

TESSA GARCIA-COLLART

Assistant Professor of Marketing
Department of Marketing & Entrepreneurship

College of Business Administration
University of Missouri-St Louis

EDUCATION

PhD in Business Administration, Marketing Florida International University	April 2020 Miami, Florida
MBA, Global Business Administration Thunderbird School of Global Management (<i>Knowledge Unit of Arizona State University</i>)	May 2007 Phoenix, Arizona
B.A. Marketing and International Business Administration Universidad Tecnológica Centroamericana	January 2004 San Pedro Sula, Honduras

PUBLICATIONS

Garcia-Collart, Tessa, Nuket Serin, and Jayati Sinha (2020), “Healthy (In)Congruence: When Hispanic Identity and Self-Framed Messages Increase Healthier Choices,” *Journal of Advertising*, 49 (1), 98-108.

Dickson, Peter, Erick M. Mas, Michelle Van Solt, Tessa Garcia-Collart, and Jaclyn Tanenbaum (Forthcoming), “The Influence of Senior Management and Sales Managers on Salesperson Customer Orientation and Hard Selling Orientation,” *Marketing Letters*.

Garcia-Collart, Tessa (Forthcoming), “Más Allá del Español (Beyond Spanish): The Influence of Hispanic and Latin Cultural Identity on Marketing Communications,” in G. Brodowsky, R. Perren, and C. Schuster eds. *Handbook on Intra-Cultural Marketing*, Edward Elgar Publishing, UK.

Garcia-Collart, Tessa and Jessica Rixom (2019), “Self-Effacing versus Self-Enhancing Brand Appeals: The Influence of Impression Management Styles on Consumption Behavior,” *Marketing Science Institute Working Paper Series*, (19), 130.

RESEARCH UNDER REVIEW

Bakpayev, Marat, Sunaina Chugani Marquez, Tessa Garcia-Collart, Tavleen Kaur, Bridget Leonard, Michael G. Luchs, Lydia Ottelewski, Laura Pricer, Abigail Schneider, Jason Stornelli, “Consumer Well-being in a Digital World: Paradoxes of Technology and the Role of Wisdom”

- Collaboration during the Transformative Consumer Research Conference 2021
- Under second round revision, *Journal of Consumer Affairs*

WORKING PAPERS

Garcia-Collart, Tessa and Jessica Rixom, “To Boast or not to boast? The Effects of Brand Impression Management Strategies on Consumption Behavior”

- Research project funded partially by the *Marketing Science Institute*
- Submitting to *Journal of Consumer Psychology*
- Planned Submission Date: Spring 2022

Garcia-Collart, Tessa and Jayati Sinha, “Emoji Marketing: Strengthening the Consumer-Brand Relationship and its Downstream Effects”

- Manuscript derived from Dissertation research
- Received the Best Paper Award, Marketing Management Association (2022)
- Submitting to *Journal of Consumer Research*
- Planned Submission Date: Spring 2022

Garcia-Collart, Tessa and Jayati Sinha, “Speak up! Brand Responsiveness Matters: Consumer Reactions to Brand Communications during the Early Stages of a Crisis”

- Submitting to *Journal of Advertising*
- Planned Submission Date: Spring 2022

Garcia-Collart, Tessa, Daniel Grossman and Jayati Sinha, “The Negative Side of Emojis: Exploring the Influence of Emojis in Brand Transgression Contexts”

- Research Funded by a Faculty Research Grant from the University of Missouri-St Louis
- Target: *Journal of Consumer Research*
- Planned Submission Date: Fall 2022

Serin, Nuket, Jayati Sinha, Tessa Garcia-Collart, and Ellen Campos Sousa, “The Matching Effect of Product Type and Gift Option on Brand Recovery After Brand Transgression”

- Target: *Journal of Consumer Psychology*
- Planned Submission Date: Fall 2022

RESEARCH IN PROGRESS

Inyang, Eddie, Ryan Cruz, Tessa Garcia-Collart and Juliana White, “Are you Human? The Influence of Voicebot Frontline Agents on Service Satisfaction”

