

---

---

# *Stephanie Noble*

School of Business Administration

---

---

## **Professional Interests**

**Research:** Relationship marketing programs and issues from a B to C perspective. Examples include consumers' resistance to, and firm failure in, the development of relationships and relational programs, the role of service in hindering relationships, and the obligations in service relationships.

## **Academic Background**

Ph.D. University of Massachusetts, Amherst, MA, Marketing, 2001

M.S. Arizona State University, Tempe, AZ, 1995

B.A. Arizona State University, Tempe, AZ, Psychology, 1993

## **Work Experience**

### **Academic Experience**

Associate Professor of Marketing, The University of Mississippi (2008 - Present).

Assistant Professor of Marketing, The University of Mississippi, School of Business (2001 - 2007).

Research Assistant, The University of Massachusetts (1997 - 2000). Assisted in designing and implementing nationwide research projects, conducted data analyses; authored and co-authored several research articles and conference papers; assisted in supervising student's honor thesis.

Research Assistant, Arizona State University (1993 - 1995). Trained and supervised data collectors and coders; assisted in designing and implementing research projects; conducted data analyses; co-authored conference paper and research articles.

### **Non-Academic Experience**

Research Associate, Social Science Research Center (1996 - 1997). Assisted in national gaming and gambling study, conducted focus groups, provided data analyses and interpretation.

Adult Mental Health Counselor, Community Counseling Service (1995 - 1996). Provided counseling services to individuals, families, and children; assisted in crisis intervention; evaluated clients for hospital commitment; conducted educational speeches for community.

Research Analyst, O'Neil Associates, Marketing Research (1994 - 1995). Supervised telephone interviewers; assisted in developing survey questionnaires, focus groups, gathering data, and preparing final reports for regional companies.

Research Assistant, Prevention and Intervention Research Center (PIRC) (1991 - 1993). Supervised coding of transcripts; data entry; data analysis and interpretation; co-author of two conference papers.

## **Teaching**

### **Courses Taught**

Advanced Directed Study (specialized masters)

Consumer and Market Behavior

Customer Relationship Management (specialized masters)

Marketing Research

Services Marketing

Special Topics - AMA Commercial Group

Special Topics in Business

### **Teaching Skills**

Principles of Marketing

Marketing Research/Consumer Behavior (4 semester hour course w/ computer lab)

Consumer Behavior

Marketing Research

### **Teaching Honors and Awards**

#### **Awards:**

1999 - Excellence in Teaching Award, University of Massachusetts - Amherst.

