

KERRY T. (K.T.) MANIS, PH.D.

Rawls College of Business Administration
Texas Tech University
703 Flint Avenue
Lubbock, Texas 79409

kt.manis@ttu.edu
575.441.5195.

EDUCATION

Jerry S. Rawls College of Business Administration at Texas Tech University	2021
Ph.D., Business Administration Major: Marketing Minor: ISQS	
Texas Tech University	2018
Ph.D., Hospitality Administration	
University of Nevada in Las Vegas	2014
Master of Hospitality Administration	
Texas Tech University	2013
B.S. Restaurant, Hotel, and Institutional Management	

RESEARCH INTERESTS

Marketing Strategy	Marketing and IS Interfaces	AI
Technology-enabled marketing	Innovation Adoption	Innovation

TEACHING INTERESTS

Marketing Strategy	Marketing Research	Digital Marketing
Marketing Analytics	New Product Development	

DISSERTATION

“Technological Advancements and Marketing Strategies: Three Essays”

Chair: Dr. Sreedhar Madhavaram

PUBLICATIONS AND MANUSCRIPTS IN THE REVIEW PROCESS

**PUBLISHED/ACCEPTED*

*** TITLES WITHHELD TO PRESERVE THE INTEGRITY OF THE REVIEW PROCESS*

TECHNOLOGY AND MARKETING STRATEGY

******Manis, Kerry T. and Sreedhar Madhavaram (2020), “XXXXX,” *AMS Review*. (Under Review)

Manis, Kerry T., Alexander Chaudhry, and Yang Wang (2020), “Manager responses to customer reviews: *Evade the positive and embrace the negative,*” *Harvard Business Review*. (Under 2nd Round Review)

TECHNOLOGY AND CONSUMER BEHAVIOR

*****Manis, Kerry T. and Danny W. Choi (2019), “The virtual reality hardware acceptance model (VR-HAM): Extending and individuating the technology acceptance model (TAM) for virtual reality hardware acceptance,” *Journal of Business Research*, 100, 503–13.
<https://doi.org/10.1016/j.jbusres.2018.10.021>

TECHNOLOGY AND MARKETING PEDAGOGY

- *Laverie, Debbie A., William F. Humphrey, Kerry T. Manis, and Karen J. Freberg (2020), "The digital era has changed marketing: A guide to using industry certifications and exploration of student perceptions of effectiveness," *Marketing Education Review*, Forthcoming
<https://doi.org/10.1080/10528008.2020.1716806>

OTHER PUBLICATIONS

- **McDonald, Robert E., Debbie A. Laverie, and Kerry T. Manis (2020), "XXXXX," *Journal of Macromarketing*. (Under 1st Round Review)
- Manis, Kerry T. and Umit J. Palabiyick (2020), "Beerscape: Are there best practices for hosting an inaugural beer festival?," *Journal of Hospitality & Tourism Cases*. (Under 2nd Round Review)
- *Manis, Kerry T., Julie H. Chang, Deborah C. Fowler, and Shane C. Blum (2020), "Modelling brew festival attendee behavior: A mixed methods approach," *Event Management*, Forthcoming
<https://doi.org/10.3727/152599519X15506259856525>
- *Manis, Kerry T., Deborah C. Fowler, and Shane C. Blum (2017), "Service recovery to L.A.S.T.: The case of disgruntled customers," *Journal of Hospitality & Tourism Cases*, 6 (3).
- *Godfrey, Roxie and Kerry T. Manis (2017), "Filling the FCS Educator Pipeline: Recruiting Males as FCS Teachers," *Journal of Family & Consumer Sciences*, 109 (2), 48–53.

SELECTED WORKS IN PROGRESS

**TITLES WITHHELD TO PRESERVE THE INTEGRITY OF THE REVIEW PROCESS

- **Madhavaram, Sreedhar, Vishag Badrinarayanan, Robert E. McDonald, and Kerry T. Manis (2020), "XXXXX," *Journal of the Academy of Marketing Science*. (Finalizing for February Submission)
- **Madhavaram, Sreedhar, Radha Appan, and Kerry T. Manis (2020), "XXXXX," *MIS Quarterly*. (Finalizing for March Submission)
- **Hunt, Shelby D., Ashley Hass, and Kerry T. Manis (2020), "XXXXX," *Journal of Macromarketing*. (Finalizing for April Submission)
- **Manis, Kerry T. and Rebecca Rabino (2020), "XXXXX," *Journal of Marketing Research*. (Finalizing for May Submission)
- **Manis, Kerry T. and Sreedhar Madhavaram (2020), "XXXXX," *Journal of the Academy of Marketing Science*. (Finalizing for May Submission)

SELECTED CONFERENCE PRESENTATIONS

- Anderson, Kelley C. and Kerry T. Manis (2020), "Early adoption of innovative media into digital marketing strategies: The radical influence of virtual reality," *The Academy of Marketing Science Annual Conference*.
- Manis, Kerry T. and Debbie A. Laverie (2020), "The conspicuous nature of experiential luxury consumption behavior: Understanding the experiential luxury consumer via the core and post-core service encounters," *SERVSIG Conference*.
- Manis, Kerry T. and Rebecca Rabino (2020), "The effect of materialism on perceptions of innovativeness for incremental and radical innovation," *AMA Winter Academic Conference*.
- Manis, Kerry T. and Sreedhar Madhavaram (2019), "Artificial intelligence (AI) and strategy related processes and issues: Exploring AI's role in facilitating top manager (TM) and middle manager (MM) effectiveness," *AI and Strategy Workshop*.

