

Kristin A. Scott



Professor of Marketing
Department of Marketing and International Business
Minnesota State University, Mankato
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❖ EDUCATION

Ph.D. in Marketing, Oklahoma State University, 2009
Dissertation title: Terminal Materialism vs. Instrumental Materialism: Can Materialism Be Beneficial?
Advisor: John C. Mowen

B.B.A in Marketing, University of Oklahoma, 2002

❖ APPOINTMENTS

Professor, Minnesota State University, Mankato	2019 – Present
Integrated Business Experience Chair, MNSU, Mankato	2017 – Present
Associate Professor, Minnesota State University, Mankato	2014 – 2019
Sabbatical Leave Appointment, MNSU, Mankato	2015 – 2016
Assistant Professor, Minnesota State University, Mankato	2009 – 2014
Visiting Assistant Professor, Oklahoma State University-Tulsa	2008 – 2009
Instructor, Oklahoma State University	2003 – 2008

❖ AWARDS/GRANTS

- MNSU Faculty Fellow, *The Socially Just Classroom: Teaching for Equity 2030*, 2020-2021
- ACR Transformative Consumer Research Grant (\$2,840) 2018
- Delta Sigma Pi Most Creative Professor 2015, 2017, 2018
- MNSU Woman of Courage and Vision 2016, 2018
- MNSU Global Citizen Award 2016
- MNSU Faculty Research Grant (\$5,000) 2015
- ACR Transformative Consumer Research Grant (\$600) 2013
- MNSU Fair Trade Study Abroad in Belize Grant (\$7,900) 2012
- MNSU Distance Learning Education Grant (\$1,500) 2012
- OSU Phillips Dissertation Fellowship Award 2008
- OSU Doctoral Summer Research Fellowship 2008
- Best Student Paper, Marketing and Public Policy Conference 2008
- Graduate Social Sciences Presentation Winner, 19th Annual OSU Research Symposium 2008
- Doctoral Fellow, AMA Sheth Foundation Doctoral Consortium 2007
- Graduate Social Sciences Presentation Winner, 18th Annual OSU Research Symposium 2007

❖ RESEARCH PUBLICATIONS

Weaver, Todd, Mark Mulder, Leslie Koppenhafer, **Kristin Scott**, and Richie L. Liu (2019), "Diving In Together or Toes in the Water: The Interplay of Community and Nonprofit Engagement in Poverty Alleviation," *Journal of Business Research*, 100, 431-440.

Kristin A. Scott and S. Todd Weaver (2018), "The Intersection of Sustainable and Anti-Consumption: Repurposing to Extend Product Lifespans," *Journal of Public Policy & Marketing*, 37 (2), 291-306.

Ozanne, Lucie, Marcus Phipps, Todd Weaver, Michal Carrigton, Michael Luchs, Jesse Catlin, Shipra Gupta, Nicholas Santo, **Kristin Scott**, and Jerome Williams (2016), "Managing the Tensions at the Intersection of the Triple Bottom Line: A Paradox Theory Approach to Sustainability Management," *Journal of Public Policy & Marketing*, 35 (2), 249-261.

Scott, Kristin A. and Margaret A. White (2016), "Mere Exposure as a Signal: Company Objectives and Propositions," *Journal of Marketing Theory and Practice*, 24 (4), 411-421.

Scott, Kristin A., Marlys J. Mason, and James D. Mason (2015), "I'm Not a Smoker: Constructing Protected Prototypes for Risk Behavior," *Journal of Business Research*, 68, 2198-2206.

Scott, Kristin A. and S. Todd Weaver (2014), "To Repair or Not to Repair: What Is the Motivation?" *Journal of Research for Consumers*, 26, 1-31.

Scott, Kristin, Diane M. Martin, and John W. Schouten (2014), "Marketing and the New Materialism," *Journal of Macromarketing*, 34(3), 282-290.

Shrum, L.J., Nancy Wong, Farrah Arif, Sunaina Chugani, Alexander Gunz, Tina M. Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, **Kristin Scott**, and Jill Sundie (2013), "Reconceptualizing Materialism as Identity Goal Pursuits: Functions, Processes, and Consequences," *Journal of Business Research*, 66, 1179-1185.

Wong, Nancy, L.J. Shrum, Farrah Arif, Sunaina Chugani, Alexander Gunz, Tina M. Lowrey, Agnes Nairn, Mario Pandelaere, Spencer M. Ross, Ayalla Ruvio, **Kristin Scott**, and Jill Sundie (2011), "Rethinking Materialism: A Process View and Some Transformative Consumer Research Implications," *Journal of Research for Consumers*, 19, 1-4.

