
Melissa D. Cinelli, Ph.D.

**Department of Marketing
School of Business Administration
The University of Mississippi
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Professional Interests

Research Interests

Brand Authenticity, Impression Formation, Social Identity, Identity Signaling, Self-Esteem Maintenance

Teaching Interests

Marketing Management, Consumer Behavior, Marketing Research, Retailing, Brand Management, Integrated Marketing Communications, Sales Management, Promotions

Academic Background

Ph.D. University of Florida, Gainesville, FL, Marketing, 2011

B.S. University of Florida, Gainesville, FL, Marketing, 2005

Work Experience

Teaching

Research/Intellectual Contributions:

Papers Under Review

Clarkson, J., Janiszewski, C., & Minor, M. D. (2011). "The Pursuit of Expertise," 1st revise and resubmit to Journal of Consumer Research.

Working Papers

Minor, M. D. & LeBoeuf, R. (2011). "Demand for Brand Authenticity".

Minor, M. D. & LeBoeuf, R. (2011). "The Role of Brand Authenticity in Consumer Decision Making".

Cooke, A. D.J. & Minor, M. D. (2011). "Body Dissatisfaction in Women: Advertising and Image-Maintenance Processes".

Minor, M. D. & LeBoeuf, R. (2011). "Consumer Strategies for Regaining Optimal Distinctiveness" targeted for Journal of Consumer Research.

Minor, M. D. & LeBoeuf, R. (2011). "Keeping It Real: Marketing Implications of Brand Authenticity" targeted for Journal of Consumer Research.

Presentation of Refereed Papers

National

Minor, M. D. & LeBoeuf, R. (2010, October). Keeping It Real: Marketing Implications of Brand Authenticity. Association for Consumer Research, Jacksonville, Florida.

Minor, M. D. & LeBoeuf, R. (2010, February). Consumer Strategies for Regaining Optimal Distinctiveness. Society for Consumer Psychology, St. Pete Beach, Florida.

Minor, M. D. & LeBoeuf, R. (2009, October). Consumer Strategies for Regaining Optimal Distinctiveness. Society for Consumer Psychology, Pittsburgh, Pennsylvania.

State

Minor, M. D. & LeBoeuf, R. (2010, April). Keeping It Real: Marketing Implications of Brand Authenticity. 40th Haring Symposium, Indiana State University, Indiana.

Research Honors and Awards

Award

2010: Research Assistantship University of Florida.
2009: Research Assistantship University of Florida.
2008: Research Assistantship University of Florida.
2007: Research Assistantship University of Florida.
2006: Research Assistantship University of Florida.

Service:

Service to the University

University Assignments

Member:

2011-2012: Common Reading Experience Book Selection Committee

Other Institutional Service Activities:

2008-2009: Behavioral Lab Administrator: University of Florida
2008-2009 – 2010-2011: WebLab Administrator: University of Florida

Service to the Profession

Reviewer: Ad Hoc Reviewer for a Journal

2009 – 2010: Association for Consumer Research (National).
2008 – 2010: Society for Consumer Psychology (National).

Service Honors and Awards

2009: Graduate Student Travel Fund Office of Research.

Other

Other Honors and Awards

2010: Sheth Foundation Doctoral Consortium Fleele AMA.
2010: Haring Symposium Fellow Indiana University.

References

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Alan Cooke Department of Marketing P.O.
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