- McDonald, Robert E., Debbie A. Laverie, and Kerry T. Manis (2019), "Advertising in America: Historical changes based on societal changes," *SMA Annual Conference*.
- Manis, Kerry T., Rebecca Rabino, and Ashley Hass (2019), "Materialistic enough to matter: The effect of materialism on the reception of innovative products," *ACR North American Advances*.
- Manis, Kerry T. (2019), "Making services more (artificially) intelligent: Investigating the role of AI in services; competitive advantage or core rigidity?," *AMA Summer Academic Conference*.
- Rusu, Claudia, Kerry T. Manis, Jean-Francois Trinquencoste, and Dale F. Duhan (2019), "The influence of customer variety and brand loyalty on the purchasing of umbrella-branded products," *AMA Summer Academic Conference*.
- Manis, Kerry T. (2019), "When social-recognition trumps financial incentives as desired currency," *The Academy of Marketing Science World Marketing Congress*.
- Manis, Kerry T. (2019), "Virtual reality content the new reality for destination marketing organizations: Exploring the role of virtual reality as a destination branding strategy," *The Academy of Marketing Science Annual Conference*.
- Rusu, Claudia, Kerry T. Manis, Jean-Francois Trinquencoste, and Dale F. Duhan (2019), "Umbrella brands, variety seeking and brand loyalty," *Marketing Trends Conference*.
- Manis, Kerry T. and Kelley C. Anderson (2018), "Assessing the impact of innovative marketing medium implementation: The role of virtual reality content in refreshing digital marketing strategies," *AMA Summer Academic Conference*.
- ***Eight research presentations given at national and international hospitality management conferences

HONORS/AWARDS/GRANTS

- Passed with Distinction. Comprehensive Exams. Texas Tech University
- Recognized in the AMA DocSIG's Student Spotlight Series
- Selected as a finalist for SERVSIG's Got Talent at the AMA Summer Academic Conference
- Groundwork Program Fellow. Texas Tech University
- Graduate School Travel Grant. Texas Tech University (2015 – 2019)
- Research Travel Grant, Indian School of Business
- Rawls Graduate Scholar. Texas Tech University
- Outstanding Doctoral Research Scholar. Texas Tech University
- The CH Foundation Fellowship. Texas Tech University
- Americas Lodging Investment Scholarship. American Hotel & Lodging Educational Foundation
- United Supermarkets Graduate Fellowship Award. Texas Tech University
- Presidential NRUF Research Fellowship Award. Texas Tech University
- Maddox Scholar, J. F Maddox Foundation
- Presidential Scholar. Texas Tech University

TEACHING EXPERIENCE

Instructor

Marketing Research and Analysis 2020

Teaching Assistant

Digital Marketing 2019

Personal Selling 2018 – 2019

Marketing Concepts and Strategies 2018

Facilities Management 2016 – 2017

Human Resources Management 2017

Lecturer

Event Management (Service-Learning Designation) 2015 – 2018

Procurement Management 2016 – 2017

Hotel Operations Management 2015 – 2016

SERVICE

University Service

Representative at Large. Graduate Student Advisory Council. 2017 – Present

Graduate Advisor. Texas Tech Retail Association. 2016 – 2018

Committee Member. University Discipline Committee. 2015 – Present

Vice President. Graduate Hospitality and Retail Management Association. 2015 – 2016

Professional Service

Ad Hoc Reviewer

Journal of Business Research

Journal of Product and Brand Management

Public Service

Representative at Large. Lea County, NM Soil and Water Conservation District Board (General Election) 2019 – Present

Vice President. Executive Board, Teen Court of Lea County. Hobbs, NM. 2016 – 2018

Committee Chair. Public Relations Committee. Grand Lodge of New Mexico AF & AM. Albuquerque, NM. 2016 – Present

District Officer. Grand Lodge of New Mexico AF & AM. Albuquerque, NM. 2019 – Present

President. Hobbs Masonic Lodge. Hobbs, NM. 2017 – 2018

Secretary. Hobbs MainStreet. Hobbs, New Mexico. 2013 – 2015

PROFESSIONAL AFFILIATIONS

American Marketing Association.

Academy of Marketing Science

Association for Consumer Research.

Society for Marketing Advances.

REFERENCES

Sreedhar Madhavaram
Alumni Professor of Marketing
Area Coordinator of Marketing and Supply Chain Management
Jerry S. Rawls College of Business Administration
Texas Tech University
Box 42101 Lubbock TX 79409
Phone: +1 806 834 8667
E-mail: s.madhavaram@ttu.edu

Shelby D. Hunt
The Jerry S. Rawls and P.W. Horn Professor of Marketing
Area of Marketing and Supply Chain Management
Jerry S. Rawls College of Business Administration
Texas Tech University
Box 42101 Lubbock, TX 79409
Office Phone: +1 806 834 5233
E-mail: shelby.hunt@ttu.edu

Bob McDonald
United Supermarkets Professor of Marketing
Chair, Executive Council of the Texas Tech Teaching Academy
Area of Marketing and Supply Chain Management
Jerry S. Rawls College of Business Administration
Texas Tech University
Box 42101 Lubbock TX 79409
Office Phone: +1 806 834 1175
E-mail: bob.mcdonald@ttu.edu