Mowen, John C., Xiang Fang, and **Kristin Scott** (2010), "Visual Product Aesthetics: A Hierarchical Analysis of Its Trait and Value Antecedents and Its Behavioral Consequences," *European Journal of Marketing*, 44 (11/12), 1744-1762.

Mowen, John C., Xiang Fang, and **Kristin Scott** (2009), "A Hierarchical Model Approach for Identifying the Trait Antecedents of General Gambling Propensity and Four Gambling-Related Genres," *Journal of Business Research*, 62 (12), 1262-1268.

Scott, Kristin and John C. Mowen (2007), "Travelers and Their Traits: A Hierarchical Model Approach," *Journal of Consumer Behaviour*, 6 (2-3), 146-157.

❖ RESEARCH IN PROGRESS

Scott, Kristin A., John C. Mowen, and Alex Zablah (2020), "How Materialism Affects Product Neglect and Planned Obsolescence," submitted to the *Journal of Consumer Behavior*.

Scott, Kristin, Leslie Koppenhafer, Mark Mulder, and Todd Weaver (2020), "A Business School with Loans: Empowering Women through Microfinance," data collection completed, submitted to the *Journal of Public Policy & Marketing*.

- Research received a \$2,840 grant from ACR Transformative Consumer Research

Scott, Kristin A. and S. Todd Weaver (2020), "The Compassionate Consumer: Values and Behaviors in the Marketplace," data collection complete, data analysis and write-up in progress and targeted for the *Marketing and Public Policy Conference*.

Scott, Kristin A., S. Todd Weaver, and Andrea Tangari (2020), "Competitiveness in Retirement Planning: Whoever Dies with the Most Toys, Wins," first data collection complete, additional data collection in progress, targeted for *Journal of Business Research*.

Scott, Kristin A. and Gloria Meng (2020), "Generational Differences in the American Dream," data collection complete, data analysis in progress, targeted for the *American Marketing Association Conference*.

- Research received a \$5,000 grant from MNSU, Mankato

❖ CONFERENCE PROCEEDINGS

Scott, Kristin, Leslie Koppenhafer, Mark Mulder, and Todd Weaver (2020), "A Business School with Loans: Empowering Women through Microfinance," in *AMA Marketing and Public Policy Conference Proceedings*, Vol. 30, eds. Mitchell Hamilton, Myla Bui, and David W. Stewart, Virtual conference: American Marketing Association, 183-186.

Mulder, Mark, Todd Weaver, **Kristin Scott**, Leslie Koppenhafer, and Bethany Piehl (2018), "Diving In or Driving By: The Inherent Tensions Between Relational and Transactional Approaches in Poverty Alleviation Efforts," in *AMA Marketing and Public Policy Conference Proceedings*, Vol. 28, eds. Karthik Easwar, Cait Lambertson, and Rebecca Walker Reczek, Columbus, OH: American Marketing Association, 25-26.

Scott, Kristin A. and S. Todd Weaver (2016), "Appropriative Co-creation: Human and Material Agency in the Creation of Value," *Society for Consumer Research* (Division 23) in the *American Psychological Association Convention*, Denver, CO.

Scott, Kristin A. and S. Todd Weaver (2016), "Competitiveness in Retirement Planning: Whoever Dies with the Most Toys, Wins," in *AMA Marketing and Public Policy Conference Proceedings*, Vol. 26, eds. Brennan Davis and Beth Vallen, San Luis Obispo, CA: American Marketing Association.

Scott, Kristin A. and S. Todd Weaver (2015), "What's Old Is Made New Again: The Co-creation of Agency in Consumer Repurposing," in *AMA Marketing and Public Policy Conference Proceedings*, Vol. 25, eds. Stacey Menzel Baker and Marlys Mason, Washington, D.C.: American Marketing Association, 49-50.

Scott, Kristin, James D. Mason, and Marlys J. Mason (2014), "Hey, I'm Not a Smoker: Constructing Protected Prototypes of Risk Behavior," in *Social Marketing Advances in Research and Theory Proceedings*.

Scott, Kristin (2014), "Mere Exposure as a Signal: Company Objectives and Propositions" in *AMA Winter Marketing Educators' Conference Proceedings*, Vol. 25, eds. Gary Hunter and Tom Steenburgh, Orlando, FL: American Marketing Association, K-26.

Scott, Kristin and Kathryn Olson (2014), "Is the American Dream Dead Among College Students?" in *AABRI Conference Orlando 2014 Proceedings*, Academic and Business Research Institute Conference, Orlando, FL, January, 2014.

