

JEREMY KEES

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ACADEMIC APPOINTMENTS

Assistant Professor of Marketing, Villanova University (2006-Present)

DEGREES

Ph.D., University of Arkansas
MBA, Western Kentucky University
BBA, Belmont University

RESEARCH AND PUBLICATIONS

Journal Publications

Kees, Jeremy, Scot Burton, and Andrea Heintz Tangari (forthcoming), "The Impact of Regulatory Focus, Temporal Orientation, and Fit On Consumer Responses Toward Health-Related Advertising," *Journal of Advertising*.

Kees, Jeremy "Temporal Framing in Health Advertising: The Role of Risk and Future Orientation" (forthcoming), *Journal of Current Issues and Research in Advertising*.

Kees, Jeremy, Paula Fitzgerald Bone, John Kozup, and Pam Scholder Ellen (2008), "Barely or Fairly Balancing Drug Risks? Content and Format Effects in Direct-to-Consumer Online Prescription Drug Promotions," *Psychology and Marketing*, 25 (7), 675-691.

Howlett, Elizabeth, Jeremy Kees, and Elyria Kemp (2008), "The Role of Self-Regulation, Future Orientation, and Financial Knowledge in Long-Term Financial Decisions," *Journal of Consumer Affairs*, 42 (2), 223-242.

Kees, Jeremy, Scot Burton, Craig Andrews, and John Kozup (2006), "Effects of Alternative Cigarette Warning Messages and Graphic Visuals on Packaging: Implications for the Framework Convention on Tobacco Control," *Journal of Public Policy & Marketing*, 25 (2), 212-223.

Burton, Scot, Elizabeth Creyer, Jeremy Kees, and Kyle Huggins (2006), "Attacking the Obesity Epidemic: An Examination of the Potential Health Benefits of Nutrition Information Provision in Restaurants," *American Journal of Public Health*, 96 (9), 1669-1675.

** Excerpts from this paper were read in September meetings of the House of Commons in Canada when they were considering legislation. Findings from this paper were also used by the Department Of Health and Mental Hygiene in New York who require chain restaurants to post calorie information on menus and menu boards as of July, 2007. Results from this paper were well-cited in amendment requiring nutrition disclosures. There also has been quite a bit of coverage in popular press (mostly health) magazines.

Kurtz, David, Jeremy Kees, and Travis Tokar (2004), "An Examination of Intrinsic and Extrinsic Motivational Factors that Affect Research Productivity of Marketing Academicians," *Journal for Advancement of Marketing Education*, 4, 9-15.

Jensen, Thomas, Jeremy Kees, Scot Burton, and Fernanda Turnipseed (2003), "Advertised Reference Prices in an Internet Environment: Effects of Consumer Price Perceptions and Channel Search Intentions," *Journal of Interactive Marketing*, 17(2), 20-33.

Conference Proceedings

Jorieman, Jeff, Jeremy Kees, and David Sprott (2008), "Temporal Orientation, Compulsivity, and Credit Card Debt," *Association for Consumer Research Proceedings*, In Ann L. McGill and Sharon Shavitt (Eds.), San Francisco CA.

Kees, Jeremy and Scot Burton (2008), "An Exploration of the Moderating Effects of Future Orientation on Promotion and Prevention Framed Advertising Messages," In Claudia Acevedo, Jose Mauro Hernandez, and Tina M. Lowrey (Eds.), *Latin American Association for Consumer Research Proceedings*, Sao Paulo, Brazil.

Kees, Jeremy, Karen Becker-Olsen, and Milos Mitric (2008), "The Use of Thin Models in Advertising: The Moderating Effect of Self-Monitoring on Females' Body Esteem and Food Choices," In John Kozup, Charles R. Taylor, and Ronald Paul Hill (Eds.), *Marketing and Public Policy Proceedings*, Philadelphia, PA.

Howlett, Elizabeth, John Kozup, and Jeremy Kees (2008), "Sustainability and Civic Engagement: Issue Framing and Message Effects," In John Kozup, Charles R. Taylor, and Ronald Paul Hill (Eds.), *Marketing and Public Policy Proceedings*, Philadelphia, PA.

