

# Jonathan M. Beck

D'Amore-McKim School of Business  
Northeastern University  
Boston, MA 02115

Email: [j.beck@northeastern.edu](mailto:j.beck@northeastern.edu)  
Phone: 850-803-5541  
*CV Last Updated: May 2019*

## EMPLOYMENT

---

**Postdoctoral Research Associate**, starting July, 2019  
Northeastern University, Boston, MA

## EDUCATION

---

**Michigan State University**, East Lansing, MI  
Ph.D. in Business Administration—Marketing, 2019  
Dissertation: “Managing the Online Conversation: The Roles of Expressed Behavioral Commitment and Decreased Customer Effort in Online Customer Reviews”  
Committee: Clay M. Voorhees (co-chair), G. Tomas M. Hult (co-chair), Anita Pansari, Justin M. Lawrence, and Timothy J. Vogelsang

**University of Rochester**, Rochester, NY  
M.S. in Marketing, 2015

**University of Central Florida**, Orlando, FL  
MBA—Finance concentration, 2014  
B.A. in English, 2007

## RESEARCH INTERESTS

---

My research focuses on customer experience management and relationship marketing. Currently, I am working on engagements on the following topics:

- Services marketing strategies that affect both customer and employee outcomes
- Managing the online customer experience during and following the consumption stage in the customer journey
- Strategic mechanisms by which firms can increase profitability, e.g., loyalty programs

## PUBLICATIONS

---

Chaudhuri, Malika, Clay M. Voorhees, and Jonathan M. Beck (2019), “The Effects of Loyalty Program Introduction and Design on Short- and Long-term Sales and Gross Profits,” *Journal of the Academy of Marketing Science*.

## **PAPERS UNDER REVIEW/REVISION**

---

Beck, Jonathan M., Clay M. Voorhees, Paul W. Fombelle, and Katherine N. Lemon, “The Effects of Reduced Cognitive Effort on Electronic Word of Mouth Generation,” under 1<sup>st</sup> round review at the *Journal of Marketing*.

Voorhees, Clay M., Jonathan M. Beck, Praneet Randhawa, Kristen Bell DeTienne, and Sterling Bone, “Assessing the Detrimental Effects of Service Variability over Time on Financial Outcomes,” under 3<sup>rd</sup> round review at the *Journal of Service Research*.

Hult, G. Tomas M., Travis Walkowiak, and Jonathan M. Beck, “Service Research: Progress Toward Interdisciplinarity Collaboration,” revising for 2<sup>nd</sup> round submission at the *Journal of Services Marketing*.

## **WORKING PAPERS**

---

“Customer Orientation Effects on Service Employee Burnout,” with Clay M. Voorhees and Stacey Robinson.

Target: *Journal of Applied Psychology*

Status: Data collected, model finalized, preliminary draft developed

Planned Submission Date: Summer 2019

“The Impact of Posting an OCR on Future Spending,” with Clay M. Voorhees and G. Tomas M. Hult.

Target: *Journal of Marketing*

Status: Dissertation Essay 2; data collected, draft developed, preparing for submission

Planned Submission Date: Fall 2019

“Assessing and Addressing the Impact of Fake Online Customer Reviews,” with Yufei Zhang.

Target: *Journal of Marketing*

Status: Data collection underway, finalizing conceptual model

Planned Submission Date: Summer 2020

“Witnesses of Customer Incivility: Sympathy and Schadenfreude for Poorly-treated Service Employees,” with Clay M. Voorhees.

Target: *Journal of Service Research*

Status: Preliminary lab studies conducted, draft developed, pursuing field data

Planned Submission Date: Fall 2020

“The Effects of Add-on Services to Traditional Brick and Mortar Stores,” with Alexander C. LaBrecque.