Weaver, Todd and **Kristin Scott** (2013), "Bringing It Back to Life: Repurposing Product to Make Them New Again," in *AMA Marketing and Public Policy Conference Proceedings*, Vol. 23, ed. Linda Salisbury and Kathleen Seiders, Washington, D.C.: American Marketing Association, 70-71.

Scott, Kristin and Todd Weaver (2012), "To Repair or Not to Repair: What Is the Motivation?" in *AMA Marketing and Public Policy Conference Proceedings*, Vol. 22, ed. Minette E. Drumwright, Geraldine R. Henderson, and Jerome D. Williams, Atlanta, GA: American Marketing Association, 43-44.

Scott, Kristin, John C. Mowen, and Alex R. Zablah (2010), "Why We Value What We Own: Instrumental vs. Terminal Materialism," in the *Papers of the 35th Annual Macromarketing Conference*, ed. Terri L. Rittenburg and Mark Peterson, Laramie, WY: Macromarketing Society, Inc., 539.

Scott, Kristin, John C. Mowen, and Alex R. Zablah (2010), "Influencing the Negative Effects of Planned Obsolescence and Product Neglect: The Influence of Instrumental and Terminal Materialism," in *AMA Marketing and Public Policy Conference Proceedings*,

Vol. 20, ed. Kenneth C. Manning, Kathleen J. Kelly, and David E. Sprott, Denver, CO: American Marketing Association, 20-21.

Kristin Scott (2009), "Sustainable Consumer Behaviors: A Conceptual Framework," in *AMA Marketing and Public Policy Conference Proceedings*, Vol. 19, ed. Elizabeth S. Moore, Janie K. Pappalardo, and William L. Wilkie, Washington, D.C.: American Marketing Association, 180-181.

Kristin Scott and Marlys Mason (2008), "Social Smoking Among Young Adults: Using Social Norms to Understand the Behavior," in *AMA Marketing and Public Policy Conference Proceedings*, Vol. 18, ed. John Kozup, Charles R. Taylor, and Ronald Paul Hill, Philadelphia, PA: American Marketing Association, 45-46.

❖ UNDERGRADUATE STUDENT PRESENTATIONS

Vega, Alejandro Reyes and Sheng Vang (2019), "Cultural Competency as a Way of Doing Business," Oral presentation at the 21st Annual MSU Undergraduate Research Symposium, April 2nd, 2019, Mankato, MN. (Advisor: Kristin Scott and Beth Sandell)

Vang, Sheng and Alejandro Reyes-Vega (2019), "Cultural Competency as a Way of Doing Business," Poster presented at the 2019 National Conference on Undergraduate Research, April 11th – 13th, Kennesaw, GA. (Advisor: Kristin Scott and Beth Sandell)

Jeon, Yuseong (2015), "If I'm Not a Smoker, Why Would I Listen to Your Ad? Exploring Smoking Cessation Advertisements for Social Smokers," Poster presented at the 17th Annual MSU Undergraduate Research Symposium, April 14th, 2015, Mankato, MN. (Advisor: Kristin Scott)

Olson, Kathryn (2013), "Is the American Dream Dead Among College Students?" Poster presented at the 15th Annual MSU Undergraduate Research Symposium, April 16th, 2013, Mankato, MN. (Advisor: Kristin Scott)

Olson, Kathryn (2013), "Is the American Dream Dead Among College Students?" Poster presented at the 27th National Conference on Undergraduate Research, April 11th – 13th, 2013, La Crosse, WI. (Advisor: Kristin Scott)

Olson, Kathryn (2013), "Is the American Dream Dead Among College Students?" Poster presented at the 2nd Annual MNSCU Research Conference of Scholarly and Creative Activity, April 8th, 2013, Mankato, MN. (Advisor: Kristin Scott)

Bertolino, Lindsay (2012), "College Student's Electronic Replacement Propensity: The When, How and Why," Poster presented at the 1st Annual MNSCU Research Conference of Scholarly and Creative Activity, April 23rd, 2012, Mankato, MN. (Advisor: Kristin Scott)

Bertolino, Lindsay (2012), "College Student's Electronic Replacement Propensity: The When, How and Why," Poster presented at the 14th Annual MSU Undergraduate Research Symposium, April 9th, 2012, Mankato, MN. (Advisor: Kristin Scott)

Stein, Joshua (2012), "The Relationship Between Social Media Use and Consumer Brand Engagement," Poster presented at the 14th Annual MSU Undergraduate Research Symposium, April 9th, 2012, Mankato, MN. (Advisor: Kristin Scott)

❖ WORKSHOPS AND CONFERENCES

Co-chair for Track 3: Poverty Alleviation through Transformative Relationships, Transformative Consumer Research Conference, Florida State University, May 2019.

Participant, Transformative Consumer Research Conference, Cornell University, June 2017.

