

MONICA D. GUILLORY

207 Charlotte Court
Winston-Salem, NC 27103
(336) 750-2359 Office / (843) 298-4137 Cell
guillorymd@wssu.edu

EDUCATION

GEORGIA STATE UNIVERSITY

The J. Mack Robinson College of Business
Doctorate Degree in Marketing

August, 2012

THE UNIVERSITY OF MICHIGAN

Graduate School of Business Administration
Master of Business Administration, Marketing and Entrepreneurship

May, 1991

STANFORD UNIVERSITY

Bachelor of Arts, Sociology and Economics
• Honors Thesis in the Sociology Department

June, 1987

DISSERTATION

“Perceived Brand Age and Its Influence on Choice”

Committee: **Dr. Naveen Donthu** (Chair)

Dr. Ritu Lohtia

Dr. Corliss Thornton

Dr. Denis Guiot

Abstract: Traditionally, the concept of brand age has been studied only as a component of brand personality. We propose that brand age is an independent construct that can stand on its own. Understanding brand age is potentially critical to a brand management program. When a brand begins to be perceived as older, even with the positive attributes aligned with the idea of traditional and established brands, consumers may begin to move away from the brand. This study defines the concepts of both perceived and preferred brand age. We look at how perceived brand age fits in with our current perspective on branding and can enrich our understanding of consumers' personal preferences.

As there is very little published work in the area of brand age three distinct set of studies were conducted in order to fully understand the meaning of brand age, explicate the construct and understand the antecedents and consequences. The first study involved a group of exploratory studies. The purpose of this initial group of conceptual studies was to explore current consumer understanding and interpretation of the concept of perceived brand age. These studies were used to inform and direct our subsequent research. Our second set of studies explicated the brand age concept. In the first project, we used a Likert scale designed to understand what cues consumers use to understand the age of a brand. The second project was a semantic differential research study to examine what specific characteristics are associated with younger brands, older brands or are neutral between the two. We also develop and test a model of consumer choice through the exploration of the relationship between perceived brand age and preferred brand age. The results of our study help to develop the construct of brand age, and begin the formation of a model to show its influence on choice.

PUBLICATIONS

Guillory, Monica D., & Moshis, G. (2008), “Marketing Apartments, Townhouses and Condominiums to Seniors”, *Seniors Housing and Care Journal*, 16(1), 39 - 51.

Abstract: The desire of older adults to “age in place” is a growing trend. Housing developers will be able to better market to older adults if they understand why they choose to leave a single-family home and move into apartments, townhouses and condominiums.

They also need to understand how older Americans decide between facilities. In this paper, we report the results of a national study designed to examine older consumers' current housing choices, as well as their preferences for future housing via the use of a previously published segmentation tool that describes the mature consumer market. The results indicate that "healthy indulgers" are the most viable market segment for apartments, townhouses or condominiums. Marketing strategy should focus on their needs for locational convenience, security and access to public transportation.

Folsom, W. D., **Guillory, Monica D.**, and Boulware, R. D. (2005), "Gone Phishing", *Business and Economic Review*, 52(1), 29-31.

Abstract: Fraudulent attempts to get consumers to respond to electronic mail messages and divulge personal financial information is on the rise. MailFrontier's Phishing IQ Test was used to test consumer awareness and recognition of phishing with college students. Although students were frequent internet users and regular participants in online banking and bill paying, they failed to recognize phishing when they saw it. In this paper, we report how college students in South Carolina, who are primary users of the Internet, are ignorant about the dangers of phishing.

UNDER REVIEW

Lohtia, Ritu, Donthu, Naveen, and **Guillory, Monica D.**, "The Impact of Advertising, Trustworthiness, and Valence on the Effectiveness of Blogs in the United States"; Paper presented at 2010 AMA Summer Educators' Conference. Under second round review at the *International Journal of Internet Marketing and Advertising*.

Abstract: Blogs have seen explosive growth over the last five years. We conducted an experiment to understand how the effectiveness of a blog is affected by different characteristics of blogs. We used blogger trustworthiness, presence of an advertisement, and valence of the blog as our manipulated variables. Our research demonstrates that the effectiveness of a blog is higher when the blog is perceived to be trustworthy and that the presence of advertising on a blog decreases its effectiveness. Our research also suggests that a negative blog with no advertisements will be more effective than any other type of blog.

RESEARCH IN PROGRESS

The Usefulness of E-recommendations

Stage: Write-up in progress

Summary: As e-recommendation systems grow in popularity on websites, it is important for organizations to understand what drives the usefulness of the system for consumers. In this paper, we focus on the effectiveness of user-generated content (UGS) and expert review systems. This study looks at the effect of review source, user or expert, on the usefulness of consumer reviews. Additionally, we examine the influence of internet experience on the usefulness of reviews. Finally, we will look to see if the usefulness of reviews is influenced by the positive or negative content of a review.

CONFERENCE PRESENTATIONS

- 2010 Annual Summer Marketing Educators' Conference, Boston, MA., August, 2010; "The Impact of Advertising, Trustworthiness, and Valence on the Effectiveness of Blogs."

