

**Dr. Leslie H. Vincent**  
University of Kentucky  
Department of Marketing and Supply Chain  
(859) 257-1807  
Email: lvinc2@uky.edu

## **Education**

Ph.D., Georgia Institute Of Technology, 2005.  
Major: Marketing/Marketing Management, General

B.S., Georgia Institute Of Technology, 2000.  
Major: Accounting and Business/Management  
Supporting Areas of Emphasis: Economics, General

## **Employment History (Academic, Government, Military, and Professional Positions)**

### **Professional**

Vice Chair, University Senate (June 2022 – Present)

Associate Director, MS in Marketing Program (January 2021 – Present)

Senior Lecturer, University of Kentucky. (May 2019 – Present).

Lecturer, University of Kentucky. (July 2016 – May 2019).

MBA Director, Eastern Kentucky University. (April 2015 - May 2016).

Assistant Professor, Eastern Kentucky University. (August 2014 - May 2016).

Assistant Professor, University of Kentucky. (2005 - 2014).

Guest Lecturer for MBA Program, Marketing Strategy, Georgia Institute of Technology. (January 2004 - May 2004).

Instructor, Marketing Research, Georgia Institute of Technology. (January 2002 - December 2002).

## **Professional Memberships**

Academy of Management.

Academy of Marketing Science.

American Marketing Association.

PDMA.

## **TEACHING**

## Teaching Experience

### University of Kentucky

ARC 599, TOPS ARCHITECTURE: THINKING SUSTAINABILITY  
B&E 201, INTRODUCTION TO BUSINESS  
EXP 396, EXPERIENTIAL EDUCATION,  
MBA 610, NEW PRODUCT DEVELOPMENT MARKETING,  
MBA 611, NEW PRODUCT DEVELOPMENT MANAGEMENT  
MBA 624, ENTREPRENEURIAL MARKETING  
ME 599, TOPICS IN ME: THINKING SUSTAINABILITY  
MFS 599, TOPS IN MFS: THINKING SUSTAINABILITY  
MGT 430, SERVICES MARKETING MANAGEMENT  
MKT 340, INTRO MARKETING RESEARCH  
MKT 355, MARKETING STRATEGY FOR BUSINESS & ENGINEERING  
MKT 390, SPEC TOPS MKT (SUBT REQ)  
MKT 430, SERVICES MARKETING MANAGEMENT  
MKT 530, SERVICES MARKETING MANAGEMENT  
MKT 450, MKT STRATEGY & PLANNING  
MKT 600, MARKETING MANAGEMENT  
MKT 601, MARKETING RESEARCH  
MKT 611, NEW PRODUCT DEVELOPMENT  
MKT 700, SEM IN MKT MANAGEMENT

## Non-Credit Instruction

Faculty Advisor. (August 2012 - December 2012).

## RESEARCH

### Published Intellectual Contributions

#### Book Chapters

Vincent, L., Bharadwaj, S. G., Challagalla, G. (2018). *Antecedents, Consequences and the Mediating Role of Innovation Generation: Empirical Generalizations*. Handbook of New Product Development.

Vincent, L. (2016). Marketing Strategy Considerations in the Commercialization of New Technologies: An Overview and Framework for Strategy Development. *Study of Entrepreneurship, Innovation, and Economic Growth*. Elsevier.

Vincent, L. (2010). The Evolution of Team Processes in Commercializing-High Tech Products. In Gary D. Libecap, Marie Thursby and Sherry Hoskinson (Ed.), *Advances in the Study of Entrepreneurship, Innovation and Economic Growth* (vol. 21, pp. 87-118). Emerald.

Vincent, L. (2007). MARKETING STRATEGY CONSIDERATIONS IN THE COMMERCIALIZATION OF NEW TECHNOLOGIES: AN OVERVIEW AND FRAMEWORK FOR STRATEGY DEVELOPMENT. In Marie Thursby (Ed.), *Advances in the Study of Entrepreneurship, Innovation, and Economic Growth* (vol. 18). Elsevier.

Perry-Smith, J., Vincent, L. (2007). THE BENEFITS AND LIABILITIES OF MULTIDISCIPLINARY COMMERCIALIZATION TEAMS: HOW PROFESSIONAL COMPOSITION AND SOCIAL

NETWORKS INFLUENCE TEAM PROCESSES. In Marie Thursby (Ed.), *Advances in the Study of Entrepreneurship, Innovation, and Economic Growth* (vol. 18). Elsevier.