Participant, Transformative Consumer Research Conference, Villanova University, June 2015.

Participant, 28th Annual Conference on Distance Teaching & Learning, Madison, WI, August 2012. (Grant from the College of Extended Learning for \$1,500).

Participant, Transformative Consumer Research Conference, Baylor University, July 2011.

Participant, Macromarketing Pre-Conference Sustainability Workshop, University of Wyoming, June 2010.

Participant, Transformative Consumer Research Conference, Villanova University, June 2009.

❖ TEACHING

Assistant/Associate Professor, MNSU, Mankato *Fall 2009 – Present*

- Principles of Marketing, MRKT 310
 - Face-to-face, online, Integrated Business Experience
- Consumer Behavior, MRKT 316
 - Face-to-face and online
- Promotional Strategy, MRKT 318
 - Face-to-face and online
- Fair Trade Study Abroad in Belize, MRKT 494
- **Average course evaluation: 4.30/5.0**

Visiting Assistant Professor, OSU-Tulsa

Fall 2008-Spring 2009

- Introduction to Marketing, MKTG 3213
- Sports Marketing, MKTG 3713
- Marketing Research, MKTG 4333

Instructor, OSU Marketing Department

Fall 2003-Spring 2008

- Promotional Strategy, MKTG 3433
 - Fall 2003-Spring 2006
- Introduction to Marketing, MKTG 3213
 - Summer 2004, Spring 2008
- Social Issues in Marketing, MKTG 4333
 - Summer 2006
- Consumer and Marketing Behavior, MKTG 3323
 - Fall 2006-Fall 2007
- **Average instructor evaluation: 3.32/4.0 (19 sections)**
- **Average course evaluation: 3.33/4.0 (19 sections)**

❖ **SERVICE**

Institutional

Department

- Committee Member, Personnel Committee, 2017-2020
- Advisor, Marketing Club, 2009-2015, 2016-2020
- Committee Member, Marketing Probationary Search, 2017-2018
- Committee Member, Assurance of Learning, 2009-2015
- Committee Member, International Business Fixed Term Search, 2015
- Committee Member, International Business Probationary Search, 2012-2013

College

- Chair, Integrated Business Experience, 2017-2020
- Committee Member, Research Committee, 2009-2011, 2018-2020
- Committee Member, Global Committee, 2016-2018
- Committee Chair, Global Committee, 2011-2015
- Committee Member, Professional Development, 2013-2014
- Committee Member, Technology & Learning Committee, 2011-2012

University

- Committee Member, Research Committee, 2018-2020
- Committee Member, Undergraduate Research Council, 2010-2015, 2016-2018
- Committee Member, Master Thesis for Jen Lacewell, 2014-2015
- Committee Member, Master Thesis for Colleen Miller, 2014-2015
- Committee Member, Faculty Improvement and Sabbatical Committee, 2011-2015
- Committee Member, Valley Writing Project, 2011-2015
- Committee Member, Honors Council, 2010-2014
- Presidential Scholarship Interviews, 2010

Professional

- Ad-hoc Reviewer, 2020, *Journal of Sustainability Research*
- Reviewer, 2010, 2012, 2017-2020 AMA Summer Marketing Educators Conference

- Reviewer, 2008-2013, 2017-2020, Marketing and Public Policy Conference
- Reviewer, 2014, 2016, 2017, 2020 AMA Winter Marketing Educators Conference
- Ad-hoc Reviewer, 2020, *Journal of Cleaner Production*
- Ad-hoc Reviewer, 2019, *Consumption, Markets & Culture*
- Ad-hoc Reviewer, 2019, *Journal of Marketing Theory and Practice*
- Ad-hoc Reviewer, 2019, *Psych & Marketing*
- Ad-hoc Reviewer, 2016, 2018, *Journal of Business Research*
- Ad-hoc Reviewer, 2017, *Current Psychology*
- Ad-hoc Reviewer, 2017, *Journal of Macromarketing*
- Ad-hoc Reviewer, 2016, 2017, *Journal of Marketing Theory and Practice*
- Session Chair, 2012, 2015, Marketing and Public Policy Conference
- Ad-hoc Reviewer, 2015, *Journal of Consumer Behaviour*
- Reviewer, 2015, Academy of Marketing Science Conference
- Ad-hoc Reviewer, 2009, 2014, *Tourism Management*
- Reviewer, 2013, Marketing Management Association Conference
- Co-chair, Materialism Track, 2011, Journal of Macromarketing Conference

❖ MEMBERSHIPS

- American Marketing Association
 - Marketing and Society Special Interest Group
- Association for Consumer Research
- Society for Consumer Psychology