



Jana-Kristin Prigge, Beatrix Dietz, Christian Homburg, Wayne D. Hoyer, and Jennifer L. Burton (2015), "Exploring the Construct of Patient Empowerment: Antecedents and Consequences," *International Journal of Research in Marketing* 32 (December), 375-386.

## **MANUSCRIPTS UNDER REVIEW**

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Burton, Jennifer L., Kristen Jensen, Jan Gollins, and Danielle Walls (2016), "The Benefits and Drivers of Watching, Liking and Sharing an Advertisement on Social Media," manuscript under first round review at the

retrospective ad and brand evaluations. Results show that the relationship between affect traces and affective ad evaluations is stronger for consumers with low involvement and negative prior brand attitudes. Additionally, the relationship between affect traces and brand attitudes is stronger for consumers with high involvement and negative prior brand attitudes. Finally, under low (high) involvement conditions, ad affect has a stronger impact on purchase decisions for consumers with negative (positive) prior brand attitudes.

### **CONFERENCE PRESENTATIONS (\* denotes presenter)**

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- Burton, Jennifer L.\*, Kristen Jensen, Jan Gollins, and Danielle Walls, “The Benefits and Drivers of Watching, Liking and Sharing an Advertisement on Social Media.” Competitive paper presented at the 2016 American Marketing Association Winter Marketing Educators’ Conference, February 26-28, Las Vegas, NV.
- Burton, Jennifer L.\*, Kristen Jensen, Jan Gollins, and Danielle Walls, “The Benefits and Drivers of Watching, Liking and Sharing an Advertisement on Social Media.” Poster presented at the 2014 American Marketing Association Winter Marketing Educators’ Conference, February 21-23, Orlando, FL.
- Burton, Jennifer L.\*, Donna J. Hill\*, and Aysen Bakir, “Influencing Light Versus Heavy Engagers to Curb their Habits through Positive and Negative Ad Imagery.” Poster presented at the 2011 American Marketing Association Winter Marketing Educators’ Conference, February 18-20, Austin, TX.
- Burton, Jennifer L.\*, “The Influence of Prior Brand Attitude and Involvement on Consumers’ Moment-to-Moment Affect Traces.” Competitive paper pr

## **TEACHING EXPERIENCE**

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Instructor, Promotions and Branding Strategies, University of Tampa, Fall 2016 to Present

Instructor, Integrated Marketing Communications, University of Tampa, Fall 2016 to Present

Instructor, Social Media Marketing Strategy, High Point University, Spring 2015 to Spring 2016

Instructor, Marketing Communications, High Point University, Fall 2014 to Spring 2016

Instructor, Consumer Behavior, High Point University, Fall 2014

Foster College of Business, Bradley-AMS Marketing Research Project Faculty Advisor, Bradley University, Summer 2010 to Summer 2011

Foster College of Business Website Committee, Bradley University, April 2010 to August 2010

## **PROFESSIONAL SERVICE**

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Ad Hoc Reviewer for:

- Journal of Advertising Research
- Association for Consumer Research Conference Submissions
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