

Courtney M. Droms

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## EDUCATION

Ph.D., Business Administration, Marketing Emphasis  
Moore School of Business, University of South Carolina, 2009

BSBA, Marketing and International Business  
McDonough School of Business, Georgetown University, 1999

## ACADEMIC EXPERIENCE

2011 – Present     Assistant Professor, Marketing  
College of Business Administration, Butler University

2007 – 2011       Assistant Professor, Marketing  
Langdale College of Business, Valdosta State University

- 2008 – 2009 *Rea and Lillian Steele Outstanding Teaching Award for the Langdale College of Business*
- 2009 – 2010 *Outstanding Teaching Award for the Marketing Department*
- *Supervised 20 students on Study Abroad and taught International Marketing at Karlsruhe University of Applied Sciences (Karlsruhe, Germany)*

## PUBLICATIONS

Naylor, Rebecca Walker, Courtney M. Droms, and Kelly L. Haws (2009), “Eating with a Purpose: Consumer Response to Functional Food Health Claims in Conflicting Versus Complementary Information Environments,” *Journal of Public Policy & Marketing*, 28 (2), 221-233.

## MANUSCRIPTS UNDER REVIEW

Droms, Courtney M., “Take It Back: Dynamic Consumer Goals in Retail Customer Service Transactions,” Under review at the *Services Marketing Quarterly*.

Giuliano, Karen, and Courtney M. Droms, “The Chinese Health Care System: An Analysis of the Current and Emerging Health Care Needs.” Under review at *Journal of Medical Marketing*.

Droms, Courtney M., Michael Ferguson, and Karen Giuliano, “The Stakeholder Approach: A New Perspective on Developing and Marketing Clinical Trials,” Under review at *Health Marketing Quarterly*.

## CONFERENCE PRESENTATIONS

Bui-Nguyen, Mýla, Courtney M. Droms, and Georgiana Craciun (2012), “Weighing the Good and Bad: An Investigation into the Effect of Attitudinal Ambivalence on Changing Health Behaviors.” *Under consideration for presentation at Marketing and Public Policy Conference, Atlanta, GA.*

- Droms, Courtney M., and William G. Droms (2010), "How Much Risk Can You Handle?: The Development of a New Risk Tolerance Questionnaire," Marketing and Public Policy Conference, Denver, CO.
- Droms, Courtney M. (2009), "An Investigation into Individual's Repeated Attempts at Behavior Change," Association for Consumer Research Conference, October, Pittsburgh, PA.
- Fowler, Aubrey R. and Courtney M. Droms (2009), "Consumer Transformation: A Hero's Journey," Association for Consumer Research Conference, October, Pittsburgh, PA.
- Droms, Courtney M. (2009), "An Investigation into Individual's Repeated Attempts at Behavior Change," Marketing and Public Policy Conference, May, Washington, DC.
- Droms, Courtney M. (2008), "An Investigation into Individual's Repeated Attempts at Behavior Change," Association for Consumer Research Conference, October, San Francisco, CA.
- Standifer, Roosevelt, Courtney M. Droms, Joan K. Teach, and Ann-Marie Wolff (2008), "Got Focus?: The FOCUS Game," ISAGA 2008 Conference, Kaunas, Lithuania.
- Droms, Courtney M. (2008), "An Investigation into Individual's Repeated Attempts at Behavior Change," Society for Consumer Psychology Conference, February, New Orleans, LA.
- Naylor, Rebecca Walker, Courtney M. Droms, and Kelly L. Haws (2007), "Eating with a Purpose: Consumer Response to Functional Food Health Claims," Society for Consumer Psychology Conference, February, Las Vegas, NV.
- Droms, Courtney M. (2006), "When I Go Out to Eat I Want to Enjoy Myself: An Investigation Into Consumers' Use of Nutrition Information," Marketing and Public Policy Conference, June, Los Angeles, CA.
- Droms, Courtney M. (2005), "Do We Eat What We See?: The Effects of Repeated Exposure to and Availability of Fast Food on Consumption," Decision Sciences Institute Annual Meeting, November, San Francisco, CA.
- Droms, Courtney M. (2005), "When I Go Out to Eat I Want to Enjoy Myself: An Investigation Into Consumers' Use of Nutrition Information," Association for Consumer Research Conference, October, San Antonio, TX.

## **OTHER RESEARCH IN PROGRESS**

- Droms, Courtney M. and David K. Crockett, "An Investigation into Consumer's Repeated Attempts at Behavior Change."
- Bui-Nguyen, Mỹla, Courtney M. Droms, and Georgiana Craciun, "Weighing the Good and Bad: An Investigation into the Effect of Attitudinal Ambivalence on Changing Health Behaviors."
- Droms, Courtney M., Kurt A. Carlson, and William G. Droms, "How Much Risk Can You Handle?: The Development of a New Financial Risk Perception Questionnaire."
- Droms, Courtney M., "Teaching a Multi-faceted Course in Health Marketing to Undergraduate Students."

Giuliano, Karen, and Courtney M. Droms, "Russia in Transition: Physiologic Patient Monitoring and the Emerging Market in Russia."

Droms, Courtney M., "When I Go Out to Eat I Want to Enjoy Myself: An Investigation Into Consumers' Use of Nutrition Information."