### Refereed Journal Articles

- Black, H.G., Jeseo, V. and Vincent, L.H. (2021). Promoting Customer Engagement in Service Settings Through Identification. *Journal of Services Marketing*, 35(4), 473-486. Authors listed in alphabetical order.
- Black, H. G., Childers, C., Vincent, L. (2014). Service Quality: A Meta-Analysis of Antecedents and Consequences. *Journal of Services Marketing*, 28(4), 276-291.
- Freling, T. H., Vincent, L., Henard, D. (2014). When Not to Accentuate the Positive: Reexamining Valence Effects in Attribute Framing. *Organizational Behavior & Human Decision Processes*.
- Vincent, L., Black, H. G., Skinner, S. (2014). Customers Helping Customers: Payoffs for Linking Customers in the Service Setting. *Journal of Services Marketing*, 28(5), 391-401.
- Badurdeen, F. Fazleena, Brown, A., Gregory, R., Fu, H., Schroeder, M., Sekulic, D. P., Vincent, L., Luhan, G. A. (2013). Reframing interdisciplinary approaches to systems thinking for sustainability. *Proceedings of the International Symposium on Sustainable Systems & Technologies*.
- Vincent, L., Badurdeen, Gregory, R., Luhan, G., Schroeder, M., Sekulic, D. Systems Thinking for Sustainability: Envisioning Trans-Disciplinary Transformations in STEM Education. *To appear in NSF/TUES Grant*.
- Carlson, J. P., Vincent, L., Hardesty, D., Bearden, W. O. (2009). Objective and Subjective Knowledge Relationships: A Quantitative Analysis of Consumer Research Findings. *Journal Of Consumer Research*, 864-876.
- Murthy, N. N., Challagalla, G. N., Vincent, L., Shervani, T. A. (2008). The Impact of Simulation Training on Call Center Agent Performance: A Field-Based Investigation. *Management Science*.

### Other

- Vincent, L., Black, H. (2014). *Friend or Foe? A Small Business Success Story of Collaborating with Competitors Using Social Media*. Academy of Marketing Science Annual Conference Proceedings.

### Presentations Given

- Vincent, L. (Presenter & Author), Bharadwaj, S. (Author Only), BI-JAMS Thought Leaders' Conference 2018, "New Service Development: A Meta-Analytic Review," Oslo, Norway. (June 4, 2018).
- Hapke, H., Vincent, L., Pedagogicon (2018), "Would You Rather...The Choice of Teaching Modality on Student Outcomes," EKV, Richmond, KY. (May 2018).
- Vincent, L. (Presenter & Author), Hood, K. (Presenter & Author), Zhuang, W. (Author Only), Appalachian Research in Business Symposium, "Marketing Research and Analytics: Equipping Students for Big Data," Eastern Kentucky University, Richmond, KY, United States. (March 31, 2016).