Kees, Jeremy, Scot Burton, Craig Andrews, and John Kozup (2007), "The Effects of Graphic Visual and Text Warning Messages on Female Smokers and Nonsmokers' Attitudes toward Smoking and Purchase Intent," In Stefania Borghini, Mary Ann McGrath, and Cele Otnes (Eds.), *European Association for Consumer Research Proceedings*, Milan, Italy.

Kees, Jeremy, John Kozup, Karen Russo France, and Paula Fitzgerald Bone (2007), "Qualified Health Claims and Consumer Search Behavior" In Manoj Hastak, John L. Swasy, and Sonya A. Grier (Eds.), *Marketing and Public Policy Proceedings*, Washington, D.C.

- Kees, Jeremy, Scot Burton, Elizabeth Creyer, Eric Knowles, and Kyle Huggins (2006), "Consideration of Future Consequences as a Moderator of Temporal Framing and Regulatory Focus in a Risk Domain," In Gavan J. Fitzsimons and Vicki G. Morwitz (Eds.), *Advances in Consumer Research*, Orlando, FL.
- Huggins, Kyle, Jeff Murray, Elizabeth Creyer, and Jeremy Kees (2006), "Collins' Interaction Ritual Theory: Using Interaction Rituals to Conceptualize How Objects become Sacred Symbols," In Gavan J. Fitzsimons and Vicki G. Morwitz (Eds.), *Advances in Consumer Research*, Orlando, FL.
- Jensen, Thomas, Jeremy Kees, Scot Burton, and Elyria Kemp (2006), "The Effect of Prices for Incidental Products in Web Page Promotions on Consumer Price Perceptions for an Unrelated Target Product," *Academy of Marketing Science Proceedings*, San Antonio, TX.
- Tangari, Andrea, Scot Burton, Craig Andrews, Rick Netemeyer and Jeremy Kees (2006), "Effects of Smoker Status and Integrated Anti-Tobacco Campaign Advertising on Adult Antismoking Beliefs and Intentions to Quit Smoking," In Ingrid M. Martin, David W. Stewart, and Michael Kamins (Eds.), *Marketing and Public Policy Proceedings*, Long Beach, CA.
- Kees, Jeremy, Elizabeth H. Creyer, and Eric S. Knowles (2005), "Re-Examining Smokers' Perceived Vulnerability to Disease: Self-Report Measures May Not Tell the Whole Story," In Karin M. Ekström and Helene Brembeck (Eds.), *European Association for Consumer Research Proceedings*, Göteborg, Sweden.
- Bates, Kenny, Kyle Huggins, Scot Burton, and Jeremy Kees (2005), "A Supersized Diary: Weighing in on Fast Food Consumption," In Jeff Langenderfer, Don Lloyd Cook, and Jerome D. Williams (Eds.), *Marketing and Public Policy Proceedings*, Washington, D.C.
- Becker-Olsen, Karen L, Lisa Szykman, and Jeremy Kees (2005), "Who Can Resist an Oreo? Choice Behavior and Gender Differences when Body Image Anxiety is Made Salient," In Jeff Langenderfer, Don Lloyd Cook, and Jerome D. Williams (Eds.), *Marketing and Public Policy Proceedings*, Washington, D.C.
- Burton, Scot, Elizabeth Creyer, Jeremy Kees, and Kyle Huggins (2004), "The Nutritional Content of Restaurant Foods: How Much Do Consumers Know and Does it Matter?," In Debbie Scammon, Marlys Mason, and Rob Mayer (Eds.), *Marketing and Public Policy Proceedings*, Salt Lake City, UT. (**Best Paper Award**)
- Kees, Jeremy, Scot Burton, and Craig Andrews (2004), "An Examination of the Effects of Emotion-Laden Messages and Graphic Visuals on Cigarette Warning Label Effectiveness," In William L. Cron and George S. Low (Eds.), *Marketing Theory and Applications*, Scottsdale, AZ.

Burton, Scot, Elizabeth H. Creyer, and Jeremy Kees (2003), "The Moderating Effect of Context on Consumer Evaluations of Restaurant Menu Items," In Barbara E. Kahn and Mary Frances Luce (Eds.), *Advances in Consumer Research*, (31), Toronto, Canada.