## **Research/Intellectual Contributions:**

### **Refereed Articles**

- Adjei, M., Noble, S., & Noble, C. (in press, 2009). On-line Customer-to-Customer Communications as Drivers of Relationship Quality and Purchase Behavior. *Journal of the Academy of Marketing Science*.
- Tandoh, M., Griffith, D., & Noble, S. (in press, 2009). When Do Relationships Pay Off For Small Retailers? Exploring Targets and Contexts to Understand the Value of Relationship Marketing. *Journal of Retailing*.
- Noble, S., Haytko, D., & Phillips, J. (2009). What drives college-age Generation Y consumers? *Journal of Business Research*.
- Phillips, J., Griffith, D., Noble, S., & Chen, Q. (in press, 2009). Synergistic Effects of Operant Knowledge Resources. *Journal of Services Marketing*.
- Patwardhan, A., Noble, S., & Nishihara, C. (in press, 2008). The Use of Deception in Relationships. *Journal of Services Marketing*.
- Phillips, J. & Noble, S. (2007). Simply Captivating: An Exploration of Captive Audience Advertisements. *Journal of Advertising*, 36 (1), 81-94.
- Noble, S., Griffith, D., & Tandoh, M. (2006). Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Value Orientation. *Journal of Retailing*, 82 (3), 177-188.
- Griffith, D. A., Noble, S. M., & Chen, Q. (2006). The Performance Implications of Entrepreneurial Proclivity and Knowledge Resource Effects. *Journal of Retailing*, 82 (1), 51-62.
- Noble, S. M., Griffith, D., & Weinberger, M. G. (2005). Explaining Variations in Consumer Channel Utilization. *Journal of Business Research*, 58 (12), 1643-1651.
- Noble, S., Schewe, C. D., & Kuhr, M. (2004). Preferences in Health Care Service and Treatment: A Generational Perspective. *Journal of Business Research*, 57 (9), 1033-1041.
- Noble, S. & Phillips, J. (2004). Relationship Hindrance: Why Would Consumers Not Want A Relationship with a Retailer? *Journal of Retailing*, 80 (4), 289-303.
- Phillips, J., Tandoh, M., Noble, S. M., & Bush, V. D. (2004). The Value of Relationship Strength in Segmenting Casino Patrons: An Exploratory Investigation. *Journal of Interactive Advertising*, 4 (3).
- Noble, S. & Schewe, C. D. (2003). Cohort Segmentation: An Exploration Of Its Validity. *Journal of Business Research*, 56 (12), 979-987.
- Diamond, W. D. & Noble, S. M. (2001). Defensive Responses to Charitable Direct Mail Solicitations. *Journal of Interactive Marketing*, 15 (3), 2-12.
- Schewe, C. D. & Noble, S. M. (2000). Market Segmentation by Cohorts: The Value and Validity of Cohorts in America and Abroad. *Journal of Marketing Management*, 16, 129-142.
- Schewe, C. D., Meredith, G. E., & Noble, S. M. (2000). Defining Moments: Segmenting by Cohorts. *Marketing Management*, 9, 48-53.
- Evans (Noble), S. M. & Schewe, C. D. (1999). Making Healthcare decisions: A Cohort Perspective. *Advances for Health Care Research Proceedings*, 130-136.

### **Papers Under Review**

- Ashley, C., Noble, S., Donthu, N., & Lemon, K. (2009). "Why Consumers Won't Relate: Understanding the Key Obstacles to Relational Marketing Behaviors, under second review," revised and resubmitted to *Journal of Business Research*.

### **Refereed Proceedings**

#### **Full Paper**

- Noble, S. & Noble, C. H. (2000). Getting to Know Y: The Consumption Behaviors of a New Cohort. *AMA Winter Educators' Conference*, 11, 293-300.
- Noble, S. (. & Schewe, C. D. (1999). Making Healthcare Decisions: A Cohort Perspective. *Advances for Health Care Research Proceedings*, Omnipress, 130-136.

### **Working Papers**

- Ashley, C. & Noble, S. (2009). "It's Closing Time: The Influence of Boundary Cue and Defense in Assessing Service Experiences" targeted for *Journal of Marketing*.
- Beatty, S., Reynolds, K., Noble, S., & Harrison, M. (2009). "Hostage and Obligatory Service Relationships" targeted for *Journal of the Academy of Marketing Science*.
- Noble, S. & Godfrey, A. (2009). "Predicting Consumers' Engagement in Relational Marketing Tactics Across Industries" targeted for *Journal of Marketing*.
- Noble, S. & Noble, C. (2009). "The Influence of Relational Marketing Programs on Firm Knowledge Acquisition and Innovation" targeted for *Journal of Marketing*.
- Noble, S., Griffith, D., Tandoh, M., & Garg, N. (2009). "Forced Co-Production" targeted for *Journal of Marketing*.
- Phillips, J., Noble, C., & Noble, S. (2009). "Managing Rewards to Enhance Relational Worth" targeted for *Journal of Marketing Research*.

### **Presentation of Refereed Papers**

#### **National**

- Harrison, M., Beatty, S., Reynolds, K., & Noble, S. (2008, May). Why Consumers Stay in Relationships: the Lock-in Factors. Accepted for *Academy of Marketing Science Conference*, Vancouver, Canada.
- Mavis, A., Noble, S. M., & Noble, C. (2007, February). On-line Customer-to-Customer Communications as Drivers of Relationship Quality and Purchase Behavior. Accepted for *AMA Winter Educators' Conference*, San Diego, California.

Patwardhan, A., Noble, S. M. , & Griffith, D. A. (2006, November). The Use of Deception in Relationships: A New Perspective. Presented at Society for Marketing Advances Conference, Nashville, Tennessee.

