

SUSANA JARAMILLO

Department of Marketing and Supply Chain Management • Fogelman College of Business & Economics
• The University of Memphis
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EDUCATION

Doctor of Philosophy, Marketing

University of Alabama

Dissertation: *“Understanding the Role of Self-Conscious Emotions on Service Encounters”*

August 2016 – December 2020

Tuscaloosa, United States

Master of Science in Marketing

University of Alabama

August 2015 – May 2016

Tuscaloosa, United States

Master of Science in Administration

Universidad EAFIT

Thesis: *“Greetings in Service Encounters: Characterization from the Cultural Knowledge of Users and Providers”*

July 2012 - 2015

Medellín, Colombia

Specialization in Marketing / Post-graduate studies

Universidad EAFIT

July 2009 - December 2009

Medellín, Colombia

Bachelor of Business Administration

Concentration in Marketing

Universidad EAFIT

January 2004 - June 2009

Medellín, Colombia

INTERESTS

Research Interests: Service Encounters, Service Recovery, Transformative Services, Emotions in Consumer-Employee Interactions.

Teaching Interests: Marketing Research, Consumer Behavior, Service Marketing/Management, Principles of Marketing, and International Marketing.

RESEARCH

Selected Publications

- (5) Lindsey-Hall, Kristina K*, **Susana Jaramillo***, Melanie Lorenz, Patrick Fennell and Candice Marti (2025). “Profiling As a Service Failure.” *Journal of Service Research*. <https://doi.org/10.1177/10946705241300668>. Advanced online publication.

*Equal contribution

- (4) Kies, Alexander, Arne De Keyser*, **Susana Jaramillo***, Elina Tang*, Jiarui Li* and Ihtesham Ud-Din*. (2024). “Wired for Work: Brain-Computer Interfaces’ Impact on Frontline Employees’ Well-Being” *Journal of Service Management*. <https://doi.org/10.1108/JOSM-03-2024-0098>.

* Equal contribution

- (3) **Jaramillo, Susana**, George Deitz, John D. Hansen, and Emin Babakus (2023), "Taking the Measure of Net Promoter Score: An Assessment of Construct and Predictive Validity". *International Journal of Market Research*. <https://doi.org/10.1177/14707853231213274>.
- (2) Lindsey-Hall, Kristina K., **Susana Jaramillo**, Thomas L. Baker, and Daniel Bachrach (2023), "An Examination of Frontline Employee-Customer Incidental Similarities in Service Failure and Recovery Contexts." *Psychology and Marketing*. <https://doi.org/10.1002/mar.21809>.
- (1) Lindsey-Hall, Kristina K., **Susana Jaramillo**, Thomas L. Baker, and Julian Arnold (2020), "Authenticity, Rapport, and Interactional Justice in Frontline Service: The Moderating Role of Need for Uniqueness." *Journal of Services Marketing*. <https://doi.org/10.1108/JSM-11-2019-0434>.

Other Research Experience

- (2) **Jaramillo, Susana**, and Carlos-Mario Uribe-Saldarriaga (2016), "Greetings in Service Encounters: Characterization from the Cultural Knowledge of Users and Providers." (Master Thesis)
- (1) Special Project: "Database of Colombian Emotional Speech: Anger in Call Centers" (2013-2014).
- Role: Researcher. Responsibilities: Research including moderated focus groups designed to measure the response to and recognition of recorded voices with specified emotional content.

Other Publications

- (1) Rojas de Francisco, Laura, Maria C. Mejía, **Susana Jaramillo**, María J. Gaviria, Paula A. Hinestroza, Anyi L. Rincon, Daniela Gómez, and Alejandro Marin (2022). Market Study Findings and Methodology. In M. Moscoso, S. Arboleda, A. Ángel, & V. Bernal Castillo (Eds.). *Infrastructure for Active Mobility and Gender: A Methodological Guide* (pp. 68 - 91). Despacio. https://www.researchgate.net/publication/363067160_Market_study_findings_and_methodology