Completed Manuscripts Under Review

Tangari, Andrea Heintz, Judith Anne Garretson Folse, Scot Burton, and Jeremy Kees, "The Moderating Influence of Consumers' Temporal Orientation On the Framing of Societal Threats and Corporate Responses in Cause-Related Marketing Campaigns," revise and resubmit at *Journal of Advertising*.

Kees, Jeremy, Burton, Scot, Craig Andrews, and John Kozup, "Increasing the Impact of Package Warning Communications: Effects of Visuals and Text Messages on Smoking Attitude and Purchase Intentions," submitted to *Journal of Public Policy and Marketing*.

Joireman, Jeff, Jeremy Kees, and David Sprott, "Understanding Why Temporally Myopic People Have More Credit Card Debt: Two Complementary Explanations," submitted to *Marketing Letters*.

Working Papers

"The Effects of Corrective Advertising on Consumer Beliefs Mandated by *U.S. vs. Philip Morris*" with Craig Andrews, Scot Burton, and Andrea Tangari

"Bias of Omission in Health Care Provider Risk Perceptions" with John Kozup and Paula Bone

"Temporal Framing in Health Advertising: The Role of Risk and Future Orientation" with Scot Burton

"Qualified Health Claims and Consumer Search Behavior" with Paula Bone, Karen France, and John Kozup.

"Modes in Advertising: Effects on Females' Body Esteem and Food Choice" with Karen Becker-Olsen.

"What Retirement Planning and Obesity have in Common: Choosing Long Term Gains over Short Term Pleasures" with Paula Fitzgerald Bone and Pam Scholder Ellen.

COMPETITIVE RESEARCH GRANTS AND AWARDS

Lead Researcher on a \$175,000 grant to examine FDA “fair balance” criteria for pharmaceutical promotions

Villanova School of Business Research Fellowship for \$10,000 (Awarded Summer 2008)

Villanova University Research Fellowship for \$10,000 (Awarded Summer 2007)

TEACHING

My teaching evaluations are consistently in the 10% of my department and college. For overall quality of instruction, students rate my classes as 4.8/5.0 on average.

Courses Taught

Research Methods (graduate)

Decisions in Marketing (graduate)

Villanova School of Business Summer Business Institute (SBI) (undergraduate)

Principles of Marketing (undergraduate)

International Marketing (undergraduate)

Promotional Strategy (undergraduate)

SERVICE

Reviewer, *Journal of Advertising*

Reviewer, *Psychology and Marketing*

Reviewer, *Journal of Consumer Affairs*

Reviewer, *Advances in International Marketing*

Reviewer, *Nicotine & Tobacco Research*

Faculty Advisor – Business Ethics Fortnight Competition (2007 and 2008)

Competitive Paper Reviewer - American Marketing Association Public Policy and Marketing Conference (2008)

Competitive Paper Reviewer - American Marketing Association Conferences

Competitive Paper Reviewer - Association of Consumer Research Conferences

Competitive Paper Reviewer - Society of Marketing Advances Conferences

Competitive Paper Reviewer – World Social Marketing Conference

PROFESSIONAL MARKETING AFFILIATIONS

American Marketing Association

Association of Consumer Research

(NON-ACADEMIC) WORK EXPERIENCE

A3 Business Solutions

Associate Consultant

- Created and implemented marketing strategies for small firms and start-up businesses that were in need of a web presence

Martin Management Group

E-Commerce Manager

- Developed and implemented internet marketing strategies for the Martin Group and its affiliates

HONORS AND AWARDS

Marketing and Society SIG Special Programs Chair (2007-2008)

Villanova School of Business Research Award (2008)

Villanova Summer Research Fellowship (2008)

AMA Sheth Foundation Doctoral Consortium Fellow (2004)

Marketing and Public Policy Conference *Best Paper Award* (2004)

University of Arkansas Graduate Fellowship (2002-2005)

Robert M. Bell Memorial Scholarship (2003 and 2004)

Wall Street Journal Achievement Award for Business Excellence (2000)