- Target: *Journal of Consumer Psychology*
- Partially funded by a research grant, The College of New Jersey

van Solt, Michelle and Tessa Garcia-Collart, “Are CGI Influencers *Really* Real? Exploring how Perceptions of Authenticity of CGI Influencers affect the Consumer-Brand Relationship”

- Target: *Journal of Consumer Psychology*

AWARDS AND RECOGNITION

- Best Paper Award, Marketing Management Association (2022)
- Faculty Research Grant, University of Missouri-St Louis (2021)
- UGS Provost Award for Outstanding Paper, Florida International University (2020)
- Finalist, Outstanding Student Life Graduate Scholar Award, Florida International University (2020)
- The Harold and Muriel Berkman Foundation Research Scholarship (2019)
- International Consumer-Brand Relationships Conference Travel Scholarship (2019)
- Marketing Science Institute Research Grant (2018)
- AMA-Sheth Doctoral Consortium Fellow (2018)
- The Society of Consumer Psychology Ethnic Minority Travel Scholarship (2018)
- The Russell V. Ewald Award for Academic Excellence (2017)
- American Marketing Association Valuing Diversity Scholarship (2017)
- The Melvin and Patricia Stith Transition Grant (2016)

RESEARCH PRESENTATIONS

Garcia-Collart, Tessa and Jayati Sinha, “Emoji Marketing: Strengthening the Consumer-Brand Relationship and its Downstream Effects”

- Society for Consumer Psychology Conference (*March 2022, Virtual*)
- Marketing Management Association Conference (*March 2022, St Louis, MO*)
- Virginia Polytechnic Institute and State University (*November 2019, Blacksburg, VA*)
- The Coca-Cola Company Headquarters (*October 2019, Atlanta, GA*)
- University of Southern Indiana (*October 2019, Evansville, IN*)
- Northern Illinois University (*October 2019, DeKalb, IL*)
- Fordham University (*October 2019, Manhattan, NY*)
- University of Missouri-St Louis (*September 2019, St Louis, MO*)
- Xavier University (*September 2019, Cincinnati, OH*)
- Indiana University Southeast (*September 2019, New Albany, IN*)
- Olin Business School, Washington University in St. Louis (*June 2019, St Louis, MO*)
- International Consumer-Brand Relationships Conference (*May 2019, Cancun, Mexico*)
- FIU Business Doctoral Students Association Symposium (*April 2019, Miami, FL*)
- American Marketing Association Conference (*February 2019, Austin, TX*)

Garcia-Collart, Tessa and Jessica Rixom, “The Power of Self-Effacing Advertising Messages: Building Trust and Increasing Attitudes Toward the Brand”

- Society for Consumer Psychology Conference (*March 2022, Virtual*)
- Marketing Management Association Conference (*March 2022, St Louis, MO*)
- Association for Consumer Research Conference (*October 2019, Atlanta, GA*)
- Working Paper, Association for Consumer Research Conference (*October 2018, Dallas, TX*)

van Solt, Michelle and Tessa Garcia-Collart, “Are CGI Influencers *Really* Real? Exploring how Perceptions of Authenticity of CGI Influencers affect the Consumer-Brand Relationship”

- Society for Consumer Psychology Conference (*March 2022, Virtual*)
- Marketing Management Association Conference (*March 2022, St Louis, MO*)
- American Marketing Association Conference (*February 2022, Virtual*)

Garcia-Collart, Tessa and Jayati Sinha, “Speak up! Brand Responsiveness Matters: Consumer Reactions to Brand Communications during the Early Stages of a Crisis”

- Marketing & Public Policy Conference (*Forthcoming: June 2022, Austin, TX*)
- Marketing Management Association Conference (*March 2022, St Louis, MO*)
- American Marketing Association Conference (*February 2022, Virtual*)

Garcia-Collart, Tessa, Nuket Serin, and Jayati Sinha, “Healthy (In)Congruence: When Hispanic Identity and Self-Framed Messages Increase Healthier Choices”