- Vincent, L., Black, H. (Presenter & Author), Academy of Marketing Science Annual Conference, "Friend or Foe? A Small Business Success Story of Collaborating with Competitors Using Social Media," Academy of Marketing Science, Indianapolis, IN, United States. (2014).
- Vincent, L. (Author Only), Black, H. G., Skinner, S., Academy of Marketing Science, "Customers Helping Customers: Payoffs for Linking Customers in Service Setting," Academy of Marketing Science, New Orleans, LA, United States. (2012).
- Badurdeen, F. Fazleena, Gregory, R., Luhan, G. A., Schroeder, M., Vincent, L., Sekulic, D. P., IEEE International Symposium on Sustainable Systems and Technology, "Systems thinking for sustainability: Envisioning trans-disciplinary transformations in STEM education," IEEE, Boston, MA, United States. (May 2012).
- Freling, T. H., Vincent, L., Schindler, R., Hardesty, D., Rowe, J. W., Behavioral Pricing Conference, "Is Just-below Pricing Overused?: A Theory-Driven Framework for Managerial Decision-Making," Brunswick, NJ, United States. (2010).
- Vincent, L., Kauffman Workshop on Entrepreneurship, "Evolution of Team Processes in Commercializing High Tech Products," Atlanta, GA, United States. (2010).
- Vincent, L., ACR, "Is Just-below Pricing Overused? A Theory-Driven Framework for Managerial Decision-Making," Pittsburg, PA, United States. (2009).
- Vincent, L., Kauffman Workshop on Entrepreneurship, "Teaching Marketing Strategy in a Multidisciplinary Context," Atlanta, GA, United States. (2009).
- Vincent, L., Bharadwaj, S. G., American Market Association's Winter Educators Conference, "The Role of Dynamic Capabilities in Marketing Strategy Formulation for New Technologies," Austin, TX, United States. (February 2008).
- Vincent, L., "Marketing Strategy Development for New Technologies," 2006 University of Kentucky Invention to Venture Workshop, Lexington, KY, United States. (2006).
- Vincent, L. H., "Marketing Strategy Formulation and the Commercialization of New Technologies: A Network Perspective," American Marketing Association Winter Educators' Conference, Ft. Lauderdale, FL, United States. (2006).
- Davis, C. D., Vincent, L. H., "University Technology Transfer and Teams: Conflict, Climate, and Marketing Strategy Formulation," Academy of Management Meetings, Atlanta, GA, United States. (August 2006).
- Vincent, L. H., Bharadwaj, S. G., "It's Not What You Know, It's Who You Know: A Meta-Analytic Review of Social Networks," AMA Winter Educators' Conference, San Antonio, TX, United States. (2005).
- Vincent, L. H., Bharadwaj, S. G., "Meta-Analytic Review of Social Networks," Marketing Science Conference, Atlanta, GA, United States. (2005).
- Davis, C. D., Vincent, L. H., "The Impact of Team Heterogeneity on Team Climate for Innovation for Teams Focused on Technology Commercialization," Babson Kauffman Entrepreneurship Conference, Wellesley, MA, United States. (2005).
- Flury, A., Kirkman, B., Shalley, C., Thursby, M., Vincent, L., "Technological Innovation: Generating Economic Results: An Immersion Approach to Graduate Education in Engineering," National Collegiate Inventors and Innovators Alliance, San Jose, CA, United States. (2004).

Vincent, L. H., Bharadwaj, S. G., Challagalla, G. N., "A Meta-Analytic Review of Antecedents and Consequences of Innovation," AMA Summer Educators Conference, Chicago, IL, United States. (2003).

## **Contracts, Grants and Sponsored Research**

### **Other**

Sekulic, Dusan P. (Principal), Badurdeen, F. Fazleena (Co-Investigator), Luhan, Gregory A. (Co-Investigator), Mohr, Margaret J. (Co-Investigator), Vincent, Leslie (Co-Investigator), "Systems Thinking for Sustainability," Sponsored by National Science Foundation, \$200,000.00. (August 1, 2011 - July 31, 2015).

## **Awards and Honors**

Faculty Fellow. Bluegrass Academic Leadership Academy. (2021)

Service Award. Department of Marketing & Supply Chain, Gatton College of Business & Economics (2018)

Best Theoretical/Empirical Paper Research Award, Other. (2005).

Technology and Innovation SIG Best Dissertation Award, Other. (2005).

## **Working Papers**

### **Journal Articles**

Ziegler, A., Peloza, J., Vincent, L. Dying of Embarrassment: A Meta-Analytic Review of Responses to Embarrassment. *Journal of Marketing Research*.

Vincent, L., Freling, T., Henard, D., Freling, R. Not All Frames Are Created Equal: A Meta-Analysis of the Goal Framing Literature. *Organizational Behavior & Human Decision Processes*.

## **SERVICE**

### **Department Service**

Associate Director MSM Program (2021 – Present)

Chair, MS Marketing Curriculum Committee (August 2021 – Present).

Committee Member, Department Curriculum Committee. (August 2016 - 2020).

Administrative responsibility for the REP program, Research Experience Program. (August 2016 - 2018).

Committee Member, Marketing Recruiting Search Committee. (July 2015 - February 2016).

Committee Member, Marketing Doctoral Committee. (2009 - 2013).

Committee Member, Ad Hoc Search Committee of Marketing Chair. (2012).

Committee Member, Travel Policy Committee. (2012).

Committee Member, Marketing Recruiting Member. (2011 - 2012).

Presenter, Meta Presentation. (2010).

Faculty Advisor, Advising. (2006).

