

KIMBERLEY PREIKSAITIS

Curriculum Vitae

kpreiksaitis@siena.edu | www.preiksaitis.com

CURRENT POSITION

2018 - Present Assistant Professor of Marketing, *School of Business, Siena College*
Loudonville, New York USA

EDUCATION

2018 Doctorate of Philosophy, Management (Marketing)
Smith School of Business, Queen's University

2013 Master of Science, Management (Marketing)
Smith School of Business, Queen's University

2008 Bachelor of Commerce, Honors
Smith School of Business, Queen's University

INDUSTRY EXPERIENCE

2011 – 2012 Internet & Marketing Specialist, *Greater Halifax Partnership*
Halifax, Nova Scotia CANADA

2009 – 2011 Account Executive, *Revolve*
Bedford, Nova Scotia CANADA

2008 – 2009 Business Analyst & Facilitator, *Deloitte*
Oakville, Ontario CANADA

RESEARCH INTERESTS

Branding, imagination, brandfests, publicity, sociality, brand community, consumer gossip

PUBLICATIONS

Preiksaitis, Kimberley D. and Peter A. Dacin (2021), "Consumer Responses to Strategic Customer Extensions," *Journal of Product and Brand Management*, 30, 2, pp. 244-261.
<https://doi.org/10.1108/JPBM-08-2019-2515> (ACBD Rating of A)

Thomas, Meredith, Alexander Mitchell, Kelley Cours Anderson, **Kimberley Preiksaitis**, and Devan Leavins (2021), "Consuming the Sociality of Place", in *NA - Advances in Consumer Research* Volume 49, eds. Tonya Williams Bradford, Anat Keinan, and Matthew Thomson, Duluth, MN :

Association for Consumer Research, Pages: 864-869.

<http://www.acrwebsite.org/volumes/3001025/volumes/v49/NA-49> (ACBD Rating of B)

Preiksaitis, Kimberley and Alex Mitchell (2020) ,"The Theatre of Experience: Brand-Consumer Dynamics in MultimediuM Environments", in NA - Advances in Consumer Research Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 592-595.

<http://www.acrwebsite.org/volumes/2661322/volumes/v48/NA-48> (ACBD Rating of B)

Mosher, Kimberley and Peter A. Dacin (2016) ,"Alternative Consumption Experiences Via Imaginative Fantasy Creation", in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 564-564.

<http://www.acrwebsite.org/volumes/1021359/volumes/v44/NA-44> (ACBD Rating of B)

SELECTED RESEARCH IN PROGRESS

Preiksaitis, Kimberley and Alexander Mitchell, "Brand-Based Micro Celebrity," Manuscript in preparation for submission at *Journal of Marketing Research*.

Preiksaitis, Kimberley, Alexander Mitchell, and Deidre McBreen, "Consumer Gossip and Brand Community Dynamics," Manuscript in preparation for *Journal of Consumer Research*.

Preiksaitis, Kimberley, and Alexander Mitchell, "Chateau DIY: Consociality and the Consumption of Place," Manuscript in preparation for *Journal of Consumer Research*.

Preiksaitis, Kimberley, and Alexander Mitchell, "Consumer Brand Piggybacking on Social Media," Manuscript in preparation for *Journal of Consumer Marketing*.

Preiksaitis, Kimberley, and Alexander Mitchell, "Person Brand Storytelling on YouTube," Manuscript in preparation for *Journal of Interactive Marketing*.

PEER-REVIEWED CONFERENCE PRESENTATIONS

1. McBreen, Deirdre, Kimberley Preiksaitis and Alexander Mitchell (2022), "Consumer Gossip and Brand Community Dynamics", *Winter Educators Conference – American Marketing Association*, Las Vegas, USA, February 2022. (Competitive Paper)
2. Preiksaitis, Kimberley and Alexander Mitchell (2021), "Chateau DIY: Consociality and the Consumption of Place," *Association of Consumer Research Conference*, Online, October 2021. (Special Session: Consuming the Sociality of Place, Chaired by Meredith Thomas)
3. Preiksaitis, Kimberley and Alexander Mitchell (2020), "The Theatre of Experience: Brand-Consumer Dynamics in MultimediuM Environments," *Association of Consumer Research Conference*, Online, October 2020. (Competitive Paper)