- Association for Consumer Research Conference (*October 2019, Atlanta, GA*)
- International Consumer-Brand Relationships Conference (*May 2019, Cancun, Mexico*)
- University of Tennessee (*September 2017, Knoxville, TN*)
- Working Paper, American Marketing Association Conference (*February 2017, Orlando, FL*)
- McKnight Mid-Year Research Conference (*February 2017, Tampa, FL*)

INVITED TALKS & CAREER WORKSHOPS

Panelist / Speaker:

- Productivity in the Workplace Seminar, St Louis Hispanic Chamber of Commerce (*Forthcoming: May 2022, St Louis, MO*)
- Social Media and Digital Marketing Panel, Marketing Management Association (*March 2022, St*

Louis, MO)

- Developing an Academic CV and Application Materials Seminar, University of Missouri-St Louis (February 2022, St Louis, MO)
- New Faculty Orientation, MDSA-PhD Project Conference (August 2021, Virtual)
- Spring Grads Keller Seminar, Florida International University (March, 2021, Virtual)
- Marketing and Consumer Behavior Seminar, San Ignacio University (July 2019, Miami, FL)
- New Fellows Address, McKnight Fellowship Conference (June 2019, Tampa, FL)
- New Student Orientation, MDSA-PhD Project Conference (August 2018, Boston, MA)
- Marketing Research Session, The PhD Project Conference (November 2017, Chicago, Illinois)
- Life as a Doctoral Student, The PhD Project Conference (November 2017, Chicago, Illinois)
- Navigating the Doctoral Journey, MDSA-PhD Project Conference (August 2017, San Francisco, CA)
- Work-Life Balance Session, MDSA-PhD Project Conference (August 2016, Atlanta, GA)
- New Student Orientation Session, MDSA-PhD Project Conference (August 2016, Atlanta, GA)

Participant:

- Future Faculty Development Program, Virginia Polytechnic Institute and State University (November 2019, Blacksburg, VA)
- Early Career Professional Development Workshop, Olin Business School, Washington University St. Louis (June 2019, St. Louis, MO)
- Strategies for Success in the College Classroom, The PhD Project - Bentley University (June 2019, Boston, MA)
- Future Faculty Program, University of Tennessee (September 2017, Knoxville, TN)

LEADERSHIP AND SERVICE TO THE FIELD

Leadership:

- Member, Journal of Public Policy & Marketing Impact Taskforce (2021-Present)
- Member, Marketing Advisory Board, University of Missouri-St Louis (2021-Present)
- Member, Graduate Studies Committee, University of Missouri-St Louis (2021-Present)
- *Past-President*, Marketing Doctoral Students Association - The PhD Project (2019)
- *President*, Marketing Doctoral Students Association - The PhD Project (2018)
- *Vice-President*, Marketing Doctoral Students Association - The PhD Project (2017)
- *Secretary and Student Council Liaison*, FIU Business Doctoral Students Association (2017)

Journal and Conference Reviewer:

- Journal of Public Policy & Marketing (2022)
- Journal of Business Research (2021, 2022)
- Journal of International Marketing (2021)
- Academy of Marketing Science Conference (2020)
- International Consumer-Brand Relationship Conference (2019)
- Society for Consumer Psychology Conference (2019)
- Society for Consumer Psychology Conference (2018)
- Winter American Marketing Association Conference (2017, 2022)

Session Chair:

- Brands and Consumer Session, International Consumer-Brand Relationship Conference (May 2019, Cancun, Mexico)
- Power, Possessives, and Construal: Influences on Brand Preference, Association for Consumer Research Conference (October 2018, Dallas TX)
- Meet the Editors Session, The PhD Project Conference (August 2018, Boston, MA)
- Brand Love & Loyalty Session, Academy of Marketing Science Conference (May 2018, New

Orleans, LA)