## **RESEARCH INTERESTS**

- Repeated attempts at behavior change
- Public health implications of consumption decisions
- Social marketing
- Consumer risk assessment
- Transformative consumer research

## **HONORS AND AWARDS**

Outstanding Teaching Award, Marketing Department, Langdale College of Business Administration, Valdosta State University, 2009-2010 Academic Year

Grant Recipient, LCOBA Steele Summer Grant, Valdosta State University, June – July 2010

Grant Recipient, Faculty Development/Instructional Improvement, Valdosta State University, May 2010

Rea and Lillian Steele Outstanding Teaching Award, Langdale College of Business Administration, Valdosta State University, 2008-2009 Academic Year

Grant Recipient, Faculty Development/Instructional Improvement, Valdosta State University, October 2009

Grant Recipient, Faculty Development/Instructional Improvement, Valdosta State University, May 2009

Grant Recipient, Faculty Development/Instructional Improvement, Valdosta State University, October 2008

Grant Recipient, Faculty Development/Instructional Improvement, Valdosta State University, February 2008

## **TEACHING EXPERIENCE**

### Butler University

Fall 2011 Marketing Research (2 Sections Avg 4.55/5.00)

### Valdosta State University

Spring 2011 Marketing Research (4.4/5.0), Health Care Marketing (4.4/5.0), Marketing of Services (4.5/5.0)

Fall 2010 Marketing Research (2 Sections, Avg. 4.5 / 5.0), Health Care Marketing (4.5 / 5.0)

Summer 2010 Marketing Research (4.6 / 5.0)

Spring 2010 Health Care Marketing (4.7 / 5.0), Marketing Research (2 Sections, Avg. 4.6 / 5.0)

Fall 2009 Marketing of Services (4.7 / 5.0), Marketing Research (2 Sections Avg. 4.8 / 5.0)

Summer 2009 International Marketing (Teaching in Karlsruhe, Germany – Instructor Rating 4.9 / 5.0)

Spring 2009 Health Care Marketing (4.7 / 5.0), Marketing Research (2 Sections Avg. 4.7 / 5.0)

Fall 2008 Health Care Marketing (4.7 / 5.0), Marketing Research (2 Sections Avg. 4.65 / 5.0)

Summer 2008 Marketing Research (Instructor Rating: 4.6 / 5.0)

Spring 2008 Introduction to Marketing (4.4 / 5.0), Marketing Research (2 Sections Avg. 4.55 / 5.0)

Fall 2007 Health Care Marketing (4.6 / 5.0), Marketing Research (2 Sections Avg. 4.65 / 5.0)

## **TEACHING INTERESTS**

Consumer Behavior, Marketing Research, Principles of Marketing, Social Marketing, Health Marketing, Personal Selling, International Marketing, Marketing of Services.

## **UNIVERSITY SERVICE**

Co-Faculty Advisor, Butler Chapter of the American Marketing Association, 2012 – present  
Member, Butler University Writing Advisory Committee, 2012 – present  
Member, Langdale College of Business Administration Dean's Search Committee, 2010  
Member, Faculty Research and Scholarship Committee, Valdosta State University, 2009-2011  
Member, LCOBA Student Recruitment and Retention Committee, 2009-2011  
Member, LCOBA Health Care Advisory Committee, Valdosta State University, 2008-2011  
Member, LCOBA International Business Major Committee, Valdosta State University, 2008-2011  
Faculty Graduation Marshall, Valdosta State University, 2008-2011  
Faculty Advisor, Sigma Alpha Omega Sorority, VSU Chapter, 2008-2011  
Member, AOL Teamwork Committee, Valdosta State University, 2007-2011  
Member, LCOBA Traditions Committee, Valdosta State University, 2007-2011  
Interviewer, Georgetown Alumni Admissions Program, Georgetown University, 2007-present

## **PROFESSIONAL SERVICE**

Ad Hoc Reviewer, *Journal of Health Administration Education*  
Ad Hoc Reviewer, *Journal of Public Policy and Marketing*  
Reviewer, 2012 Marketing and Public Policy Conference, Atlanta, GA  
Reviewer, 2012 Fordham University Center for Positive Marketing Workshop, New York, NY  
Reviewer, 2012 Society for Consumer Psychology Conference, Las Vegas, NV  
Reviewer, 2010 Society for Consumer Psychology Dissertation Competition.  
Reviewer, 2010 European Association for Consumer Research Conference, United Kingdom  
Reviewer, 2010 Marketing and Public Policy Conference, Denver, CO  
Reviewer, 2010 Society for Consumer Psychology Conference, Tampa, FL  
Reviewer, 2010 American Marketing Association Winter Educator's Conference, St. Petersburg, FL  
Reviewer, 2009 Society for Consumer Psychology Dissertation Competition.  
Reviewer, 2009 Association for Consumer Research Conference, Pittsburgh, PA  
Reviewer, 2009 Society for Consumer Psychology Conference, San Diego, CA  
Session Chair, 2008 Society for Consumer Psychology Conference, New Orleans, LA  
Reviewer, 2008 Society for Consumer Psychology Conference, New Orleans, LA

## **MEMBERSHIPS**

Association for Consumer Research  
American Marketing Association  
Society for Consumer Psychology  
Beta Gamma Sigma