GRANTS AND FUNDING

Total Funding Awarded: \$271,757.37

- (6) **Susana Jaramillo** (P.I.) and Alex Pratt (Co-P.I.). *The Recycle Packaging Project: A Field Study*. The project was funded by the University of Memphis Sustainable Campus (Green) Fee Funding. Amount Awarded: \$4,005. Period of Funding Award: July 2024 - June 2025.
- (5) **Susana Jaramillo** (P.I.), Jen Mandel, Shawn Brown, and Chris Ramezanpour (Co-P.Is.). *Developing Biodiversity Credit Platform to Manage Supply Chain for Ag-based Biodiversity Credits: A Market-based Incentive Structure to Encourage Farmer Adoption of Conservation Practices that Restore Biodiversity, Soil Health, and Ecosystem Resilience*. The project was funded by the University of Memphis Division of Research & Innovation - FedEx Institute of Technology as part of the Next Generation Supply Chain Technologies and Innovation Challenge. Amount Awarded: \$15,000. Period of Funding Award: July 2024 - December 2025.
- (4) **Susana Jaramillo** (P.I.), Subhash Jha (Co-P.I.), Brandon M. Booth (Co-P.I.), and Casey Waldsmith / Rajat Sharma (GRAs). *Evaluating the Effectiveness of Distracted Driving Prevention Advertisements on Young Drivers Using Eye-Tracking Technology*. Project funded by Communities of Research Scholars (CoRS). Amount Awarded: \$5000. Period of Funding Award: November 2023 - June 2024.
- (3) Subhash Jha (P.I.), **Susana Jaramillo** (Co-P.I.), and Casey Waldsmith / Rajat Sharma (GRAs). *Education Program to Reduce Distracted Driving Among Shelby County Adolescents*. Project funded

by Tennessee Highway Safety Office (THSO). Amount Awarded: \$168,143.97. Period of Grant Award: October 2023 -2024.

(2) **Susana Jaramillo** (P.I.), Subhash Jha (Co-P.I.), and Casey Waldsmith (GRA). *Supporting Data Collection Process for Designing an Education Program to Reduce Distracted Driving Among Shelby County Adolescents*. Project funded by Communities of Research Scholars (CoRS). Amount Awarded: \$2,500. Period of Funding Award: November 2022 - June 2023.

(1) Subhash Jha (P.I.), **Susana Jaramillo** (Co-P.I.), and Casey Waldsmith (GRA). *Education Program to Reduce Distracted Driving Among Shelby County Adolescents*. Project funded by Tennessee Highway Safety Office (THSO). Amount Awarded: \$77,108.40. Period of Grant Award: October 2022 - 2023.

TEACHING AND MENTORING EXPERIENCE

Graduate courses taught

University of Memphis. *Memphis, Tennessee.*

Advanced Marketing Management (Doctoral Level Course)

Fall 2023

4 students / 1 section

[Evaluation Average: **5.00**/5.0*]

Undergraduate courses taught

University of Memphis. *Memphis, Tennessee.*

Marketing Research

Fall 2024

47 students / 2 section

[Evaluation Average: **4.50**/5.0*]

Summer 2024

32 students / 1 section

[Evaluation Average: **5.00**/5.0*]

Spring 2024

50 students / 2 sections

[Evaluation Average: **4.50**/5.0*]

Fall 2023

26 students / 1 section

[Evaluation Average: **4.80**/5.0*]

Spring 2023

43 students / 2 sections

[Evaluation Average: **4.33**/5.0*]

Fall 2022

34 students / 2 sections

[Evaluation Average: **4.47**/5.0*]

Spring 2022

36 students / 2 sections

[Evaluation Average: **4.00**/5.0*]

Fall 2021

34 students / 2 sections

[Evaluation Average: **4.59**/5.0*]

Spring 2021

37 students / 2 sections

[Evaluation Average: **4.49**/5.0*]

Fall 2020

42 students / 2 sections

[Evaluation Average: **4.19**/5.0*]

University of Alabama. *Tuscaloosa, Alabama.*

Consumer Behavior

Spring 2020

110 students / 2 section

[Evaluation Average: **4.23**/5.0*]

Spring 2019

106 students / 2 section

[Evaluation Average: **4.41**/5.0*]

Universidad EAFIT. *Medellin, Colombia.*

Pensamiento de Mercadeo / Principles of Marketing

Spring 2012-Spring 2015 403 students / 13 section

[Evaluation Average: **4.67**/5.0*]

Mercadeo y el Entorno / Marketing Strategy

Fall 2009-Fall 2011

448 students / 13 section

[Evaluations not available]

* Mean of item: In general, the instructor was an effective teacher.