4. Mitchell, Alexander and Kimberley Preiksaitis (2020), "Creating and Managing Strategic Brand Performances," *Winter Educators Conference – American Marketing Association*, San Diego, USA, February 2020. (Competitive Paper)
5. Preiksaitis, Kimberley and Alexander Mitchell (2019), "Consuming Brand Performances," *The Future of Brands Conference*, Columbia University, New York, USA, December 2019. (Competitive Paper)
6. Preiksaitis, Kimberley (2019), "Fallible Human Brands and Consumer-Identity-Related Responses," *European Marketing Association Conference*, Hamburg, Germany, May 2019. (Competitive Paper)
7. Kousi, Sofia and Kimberley Preiksaitis (2019), "The Upside of Imagining Unattainable Purchases" *European Marketing Association Conference*, Hamburg, Germany, May 2019. (Working Paper)
8. Preiksaitis, Kimberley (2018), "Human Brands and their Consumers: How Consumers Reform Brand Understandings Following Critical Incidents," *Association of Consumer Research Conference*, Dallas, TX, October 2018. (Working Paper)
9. Mosher, Kimberley and Peter A. Dacin (2018), "Deriving Value via the Imagination: How Knowledge Level and Perceptions of Chances alter Imaginative Mental Experiences," *AMA Winter Educators Conference*, New Orleans, USA, February 2018. (Special Session: Exploring the Important of Imagination on Consumption Processes and Market Dynamics, Chaired by Kimberley Mosher and Alexander Mitchell)
10. Mosher, Kimberley and Peter A. Dacin (2017), "Unattainable Desires and Imaginative Mental Experiences," *AMA Winter Educators Conference*, Orlando, USA, February 2017. (Working Paper)
11. Mosher, Kimberley and Peter A. Dacin (2016), "Alternative Consumption Experiences Via Imaginative Fantasy Creation", *Association of Consumer Research Conference*, Berlin, Germany, October 2016. (Competitive Paper)
12. Mosher, Kimberley and Peter A. Dacin (2016), "The Effects of Doing Business: Consumer Responses to Typical Business Changes," *AMA Summer Educators Conference*, Atlanta, GA, August 2016. (Competitive Paper)
13. Mosher, Kimberley and Peter A. Dacin (2016), "Taking Consumers for Granted: How Brand Changes May Have Big Consequences," *Academy of Marketing's 11th Global Brand Conference "Brands that Do Good"*, Bradford, UK, May 2016. (Competitive Paper)

14. Mosher, Kimberley and Peter A. Dacin (2015), "How Brand Changes Impact Self-Brand Connections with Brands," *Administrative Sciences of Canada Annual Conference*, Halifax, Canada, June 2015. (Competitive Paper)

PEER-REVIEWED PROCEEDINGS

1. Mitchell, Alexander and Kimberley Preiksaitis (2020), "Creating and Managing Strategic Brand Performances," in *2020 Winter AMA Educators Conference – Volume 31 – "Consumers and Firms in a Global World,"* eds. Bryan Lukas and O.C. Ferrell, Chicago, IL: American Marketing Association, Page: SBM-13
2. Mosher, Kimberley and Alexander Mitchell (2018), "Exploring the Importance of Imagination on Consumption Processes and Market Dynamics," in *2018 Winter AMA Educators Conference – Volume 29, - "Integrating Paradigms in a World Where Marketing Is Everywhere,"* eds. Jacob Goldenberg, Juliano Laran, and Andrew Stephen, Chicago, IL: American Marketing Association, Page: S25.
3. Mosher, Kimberley and Peter A. Dacin (2016), "Taking Consumers for Granted: How Brand Changes May Have Big Consequences," in *the Academy of Marketing's 11th Global Brand Conference "Brands that Do Good"*, Bradford, UK: Pages 195-200.

TEACHING EXPERIENCE

School of Business, Siena College

2022 Fall	Consumer Insights – MBA (MRKT 610) Marketing Principles (MRKT 212)	[1 section, 14 students] [2 sections, 58 students]
2022 Spring	Strategic Brand Management – MBA (MRKT 640) New Product Development (MRKT 332) Marketing Principles (MRKT 212) Student-Led Marketing Consulting (MRKT 290) <i>(co-taught with Dr. Cheryl Buff)</i>	[1 section, 22 students] [1 section, 24 students] [1 section, 25 students] [1 section, 12 students]
2021 Fall	Consumer Insights – MBA (MRKT 610) New Product Development (MRKT 332) Marketing Principles (MRKT 212)	[1 section, 25 students] [1 section, 24 students] [1 section, 29 students]
2021 Spring	Strategic Brand Management – MBA (MRKT 640)* New Product Development (MRKT 332)* Marketing Principles (MRKT 212)*	[1 section, 21 students] [1 section, 16 students] [1 section, 25 students]