Griffith, D., Noble, S. M. , & Chen, Q. (2005). The Performance Implications of Cumulative Knowledge Resource Effects in Differing Environmental Conditions. Presented at AMA Winter Educators' Conference, San Antonio, Texas.

Noble, S., Haytko, D., & Phillips, J. (2005). Exploring the Purchasing Motivations of Mid-Generation Y Consumers: A Qualitative Analysis. Presented at Academy of Marketing Science Conference, Tampa, Florida.

Noble, S. & Phillips, J. (2003). Unrequited Love: Why Would Consumers Not Want a Relationship With a Service provider. Presented at AMA Summer Educators' Conference, Chicago, Illinois.

Noble, S. & Schewe, C. D. (2001). The Globalization of Values: A Comparison of the United States and the Kingdom of Jordan. Presented at AMA Winter Educators' Conference, Scottsdale, Arizona.

Diamond, W. D. & Noble, S. M. (2000). Defensive Responses to Charitable Direct Mail Solicitations. Presented at Direct Marketing Educator's Conference, New Orleans, Louisiana.

Noble, S. & Noble, C. H. (2000). Getting to Know Y: The Consumption Behaviors of a New Cohort. Presented at AMA Winter Educators' Conference, Unknown, Unknown.

Noble, S. & Schewe, C. D. (1999). Making Health Care Decisions: A Cohort Perspective. Presented at Association for Health Care Research 18th Annual Conference, Breckenridge, Colorado.

## Research Grants

### **Funded-Internal**

2006 - Noble, S., "University of Mississippi Hearin Summer Grant", University of Mississippi, Hearin Faculty Summer Grant .

2005 - Stephanie, N., "An Exploration into the Context Where Relationship Marketing is Vital ", University of Mississippi, Hearin Faculty Summer Grant.

2005 - Stephanie, N., "Exploring the Purchasing Motivations of Mid-Generation Y Consumers: A Qualitative Analysis", University of Mississippi, Office of Research and Sponsored Programs Summer Grant.

2004 - Stephanie, N., "", University of Mississippi, Hearin Faculty Summer Grant.

2004 - Stephanie, N., "Used to attend the iCRM faculty consortium.", University of Mississippi, Hearin Faculty Development Grant.

2003 - Stephanie, N., "", University of Mississippi, Hearin Faculty Summer Grant.

2003 - Stephanie, N., "Used to purchase electronic equipment for class.", University of Mississippi, Partners Grant.

2002 - Stephanie, N., "", University of Mississippi, Hearin Faculty Summer Grant.

2002 - Stephanie, N., "Faculty Development Grant to attend the 6th annual iCRM conference", University of Mississippi, Hearin.

2001 - Stephanie, N., "", University of Mississippi, Hearin Faculty Summer Grant.

2000 - Stephanie, N., "Dissertation Research Grant in the amount \$4,000. University of Massachusetts-Amherst.", Strategic Information Technology Center and the Interdisciplinary Center for Electronic Enterprise.

## Research Honors and Awards

### **Awards:**

2006 - Junior Researcher of the Year for the Business School, The University of Mississippi School of Business Administration.

## Other Research Activities

### **Other Publications**

2001 - Noble, Stephanie M. and Charles D. Schewe, The Globalization of Values: A Comparison of the United States and the Kingdom of Jordan, Lund University, Working Paper Series.

## Service:

### Service to the University

#### **Department assignments:**

##### **Faculty Advisor:**

2004-2005 through 2008-2009: OMMO (Ole Miss Marketing Organization) Faculty Advisor

2007-2008: Co-chair of dissertation: Co-chair of Joanna Phillips dissertation with Charlie Noble

2005-2006: Co-chair of dissertation: Co-chair of Mavis Tandoh's dissertation with Charlie Noble

2004-2005 through 2005-2006: Faculty Advisor for the American Marketing Association

##### **Member:**

2008-2009: dissertation committee member: Dissertation committee member for Elmira Bogoviyeva's dissertation entitled, The Effects of Customer Involvement in Brand Co-Creation and Self-Construction on Self-Brand Connection