RESEARCH INTERESTS

- Branding, Social Media and Internet Marketing

ACADEMIC TEACHING EXPERIENCE

- Graduate Teaching Assistant in Marketing Department, Georgia State University, Atlanta, GA., 2008 - Present
- Faculty Member in Business Department, University of South Carolina - Beaufort, Bluffton, S.C., 2004 -2007
- Adjunct Faculty Member in Graduate Business and Management, University of Phoenix, Online Program, 2001 - 2010

- Adjunct Faculty Member in Undergraduate Business and Management, University of Phoenix, Online Program, 2001 - 2010
- Adjunct Faculty Member in Adult Education, Camden County College, Blackwood, NJ, 1995 – 1998
- Adjunct Faculty Member in Adult and Community Education, Community College of Philadelphia, Philadelphia, PA, 1994 – 1998
- Lead Instructor and Curriculum Developer in Small Business Development Center, Temple University SBDC, Philadelphia, PA, 1993 – 1999

COURSES TAUGHT

Undergraduate

Marketing Strategy
Principles of Marketing
Marketing Research
Integrated Marketing Communications
Consumer Behavior

Graduate

Marketing Management
Marketing and Stakeholder Relations
Consumer Behavior
Marketing Research
Marketing Strategy

Adult Education

Internet Marketing
Marketing for Small Businesses
How to write a Business Plan
Motivation as an Entrepreneur
Competitive and Industry Analysis

ACADEMIC HONORS AND AWARDS

- Society for Marketing Advances Doctoral Consortium Fellow, 2010
- Georgia State University Graduate Teaching Assistant Award – Teaching Excellence, 2010
- Academy of Marketing Science and the Sheth Foundations MDSA Conference Sponsorship, 2008, 2009, 2010
- Certificate of Recognition for Outstanding Faculty Peer Review, University of Phoenix, Online Program, July 2003
- PhD Project Fellow, The PhD Project, 1998
- Consortium for Graduate Study in Management Fellow, Consortium for Graduate Study in Management, 1989

SERVICE AND MEMBERSHIPS

- Society for Marketing Advances, Member, 2010 – Present
- Academy of Marketing Science, Member, 2008 – Present
- American Marketing Association, Member, 2007 - Present
 - Ad hoc Reviewer – AMA Relationship Marketing SIG, 2009
- University of South Carolina - Beaufort, Bluffton, S.C.
 - Program Advisor – Business Department, 2006 – 2007
 - Faculty Search Committee, 2006
 - Faculty Welfare Committee, 2006 – 2007
 - Athletic Advisory Board, 2006 – 2007
 - Faculty Library Committee, 2006 – 2007
 - Business Club Advisor, 2005 -2007

INDUSTRY EXPERIENCE

MINISTERTHEWORD.COM

Vice-President, Marketing and Sales, 2000 – 2004

Hardeeville, S.C.

- Developed and implemented organizational marketing and sales strategy, including identification of marketing opportunities, development of marketing programs, and building and managing the corporate marketing budget.
- Developed and executed strategic, creative, innovative and cost effective marketing programs that built the organization brand and drove sales.

D.G. CONSULTING

Founder and Owner, 1994 – 2005

Cherry Hill, N.J.

- Conceptualized, planned and started a Business Management and Marketing Consulting Company by developing a broad-based clientele composed of small and mid-size businesses.
- Provided a wide range of marketing services for clientele including market research and analysis, customized business-to-business marketing lists, project management, development of business plans, implementation of marketing strategies and development of import/export strategies.

CONSOLIDATED RAIL CORPORATION

Development Manager, 1991-1994

Philadelphia, PA.

- Major player on team responsible for the development of \$2 million in new Solid Waste Business in 1994.
- Developed long-term partnerships with commercial waste companies in the New York, New Jersey and Pennsylvania areas. Influenced and persuaded commercial waste companies to include and actively market rail options in their bid for municipal contracts.
- Conducted market research on the needs of waste shippers, receivers and intermediaries to develop long-range market strategies and plans to increase market share of waste exports in Conrail territory.

Project Manager - East Side Team

Mount Laurel, N.J.

- Played integral role in team development of \$100 million in new business annually.
- Developed a Shortline Marketing Program for the team in cooperation with Marketing and Sales, which included prioritizing 100 shortlines based on strategic objectives, developing a formal presentation, executing follow-up procedures and quantifying and displaying results.
- Worked with Regional Director in the management of asset utilization in an effort to maximize corporate return on asset: switch retention and removal, classification of corporate real estate, and "Redline" Study.

Business Development Analyst

Philadelphia, PA.

- Managed a product portfolio of \$40 million in revenue.
- Conducted competitive analysis, market trend analysis and market potential/penetration studies to assist in development and implementation of strategy.

REFERENCES

Dr. Naveen Donthu (Chair)

Katherine S. Bernhardt Professor
Department of Marketing
Georgia State University
J. Mack Robinson College of Business
35 Broad Street, Suite 1300
Atlanta, Georgia 30303
Phone: 404-413-7662
ndonthu@gsu.edu

Dr. Ritu Lohtia

Associate Professor
Department of Marketing
Georgia State University
J. Mack Robinson College of Business
35 Broad Street, Suite 1300
Atlanta, Georgia 30303
Phone: 404-413-7669
rlohtia@gsu.edu

Dr. Corliss Thornton

Associate Professor
Department of Marketing
Georgia State University
J. Mack Robinson College of Business
35 Broad Street, Suite 1300
Atlanta, Georgia 30303
Phone: 404-413-7677
cthorton@gsu.edu

Dr. Dean Cleavenger

Lecturer
Management Department
University of Central Florida
UCF College of Business Administration
4000 Central Florida Blvd., P.O. Box 161400
Orlando, Florida 32816
Phone: 407- 823-3624
dcleavenger@bus.ucf.edu