- Conducting Rigorous Research, The PhD Project Conference (*August 2017, San Francisco, CA*)
- Business Panel, McKnight Doctoral Fellows Annual Meeting (*November 2016, Tampa, FL*)
- Global Brands Session, Academy of Marketing Science Conference (*May 2016, Orlando, FL*)
- Marketing and Consumer Behavior Session, McKnight Doctoral Fellowship Research & Writing Conference (*February 2016, Tampa, FL*)

TEACHING EXPERIENCE

Principles of Marketing, University of Missouri-St Louis (*Undergraduate; Rating: 1=Poor; 7=Excellent*)

- Overall Rating: 6.45/7 (*Online Class, Fall 2021*)
- Overall Rating: 6.29/7 (*Online Class, Fall 2021*)
- Overall Rating: 6.06/7 (*Online Class, Spring 2021*)
- Overall Rating: 6.40/7 (*Online Class, Fall 2020*)
- Overall Rating: 5.96/7 (*Online Class, Fall 2020*)

Brand Management, University of Missouri-St Louis (*Graduate; Rating: 1=Poor; 7=Excellent*)

- Overall Rating: 5.93/7 (*Online Class, Spring 2021*)

International Marketing, Florida International University (*Undergraduate; Rating: 1=Poor; 5=Excellent*)

- Overall Rating: 4.58/5 (*Hybrid Class, Fall 2019*)
- Overall Rating: 4.25/5 (*Hybrid Class, Spring 2019*)

Principles of Marketing, Florida International University (*Undergraduate; Rating: 1=Poor; 5=Excellent*)

- Overall Rating: 4.65/5 (*Hybrid Class, Summer 2019*)
- Overall Rating: 4.53/5 (*Hybrid Class, Fall 2018*)
- Overall Rating: 4.78/5 (*Summer 2018*)
- Overall Rating: 4.89/5 (*Hybrid Class, Spring 2018*)
- Overall Rating: 4.45/5 (*Hybrid Class, Fall 2017*)

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Academy of Marketing Science
- Society of Consumer Psychology
- The PhD Project, Marketing Doctoral Students Association
- McKnight Doctoral Fellowship Program
- Beta Gamma Sigma Honor Society

INDUSTRY EXPERIENCE

Director of Marketing, Tessdan, Incorporated (2010-2015; Pembroke Pines, FL)

Directed the creation of social media marketing and e-commerce site with Search Engine Optimization resources that resulted in 75% more store traffic VPY. Also built partnerships with top mom & children membership sites such as zulily.com, jane.com and others

Brand & Product Manager, Stanley Black & Decker (2005-2010; Miramar, FL)

Managed and led three Strategic Business Units for the Latin America region and grew assigned product portfolio to \$45M (up from \$21M in 2005) by developing and launching over 500 new SKUs.

Events Coordinator, Florida Foreign Trade Association (2004 – 2005; Miami, FL)

Analyzed the strategy plan and recommended marketing opportunities including organizing trade events to support commercial relationships between small businesses in Latin America and the USA.

Operations Assistant, Royal Dutch Shell Oil Company (2002-2003; San Pedro Sula, Honduras)

Develop and implemented the company's Distribution Master Plan to schedule a more efficient distribution of petroleum-based products among retail and commercial clients, thus optimizing the company's logistics and supply chain.

OTHER

- Fluent in English and Spanish

REFERENCES

Dr. Jayati Sinha, Ph.D.

Associate Professor of Marketing
Macy's Retailing Professor
Florida International University
College of Business, Department of Marketing

Dr. Rebeca Perren, Ph.D.

Associate Professor of Marketing
California State University, San Marcos
College of Business, Department of Marketing

Dr. Maura L. Scott, Ph.D.

Persis E. Rockwood Professor of Marketing
Co-Director, Doctoral Program in Marketing
Florida State University
College of Business, Department of Marketing

Dr. Martin Mende, Ph.D.

Professor of Marketing
Jim Moran Professor of Business Administration
Co-Director, Doctoral Program in Marketing
Florida State University
College of Business, Department of Marketing