

DARIMA FOTHERINGHAM

Rawls College of Business, Texas Tech University

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ACADEMIC POSITION

Assistant Professor of Marketing
Rawls College of Business, Texas Tech University

2022 - Present

EDUCATION

Ph.D.	<i>Marketing, Service Strategy</i> W. P. Carey School of Business, Arizona State University
MBA	<i>Marketing, Operations, and Supply Chain Management</i> W. P. Carey School of Business, Arizona State University
Diploma of Higher Education	<i>Philology</i> Buryat State University, Russia

RESEARCH INTERESTS

The impact of Artificial Intelligence (AI)-based service technology on consumer experience and firm performance
Digital Marketing, Consumer Behavior, Service Strategy, Transformative Consumer and Service Research

PUBLICATIONS

Fotheringham, Darima Michael A. Wiles (forthcoming), "The effect of implementing chatbot customer service on stock returns: an event study analysis," *Journal of the Academy of Marketing Science*.
<https://doi.org/10.1007/s11747-022-00841-2>

Ostrom, Amy, Joy Field, **Darima Fotheringham**, Mahesh Subramoni, Gustafsson Anders, Katherine Lemon, Ming-Hui Huang, Janet McColl-Kennedy "Service Research Priorities: Managing and Delivering Service in Turbulent Times," *Journal of Service Research*. 2021; 24(3), 329–53.

Field, Joy, **Darima Fotheringham**, Mahesh Subramoni, Gustafsson Anders, Amy Ostrom, Katherine Lemon, Ming-Hui Huang, Janet McColl-Kennedy "Service Research Priorities: Designing Sustainable Service Ecosystems," *Journal of Service Research*. 2021; 24(4), 462-79.

Ostrom, Amy, **Darima Fotheringham**, Mary Jo Bitner (2018). Customer Acceptance of AI in Service Encounters: Understanding Antecedents and Consequences. In *Maglio, P. P., Kieliszewski, C. A., Spohrer, J. C., Lyons, K., Patricio, L. & Sawatani, Y. (Eds.)*, Handbook of Service Science (Vol. II). New York: Springer, 77-103.

Uлага, Wolfgang, Kathryn Eaton, **Darima Fotheringham** (2017) *Procter & Gamble's Tide Dry Cleaners Case Study. The Case Center's* top-selling cases list in 2018-2019.

Case A: Leveraging the Brand to Provide a 'Wow' Experience. Ref no. 517-0100-1;

Case B: Bringing the Guest Experience to Life with a Disruptive Business Model. Ref no. 517-0100-1B;

Instructor Teaching Note. Ref no. 517-0100-8.

MANUSCRIPTS UNDER REVIEW OR IN PREPARATION

Darima Fotheringham, Monika Lisjak, and Kirk Kristofferson, "Understanding Antagonistic Consumer Behavior Toward Humanlike Robots in the Marketplace" preparing for submission to the *Journal of Marketing*

Wiles, Michael, Saeed Janani, **Darima Fotheringham**, Chadwick Miller, “Advertising and Well-Being: A Longitudinal Examination of Advertising’s Impact on Life Satisfaction,” under 2nd round review at *Marketing Science*

SELECT RESEARCH IN PROGRESS

Darima Fotheringham, Monika Lisjak, and Anastasiya Pocheptsova, “Consumer Choice and its Consequences in Selecting Human vs. Non-Human Virtual Agents as Service Providers”

Darima Fotheringham, Michael Wiles, “Joyful Experiences: The Role of Joy in Service Encounters on Customer Satisfaction and Well-being”

Darima Fotheringham, Naomi Mandel, Monika Lisjak, “I Can’t Believe You Did That! Consumer Backlash in Response to a Transgression Committed by an Artificially Intelligent Agent.”

REFEREED CONFERENCE PRESENTATIONS (*Presenter)

Fotheringham, Darima*, Monika Lisjak, Kirk Kristofferson, “Understanding Antagonistic Consumer Behavior Toward Humanlike Robots in the Marketplace.” Society for Consumer Psychology, Winter Conference, 2021.

* Organizer and Co-chair of Symposium “Pushing Human-Machine Boundaries: Unintended Consequences and Remedies.”