2003-2004: Marketing Recruiting Committee

##### **Other Institutional Service Activities:**

2002-2003 through 2004-2005: Library Liaison for Marketing Department

##### **College assignments:**

**Member:**

2007-2008: Finance Recruiting committee member

2005-2006: MIS Search Committee

2005-2006: MIS Recruiting Committee member

**University assignments:****Faculty Advisor:**

2003-2004: University of Mississippi, School of Business Administration: Honor's Thesis Chair

2002-2003: The University of Mississippi, School of Business Administration: Honor's thesis chair

**Member:**

2008-2009: Taylor Medal Task Force: charged with the task of reviewing Taylor Medal criterion and making changes for next year's Taylor Medal selections

2007-2008 through 2008-2009: Taylor Medal Committee: rank 100 applicants and award 40 applicants a Taylor Medal

2007-2008: OSRP grant member: Read and rank approximately 30 research proposals to help the OSRP determine who will receive 2008 summer grants

**Other Institutional Service Activities:**

2004-2005 through 2005-2006: University of Mississippi: The American Marketing Association was asked by Jeff Alford, assistant vice-chancellor, to come up with a 30-second commercial idea for the university which will be shown next fall during football games. To accomplish this task I have led a group of 6 students through the process of conducting focus groups, developing a commercial idea, developing a storyboard, and presenting the idea to the chancellor, vice-chancellor (Gloria Kellum) and assistant vice-chancellor (Jeff Alford).

2003-2004: University of Mississippi, School of Business Administration: Interviewer for Scholars Day

2002-2003: The University of Mississippi, School of Business Administration: Interviewer for Scholars Day

**Service to the Profession****Chair: Conference / Track / Program**

2008-2009: Co-chair of the Services Marketing and Retailing track for the winter American Marketing Association (National).

2006-2007: Co-chair for CRM track at SMA conference, Co-chair for CRM track at SMA conference, Nashville, Tennessee (National).

**Editor: Associate Editor**

2003-2004 through 2006-2007: Journal of Marketing Research, Associate book editor (National).

**Invited Lecture**

2006-2007: Southeast Marketing Symposium, Invited Presentation at the Southeast Marketing Symposium (February 9, 2007), Florida State University, my co-author presented The Use of Deception in Relationships: A New Perspective, Tallahassee, Florida (Regional).

**Officer: Organization / Association**

2003-2004 through 2006-2007: Relationship Marketing SIG, Vice-Chair of Communications (National).

**Other Professional Service Activities**

2002-2003: iCRM Conference, Session Chair (National).

**Presentation**

2002-2003: MMA Doctoral Consortium, Invited Presenter Presented Diversity in the Workplace with Vitoria Bush (National).

**Reviewer: Ad Hoc Reviewer for a Journal**

2004-2005 through 2008-2009: Journal of Retailing (National).

2004-2005 through 2008-2009: Journal of Marketing (National).

2004-2005 through 2008-2009: Journal of the Academy of Marketing Science (National).

**Reviewer: Book / Textbook**

2003-2004: Journal of Business Research (National).

**Reviewer: Conference Paper**

2002-2003 through 2003-2004: AMA Winter Conference, Paper Session (National).

2002-2003 through 2003-2004: AMA Summer Conference, Paper Session (National).

**Other****Other Honors and Awards****Awards:**

2000: Harold Hardy Award for Scholarship, University of Massachusetts-Amherst, .

1999: Used to attend the Direct Marketing Institute for Professors, Donald & Geraldine Hedbert Fellowship.

1999: Harold Hardy Award for Scholarship, University of Massachusetts - Amherst.

**Memberships**

American Marketing Association  
Association for Consumer Research  
Society for Marketing Advances

## References

Dr. Marc Weinberger, Associate Dean & Professor  
marcw@mktg.unmass.edu

Dr. Charles D. Schewe, Professor  
schewe@mktg.umass.edu

Dr. Thomas Brashear, Assistant Professor  
brashear@mktg.umass.edu

---

**Last updated:** 14-Oct-09 (11:58 AM)