## **College Service**

Committee Member, Graduate Director's Committee (2021 – Present)

Committee Member, Undergraduate Appeals Committee. (2017 – 2020).

Committee Member, Gatton Honors Pathways (2019 – Present).

Committee Member, Teaching Excellence Team. (2016 - 2022).

Committee Member, MBA Committee (2016 – Present).

Presenter, MBA Open House. (November 2016).

Committee Member, BCAC Committee. (2014 - 2015).

Committee Chair, Marketing Coordinator. (2014 - 2015).

Committee Chair, MBA Committee. (2014 - 2015).

Committee Member, Committee for Assurance of Learning Day. (2014 - 2014).

Committee Member, MBA Policy Committee. (2011 - 2013).

Committee Member, Scholarship Committee. (2012).

Committee Member, SEAM Advisory Council. (2010 - 2012).

Committee Member, Dean Search Committee. (2011).

Committee Member, Ad Hoc Search Committee for Interim SOM Director. (2010 - 2011).

Committee Member, Green Marketing Center Board. (2010 - 2011).

Committee Member, Undergraduate Studies Committee. (2006 - 2011).

Presenter, SEAM Orientation Presentation. (2010).

Committee Member, SEAM Advisory Board. (2008 - 2010).

## **University Service**

Vice Chair, University Senate (2022 – Present).

Committee Member, QEP Development Committee (2022 – Present).

Co-Chair, Sub Committee on Educational Activities without Faculty Oversight (2022 - Present).

Committee Member, Work Location Workstream (2022 – Present). Marketing Research sub-group and Space Utilization sub-group.

Elected Council Member, University Senate Council (2019 – Present).

Chair, Senate Academic Admissions and Standards Committee (2022 – Present).

Chair, Senate Academic Programs Committee (2020 – 2022).

Committee Member, Ad Hoc Committee on Senators and Phased Retirement (2020)

Committee Member, Senate Liaison, Digital Badges Working Group (2021 – Present).

Committee Member, Covid Fall Planning Committee (2021).

Committee Member, Ad Hoc Committee on Courses without Faculty Oversight (2021 – 2022).

Committee Member, Senate Committee on the Evaluation of the President (2020 – Present).

Committee Member, Covid Academic Course Delivery Workstream (2020 – 2021).

Chair, Ad Hoc Committee on University Accolades (2019 – 2021).

Committee Member, Mental Health Task Force (2019 – 2020).

Faculty Senator, University Senate. (2018 – Present).

Committee Member, Distance Learning and e-Learning (2018-2019)

Team Leader, Faculty/Staff Training Group, Mental Health Task Force (2019-2020)

Committee Member, UK Concept Team #3 (2018)

Committee Member, Graduate Council. (August 2015 - May 2016).

Guest Speaker, Internal, IT Manager's Meeting. (2011).

Guest Speaker, Internal, UK College of Architecture. (2011).

## **Professional Service**

Reviewer, Conference Paper, ARBS. (2015 - 2016).

Reviewer, Conference Paper, Marketing Management Association. (January 2016 - February 2016).

Officer, President/Elect/Past, American Marketing Association - Technology and Innovation SIG. (2011 - 2014).

Reviewer, Journal Article, 2011 Winter AMA Educator's Conference. (2011).

Reviewer, Journal Article, Academy of Marketing Science. (2011).

President Elect, American Marketing Association - Technology and Innovation SIG. (2010).

Reviewer, Conference Paper, AMA Winter Educators' Conference, New Orleans, LA. (2008 - 2010).

Reviewer, Conference Paper, ACR Conference. (2009).

Discussant, AMA Winter Educators' Conference. (2009).

Reviewer, Journal Article, Management Science. (2009).

Reviewer, Conference Paper, American Marketing Association's Summer Marketing Educators' Conference. (2008 - 2009).

Reviewer, Conference Paper, American Marketing Association's Summer Marketing Educators' Conference. (2008).

Reviewer, Conference Paper, AMA Summer Educator Conference, Washington, DC. (2007).

Reviewer, Journal Article, Journal of Business Research, Lexington, KY. (2007).

Reviewer, Ad Hoc Reviewer, Academy of Management Journal. (2006).

Conference-Related, Academy of Management Meetings, Atlanta, GA. (2006).

Reviewer, Conference Paper, American Marketing Association - 2007 Winter Educator's Conference. (2006).