Dissertation Committees

- (5) Candice Marti (Dissertation). Department of Marketing, E. J. Ourso College of Business, Louisiana State University. Expected Graduation: Summer 2025. **Role: External Committee Member.**
- (4) Casey Waldsmith (Dissertation). Department of Marketing and Supply Chain Management, Fogelman School of Business, The University of Memphis. Expected Graduation: Summer 2025. **Role: Committee Member.**
- (3) Singh, Priyanka (Dissertation). *Examining the Impact of Digital Marketing Transformation on Firm's Strategic Outcomes – A Multi-Method Approach –*. Department of Marketing and Supply Chain Management, Fogelman School of Business, The University of Memphis. Graduation: Summer 2023. **Role: Committee Member.**
- (2) Tokareva, Svetlana (Dissertation). *Three Essays in Brand Management: A Multi-Method Approach*. Department of Marketing and Supply Chain Management, Fogelman School of Business, The University of Memphis. Graduation: Summer 2023. **Role: Committee Member.**
- (1) Narcum, Eric C. (Dissertation). *To Brag or Not to Brag: Two Essays on The Effective Promotion of Prosocial Behaviors*. Department of Marketing and Supply Chain Management, Fogelman School of Business, The University of Memphis. Graduation: December 2022. **Role: Committee Member.**

DEPARTAMENTAL/COLLEGE SERVICE

University of Memphis. *Memphis, Tennessee.*

| | |
|---|------------------|
| Belonging and Engagement Committee (Committee Member) | 2021 – 2025 |
| Marketing Curriculum Review Committee (Committee Member) | Spring, 2024 |
| FCBE Strategic Planning Taskforce (Committee Member) | Fall, 2023 |
| MSCM Faculty Search Committee (Search: An Assistant Professor of Teaching) | Spring, 2023 |
| MSCM Faculty Search Committee (Search: Two Assistant Professors of Marketing) | Fall, 2022 |
| MSCM Faculty Search Committee (Search: An Assistant Professor of Teaching) | Summer, 2022 |
| MSCM Faculty Search Committee (Search: An Assistant Professor of SCM) | Fall, 2021 |
| PhD Comprehensive Exam Committee (Evaluator) | 2020-21, 2023-24 |

Universidad EAFIT, *Medellín, Colombia*

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| Foundation of the Master in Marketing Program (Committee Member) | Jan – Dec, 2011 |
| Foundation of the Undergraduate Marketing Program (Committee Member) | Jan 2009 – Dec, 2010 |

PROFESSIONAL SERVICES AND MEMBERSHIPS

Leadership in Professional Associations

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| Women in Marketing Strategy (WIMS) | Summer 2023 - Present |
| Role: Founding Member / Member of the Research Committee | |

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| Retail and Pricing Special Interest Group of the AMA (RAPSIG) | Summer 2022 - 2024 |
| Role: VP Communications, Member | |

Research Institutes Affiliations

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| ACRE (Institute for Agriculture and Conservation Research and Education) | Fall 2024 |
| Role: Affiliate | |

Memberships (Past and Present)

American Marketing Association (AMA)
Society for Marketing Advances (SMA)
Academy of Marketing Science (AMS)
Association for Consumer Research (ACR)

Ad Hoc Reviewer

Journal of Service Research
Journal of Service Management
Journal of Marketing Theory and Practice
Journal of Consumer Marketing

Editorial Advisory Board Member

Journal of Service Management Summer 2024-Present

CONFERENCES, SYMPOSIUMS AND DOCTORAL CONSORTIUM ATTENDED

Conferences & Symposiums (Attendee)