2020 Fall	Consumer Insights – MBA (MRKT 610) New Product Development (MRKT 332)** Marketing Principles (MRKT 212)**	[1 section, 7 students] [1 section, 21 students] [1 section, 29 students]
2020 Spring	Strategic Brand Management – MBA (MRKT 640) New Product Development (MRKT 332) Marketing Principles (MRKT 212)	[1 section, 10 students] [1 section, 25 students] [1 section, 27 students]
2019 Fall	Consumer Insights – MBA (MRKT 610) New Product Development (MRKT 332) Marketing Principles (MRKT 212)	[1 section, 10 students] [1 section, 24 students] [2 sections, 53 students]
2019 Spring	New Product Development (MRKT 332) Marketing Principles (MRKT 212)	[1 section, 16 students] [2 sections, 44 students]
2018 Fall	Marketing Strategy (MRKT 435) Marketing Principles (MRKT 212)	[2 sections, 52 students] [1 section, 25 students]

*Offered remote access to class via Zoom (hi-flex) due to the COVID19 pandemic

**Taught as an in-person, hybrid class due to the COVID19 pandemic

Smith School of Business, Queen's University

2018 Winter	Marketing Strategy (COMM 333)	[2 sections, 77 students]
2017 Winter	Introduction to Marketing (COMM 131)	[1 section, 82 students]
2016 Winter	Introduction to Marketing (COMM 131)	[1 section, 81 students]

INVITED TALKS

- "Marketing Master Class," *BUDV 650 (Professor Paul Thurston & Professor Dan Robeson)*
Siena College, Spring 2022
- "Branding Principles," *Name, Image, Likeness Video Production (Coordinated by Michael Hickey)*
Siena College Athletics, Fall 2021
- "Marketing Master Class," *BUDV 650 (Professor Jim Murtaugh)*
Siena College, Fall 2021
- "The Bell Hotel: Consumer Sentiment Analysis," *Annual Marketing Colloquium [Virtual]*
Siena College, March 2021 [Presented by Kyle Loughlin, CURCA Summer 2020 Student]

- “Marketing Master Class,” *BUDV 650 (Professor Jim Murtaugh)*
Siena College, Spring 2021
- “Marketing Master Class,” *BUDV 650 (Professor Erik Eddy)*
Siena College, Spring 2020
- “New Product Development,” *Marketing 212 (Professor Sinem Atakan)*
Siena College, October 2019
- “Imagination and Wellbeing,” *Annual Marketing Colloquium*
Siena College, February 2019
- “Wake Up Wednesdays: How to Jumpstart 8:30am Classes,” *Centre for Teaching and Learning – Showcase of Teaching and Learning*
Queen’s University, May 2016
- “Alternative Consumption Experiences,” *Smith School of Business 3-minute Thesis (3MT) Competition*
Queen’s University, September 2016
- “Using Qualtrics for Research: Tips, Tricks, and Guidance,” *Smith School of Business Research ‘n’ Motion Speaker Series*
Queen’s University, October 2015
- “Brand Image Change and Consumer-Brand Relationships,” *Smith School of Business Annual PhD/MSc Consortium*
Queen’s University, September 2013

PROFESSIONAL SERVICE

Professional Service

2020 – Present	Editorial Review Board Member – Journal of Consumer Marketing
2023	Competitive Paper Reviewer – AMA Winter Educators Conference
2022	Competitive Paper Reviewer – Consumer Culture Theory Conference
2022	Competitive Paper Reviewer – AMA Winter Educators Conference
2021	Competitive Paper Reviewer – AMA Winter Educators Conference
2021	Competitive Paper Reviewer – European Marketing Association Conference
2020	Competitive Paper Reviewer – AMA Winter Educators Conference
2020	Competitive Paper Reviewer – European Marketing Association Conference
2019	Competitive Paper Reviewer – European Marketing Association Conference
2018	Session Chair – Association for Consumer Research Conference
2018	Competitive Paper Reviewer – AMA Winter Educators Conference
2018	Session Chair – AMA Winter Educators Conference