Target: *Journal of Retailing*

Status: Secondary data collected, preparing lab studies, draft in development

Planned Submission Date: Spring 2020

## CONFERENCE PAPERS AND INVITED TALKS

---

Beck, Jonathan M.\*, Clay M. Voorhees, Paul W. Fombelle, Katherine N. Lemon, and Ryan Teal, "Managing the Conversation: Shaping Valence and Online Engagement by Decreasing Customer Effort," *Frontiers in Service Conference*, National University of Singapore, Singapore, July 2019

LaBrecque, Alexander C.\*, Jonathan M. Beck, and G. Tomas M. Hult, "Unpacking the Value of Convenience Services," *CBSIG 2019 Conference: Managerially Relevant Consumer Insights*, Bern, Switzerland, July 2019

Beck, Jonathan M.\*, "Managing the Online Conversation: Shaping Valence and Online Engagement by Decreasing Customer Effort," *2018 Arizona State University's Center for Services Leadership "Compete through Service" Symposium*, Scottsdale, AZ, October 2018

Beck, Jonathan M.\* (as Discussant), Discussed Paper: V. Kumar, Orhan Bahadir Dogan, and Avishek Lahiri, "Enhancing Firm Performance in the Sharing Economy: A Field Experiment," *Haring Symposium*, Indiana University, Bloomington, IN, April 2018

Beck, Jonathan M.\* and Clay M. Voorhees, "Witnesses of Customer Incivility: Sympathy and Schadenfreude for Poorly-treated Service Employees," *2018 AMA Winter Educator's Conference*, New Orleans, LA, February 2018

Beck, Jonathan M.\*, Clay M. Voorhees, Paul W. Fombelle, and Imad Atalla, "Putting Words in Their Mouths: The Benefits of Reducing Customer Effort on Post-Transaction Social Media Word of Mouth," *Frontiers in Service Conference*, New York, NY, June 2017

Beck, Jonathan M., Clay M. Voorhees, and Paul W. Fombelle\*, "Putting Words in Their Mouths: The Benefits of Reducing Customer Effort on Post-Transaction Social Media Word of Mouth," *International Research Symposium on Service Excellence in Management (QUIS)*, Porto, Portugal, June 2017

Beck, Jonathan M.\* (as Discussant), Discussed Paper: Lam, Son K., Thomas E. DeCarlo, and Ashish Sharma, "Behavioral Outcomes of Frontline Employees' Orientation Ambidexterity in Customer Engagement: The Role of Customer Base Characteristics," *Haring Symposium*, Indiana University, Bloomington, IN, April 2017

Beck, Jonathan M.\*, Clay M. Voorhees, and Paul W. Fombelle, "Improving Relationships by Leveraging Post-Encounter Experiences: The Benefits of Reducing Customer Effort Post-Encounter Endorsements," *2017 AMA Winter Educator's Conference*, Orlando, FL, February 2017

\* denotes presenting author

## GRADUATE PROGRAM COURSEWORK

---

### Major

Seminar in Buyer Behavior	Clay M. Voorhees
Seminar in Marketing Relations	Douglas E. Hughes
Seminar in Marketing Strategy	G. Tomas M. Hult
Marketing Decision Models	Roger J. Calantone
Independent Research Study	Clay M. Voorhees

### Methods

<i>Michigan State University</i>	
Organizational Research Methods	John R. Hollenbeck
Advanced Organizational Research Methods	Brent A. Scott
Statistical Models in Marketing	Roger J. Calantone
Research Design in Marketing	G. Tomas M. Hult
Psychometric Theory	Tenko Raykov
Advanced Econometric Methods	Timothy J. Vogelsang
Multilevel Modeling Methods	Spyros Konstantopoulos
<i>University of Rochester (MS)</i>	
Marketing Research	Mitchell Lovett
Introduction to Business Analytics	Rajiv Dewan
Marketing Analytics	Avery Haviv
Advanced Marketing Analytics	Avery Haviv

### Non-degree Coursework and Development

<i>Michigan State University</i>	
Theory Construction Workshop, 2019	Ajay Kohli
Early Summer Tutorial in Modern Applied Tools of Econometrics (ESTIMATE), 2018	Jeffrey M. Wooldridge & Timothy J. Vogelsang

## HONORS, AWARDS, AND GRANTS

---

2019	Liam Glynn Travel Scholarship AMA SERVSIG's Doctoral Consortium
2019	Donald A. and Shirley M. Taylor Research Excellence Award Michigan State University
2019	Professional Development Grant MSU-CIBER
2016 - 2019	Graduate Office Fellowship Award Michigan State University
2018	Research Grant for <i>Managing the Global Online Conversation</i> MSU-CIBER
2017	Stanley Hollander Teaching Award Michigan State University

