) (Spring 2021)
- Senior exit exam proctoring, CSOB (Fall 2015)
- Faculty advisor, Berry Association of Marketers (2016-2017)
- Majors Fair (Fall 2017)

- Discover Berry/Berry Bound Representative (Spring 2016, Fall 2016, Spring 2017, Spring 2018, Fall 2018, Fall 2019, Fall 2021, Fall 2023)
- President's Scholar Interviewer (Spring 2017)
- Dean's Scholarship Luncheon Faculty Representative (Spring 2018)
- Mountain Day Olympics Judge (Fall 2016)
- Beta Gamma Sigma Induction Ceremony Reader, CSOB (Spring 2016, Spring 2017) \

Journal Reviewer (Ad-Hoc):

- *Journal of Brand Management*
- *Journal of Product and Brand Management*
- *Journal of Economics and Finance Education*
- *Journal of Financial Services Marketing*
- *Young Consumers*

Conference Reviewer:

- Society for Consumer Psychology (SCP) Annual Conference (2019)
- Association for Consumer Research (ACR) Annual Conference (2013, 2014, 2015, 2016, 2017)
- Brands and Brand Relationships (BBR) Conference (2014)
- Academy of Marketing Science (AMS) Conference (2014)
- Consumer-Brand Relationships (CBR) Conference (2012)

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)