62nd Society for Marketing Advances (SMA). *Tampa, Florida*. November 6-9th, 2024.
29th Frontiers in Service Annual Conference. *Amelia Island, Florida*. June 27-30th, 2024.
American Marketing Association (AMA). *St. Pete Beach, Florida*. Feb 22-23rd, 2024.
Organizational Frontline Research Symposium (OFR). *St. Pete Beach, Florida*. Feb 22-23rd, 2024.
61st Society for Marketing Advances (SMA). *Fort Worth, Texas*. November 8-11th, 2023.
28th Frontiers in Service Annual Conference. *Maastricht, Netherlands*. June 15-18th, 2023.
Southeast Marketing Symposium (SMS). *Knoxville, Tennessee*. April 13-15th, 2023.
American Marketing Association (AMA). *Nashville, Tennessee*. February 10-12th, 2023.
Organizational Frontline Research Symposium (OFR). *Nashville, Tennessee*. February 09-10th, 2023.
59th Society for Marketing Advances (SMA). *South Carolina, Charlotte*. November 2-5th, 2022.
27th Frontiers in Service Annual Conference. *Wellesley, Massachusetts*. June 24-26th, 2022.
Southeast Marketing Symposium (SMS). *Athens, Georgia*. March 31-April 2nd, 2022.
Organizational Frontline Research Symposium (OFR). *Las Vegas, Nevada*. February 17-18th, 2022.
26th Frontiers in Service Annual Conference. *Philadelphia, Pennsylvania*. July 9-10th, 2021. (Online).
Southeast Marketing Symposium (SMS). *Oxford, Mississippi*. April 8-9th, 2021. (Online).
Association for Consumer Research (ACR). *Paris, France*. October 1-4th, 2020. (Online).
57th Society for Marketing Advances (SMA). *New Orleans, Louisiana*. November 6-9th, 2019.
Southeast Marketing Symposium (SMS). *Memphis, Tennessee*. February 7-9th, 2019.
56th Society for Marketing Advances (SMA). *West Palm Beach*. October 31-November 3rd, 2018.
25th Frontiers in Service Annual Conference. *Austin, Texas*. September 5-6th, 2018.
American Marketing Association (AMA). *New Orleans, Louisiana*. February 23-25th, 2018.
Southeast Marketing Symposium (SMS). *Tuscaloosa, Alabama*. February 15-17th, 2018.
55th Society for Marketing Advances (SMA). *Louisville, Kentucky*. November 7-11th, 2017.
24th Frontiers in Service Annual Conference. *New York City*. June 22-23rd, 2017.
Southeast Marketing Symposium (SMS). *Lexington, Kentucky*. April 6-8th, 2017.
54th Society for Marketing Advances (SMA). *Atlanta, Georgia*. November 2-5th, 2016.

Conferences & Symposiums (Invited Speaker/Presenter)

SOCAP International, Spring Symposium, Memphis, TN. May 2024. Title: Unveiling Profiling in Service Settings: Exploring Customer Experiences and Coping Behaviors.

VII International Week of Management, Accounting and Auditing, Quito, Ecuador. April 2014. Hosted by Pontificia Universidad Católica del Ecuador. Presentation Title: A Return to the Humanization of Services.

ADDITIONAL TRAINING / WORKSHOPS

- (3) **iMotions Academy** (June 3-7th, 2024). Objective: Provide theoretical and practical knowledge about data collection using biosensors. After program completion, an iMotions Academy Certificate was provided.
- (2) **In-House iMotions Refresher** (Oct. 26th, 2023). Objective: Workshop refresher to update the equipment and reset the lab.
- (1) **In-House iMotions Workshop** (Sept. 7-8th, 2023). Objective: Provide comprehensive training in iMotions software and the use of equipment from The Consumer NeuroInsights Research Lab (C-NRL).

PROFESSIONAL EXPERIENCE

ACADEMIC POSITIONS

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|--|---|
| The University of Memphis Assistant Professor | Memphis, Tennessee August 2020 – Present |
| Universidad EAFIT Visiting Professor (Summer base) Professor In-training Assistant Professor of Teaching Auxiliary Professor of Teaching Adjunct Professor | Medellín, Colombia June 2021 – June 2026 June 2015 – June 2020 January 2014 – June 2015 January 2010 – December 2013 July 2009 – December 2009 |

ADMINISTRATIVE POSITIONS

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|--|--|
| The University of Memphis <i>Co-Coordinator of the PhD Program</i> | Memphis, Tennessee August 2024 – Present |
| Universidad EAFIT Coordinator of the Marketing Fundamentals Courses Coordinator of the Marketing Concentration Head of the Undergraduate Marketing Program (Interim) Administrative Assistant | Medellín, Colombia January 2013 – June 2015 July 2012 – June 2015 January 2012 – June 2012 July 2009 – December 2009 |