Fotheringham, Darima*, Monika Lisjak, Kirk Kristofferson, “Rage Against the Machine: When Consumers Sabotage Robots in the Marketplace” Association for Consumer Research, Annual Conference, 2020

Fotheringham, Darima*, Monika Lisjak, Naomi Mandel, and Amy Ostrom, “Helpful or Creepy? Consumers’ Perceptions of AI-enabled Frontline Technologies” GWSB Center for the Connected Consumer Inaugural Conference on the Intelligence of Things, Washington, DC, April 2019

Fotheringham, Darima*, Monika Lisjak, Naomi Mandel, and Amy Ostrom, “Helpful or Creepy? Consumers’ Perceptions of AI-enabled Frontline Technologies” W.P. Carey Center for Services Leadership Annual Meeting, Scottsdale, AZ, 2018

Fotheringham, Darima*, Monika Lisjak, Naomi Mandel, and Amy Ostrom, “Helpful or Creepy? Consumers’ Perceptions of AI-enabled Frontline Technologies” Track 1 “The Rise of The Machines: A Critical Perspective on Life and Work in the Robot Age” Transformative Consumer Research Conference, Tallahassee, FL, 2019

Kunz, Werner*, Arne De Keyser, Yakov Bart, **Darima Fotheringham**, Johanna Gollnhofer, Bieke Henkens, Nicole Hess, Nicole Hess, Bart Larivière, Ilana Shanks, “From Digital Exclusion to Digital Inclusion: Enhancing the Consumer-Mode Fit with Digital Modularity” SERVSIG, Brisbane, Australia, July 2020

Fotheringham, Darima*, Monika Lisjak, Naomi Mandel, and Amy Ostrom, “Helpful or Creepy? Consumers’ Perceptions of AI-enabled Frontline Technologies” poster presented at Society for Consumer Psychology Boutique Conference on Consumers and Technology, Montreal, June 2019

Fotheringham, Darima*, Monika Lisjak, Naomi Mandel, and Amy Ostrom, “Helpful or Creepy? Consumers’ Perceptions of AI-enabled Frontline Technologies” poster presented at Association for Consumer Research, Annual Conference, Atlanta, GA, 2019

MEDIA CONTRIBUTION

[What Investors Think of Chatbot-Happy Companies](#), Today in Digital Marketing, Expert Interviews (May 5, 2022)

HONORS, AWARDS, AND GRANTS

The Center for Studies of Economic Liberty Research Funding, \$4,000	2021
The Center for Services Leadership, Research Funding, \$1,000	2022
Robert B. Cialdini Distinguished Research Award	2021
Dr. Leonard L. Berry Endowed Ph.D. Fellow in Services Leadership	2017, 2018, 2019, 2020, 2021
Ken Coney Research Award	2021
Louis Grossman Award	2017
Beta Gamma Sigma	2011

TEACHING

Texas Tech University , Rawls College of Business
Marketing Strategy (Undergraduate Capstone Course), Fall 2022
Arizona State University , W. P. Carey School of Business
Marketing Research (Undergraduate Marketing Core), Summer 2018 (in-person), 2020 (online)
Arizona State University , W. P. Carey School of Business, Guest Lecturer
Transformative Services Research (Ph.D. Seminar), Spring 2021
Innovating Through Services (MBA Course), Spring 2021

SERVICE

Ad Hoc Reviewer for the <i>Journal of Service Research</i>	2022 - Present
Diversity, Equity, and Inclusion Community Advisory Board, K-8 school in Phoenix, AZ	2020 - Present
AMA Conference Reviewer	2018 - Present

SELECT INDUSTRY EXPERIENCE

Program Manager, Thought Leadership, Center for Services Leadership (CSL), W. P. Carey School of Business, Arizona State University	2013-2017
<ul style="list-style-type: none"> Facilitating engagement and collaboration between the CSL Academic and Business communities Research dissemination, content development, and implementation of the CSL social media strategy Management of executive education training workshops 	
VP of Communications, Phoenix Chapter of Project Management Institute (PMI), Phoenix, AZ	2012-2013
Account Manager, IT Platform Consolidation, CVS/Caremark, Scottsdale, AZ	2012-2013
Client Services Manager, TransPerfect Translations, Inc., San Francisco, CA	2004-2010
<ul style="list-style-type: none"> Managed international and domestic localization accounts with annual revenue of \$2 million Managed technology localization projects, including marketing campaigns, web and software applications for P&G, Citibank, Avis, Chevron, Sephora, and others 	