2017	Finalist: Young Scholar Research Competition Organizational Frontlines Research Symposium
2014 - 2015	Merit-based Tuition Scholarship University of Rochester
2012 - 2014	Full-tuition Graduate Assistantship Department of Marketing, University of Central Florida

## **TEACHING EXPERIENCE**

---

### **Sole Instructor:**

Eli Broad College of Business, Michigan State University

*“The overall quality of the instructor was excellent.” 1-5, where 5 = Strongly Agree*

<u>Course</u>	<u>Semester</u>	<u>Evaluation</u>	<u># Students</u>
Introduction to Business Analytics	Summer 2016	4.7	25
Introduction to Business Analytics	Summer 2016	4.4	35
Managerial Marketing	Summer 2017	4.1	17
Introduction to Business Analytics	Summer 2018	4.5	40
Consumer and Organizational Buyer Behavior	Fall 2018	4.2	20

### **Teaching Assistant:**

Eli Broad College of Business, Michigan State University

<u>Course</u>	<u>Semester</u>	<u>Course Level</u>
Introduction to Business Analytics	Fall 2016	Undergraduate
Introduction to Business Analytics	Spring 2017	Undergraduate
New Product and Innovation Research	Fall 2017	Graduate
Project Management	Spring 2018	Graduate
New Product and Service Research	Summer 2018	Graduate

College of Business Administration, University of Central Florida

<u>Course</u>	<u>Semester</u>	<u>Course Level</u>
Principles of Marketing (5 semesters)	Fall 2012 – Spring 2014	Undergraduate
Marketing Intelligence	Spring 2012	Undergraduate
Supply Chain and Operations Management	Summer 2013	Undergraduate
Services Marketing	Spring 2013	Graduate

## **PROFESSIONAL SERVICE**

---

- MSU Broad Doctoral Program Committee—Student Representative (Fall 2018 – Spring 2019)
- Reviewer for AMS Annual Conference (2019)
- Reviewer for AMA Winter Educators’ Conference (2018, 2019)
- Reviewer for AMA Summer Educators’ Conference (2016, 2018)

- Graduate Business Council, Simon Business School—Board Member and M.S. Class Representative (2014 – 2015)

## **OTHER EXPERIENCE**

---

### **English Teacher**

*AJ English Institute*

08/2010 – 11/2011

Gyeonggi-do, South Korea

### **English Teacher**

*Avalon English*

06/2009 – 06/2010

Gyeonggi-do, South Korea

## **REFERENCES**

---

### **Clay M. Voorhees**

Professor  
Morris Meyer Endowed Teaching  
Excellence Chair  
Culverhouse College of Business  
University of Alabama  
Department of Marketing  
Box 870225  
Tuscaloosa, AL 35487  
Phone: 517-432-6469  
cmvoorhees@ua.edu

### **G. Tomas M. Hult**

Professor  
Byington Endowed Chair  
Director of the International Business  
Center (MSU-CIBER)  
Department of Marketing  
Eli Broad College of Business  
645 N. Shaw Lane, Room 7  
Michigan State University  
East Lansing, MI 48824  
Phone: 517-353-4336  
hult@msu.edu

### **Paul W. Fombelle**

Associate Professor  
D'Amore-McKim School of Business  
202 Hayden Hall  
Northeastern University  
360 Huntington Avenue  
Boston, MA 02115  
Phone: 617-373-5253  
p.fombelle@northeastern.edu

### **Katherine N. Lemon**

Accenture Professor  
Department of Marketing  
Carroll School of Management  
Boston College  
Fulton Hall 450  
140 Commonwealth Avenue  
Chestnut Hill, MA 02467-3808  
Phone: 617-552-1647  
kay.lemon@bc.edu

### **Sterling A. Bone**

Associate Professor of Marketing  
Huntsman ProSales Director  
Jon M. Huntsman School of Business  
Utah State University  
3550 Old Main Hill  
Logan, UT 84322-3550  
Phone: 801-369-7171  
sterling.bone@usu.edu