2018	Working Paper Reviewer – Association for Consumer Research European Conference
2018	Working Paper Reviewer –AMA Summer Educators Conference
2016	Session Chair – AMA Summer Educators Conference
2016	Working Paper Reviewer – AMA Winter Educators Conference
2016	Working Paper Reviewer – AMA Summer Educators Conference
2016	Working Paper Reviewer – Association for Consumer Research Conference
2015	Working Paper Reviewer – AMA Winter Educators Conference
2015	Working Paper Reviewer – Association for Consumer Research Conference
2014	Working Paper Reviewer – Association for Consumer Research Conference

Siena College Service

2022 – Present	Student Conduct Review Board, Elected Member
2021 – Present	Committee on Teaching and Faculty Development, Elected Member
2021 – Present	Siena Beverage Institute, Member and Faculty Mentor
2021	Ad-Hoc Committee to Examine New Class Times, Member

Siena College - School of Business Service

2021 – Present	School of Business Strategic Implementation, Branding Sub-Committee Member
2019 – Present	Graduate Learning Assurances Committee, Member
2021	Ted Winnowski Student Conference in Business, Marketing Track Faculty Chair
2020 – 2021	School of Business Strategic Planning Committee, Marketing Department Representative
2019 – 2020	MBA BUDV650 Course Development Committee, Member
2020	School of Business Awards Committee, Member
2019	Ted Winnowski Student Conference in Business, Marketing Track Faculty Chair

Siena College - Marketing Department Service

2018 – Present	Siena College Marketing Association (AMA Collegiate Chapter), Faculty Advisor
2019 – Present	Siena Recruitment Events, Marketing Department Faculty Representative
2022 – 2023	Faculty Student Advisor (37 Students)
2021 – 2022	Faculty Student Advisor (34 students)
2020 – 2021	Faculty Student Advisor (40 students)
2019 – 2020	Faculty Student Advisor (28 students)
2020	Marketing Department Hiring Committee, Faculty Representative

Community Service

2020 – Present	AMA Albany Capital Region Scholarship Committee, Member
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STUDENT ADVISEMENT

- 2021 Summer "Consumer Gossip and Brand Community Dynamics," CURCA Summer Scholar Project, *Student: Dierdre McBreen (Siena BS Business, Marketing Major, '22)*
- 2021 Winter "DoorDash Strategic Marketing Campaign," CURCA Independent Study Project, *Student: Chris Adamski (Siena BS Business, Marketing Major, '22)*
- 2020 Summer "Consumer Sentiment of Extraordinary Brand Performances," CURCA Summer Scholar Project, *Student: Kyle Louglin (Siena BS Business '20, MBA '21)*

AWARDS AND SCHOLARSHIPS

- 2022 Best Marketing Paper Ted Winnowski Student Conference In Business
- 2021 Siena College Committee on Teaching and Faculty Development (COTFD) Summer Research Grant, "Communal Consumption and Consumer Patronage" (\$4,316)
- 2020 Siena College Committee on Teaching and Faculty Development Summer Research Grant, "Strategic Brand Performances" – (COTFD) (\$3,000)
- 2017 – 2018 Social Science and Humanities Research Council (SSHRC) Doctoral Fellowship (\$20,000)
- 2017 AMA-Sheth Foundation Doctoral Consortium Fellow, University of Iowa
- 2017 Shirley Taylor Memorial Scholarship – AMA-Sheth Foundation Doctoral Consortium
- 2016 – 2017 Ontario Graduate Scholarship (\$15,000)
- 2015 – 2017 Queen's Graduate Award (\$6,000; \$6,000)
- 2012 – 2017 Smith School of Business Award (\$4,000; \$22,121; \$9,000; \$12,887; \$4,500)
- 2015 – 2016 Geoffrey H. Wood Scholarship (\$1,370)
- 2015 – 2016 Richard J. Hand Graduate Bursary (\$3,146)
- 2016 Smith School of Business 3-minute Thesis (3MT) Competition – 3rd Place (\$300)
- 2014 – 2015 Ontario Graduate Scholarship (\$15,000)
- 2012 – 2014 Queen's Graduate Award (\$8,000; \$2,364)
- 2014 D. D. Monieson Graduate Business Scholarship (\$2,236)
- 2013 Geoffrey H. Wood Foundation MSc Award (\$677)

PROFESSIONAL AFFILIATIONS

American Marketing Association – Albany Capital Region Chapter Member
 Association of Consumer Research
 European Marketing Association