

# **JENNIFER LEE BURTON**

University of Tampa  
John H. Sykes College of Business  
401 West Kennedy Boulevard  
Tampa, FL 33606  
Phone: 813-257-3970  
E-mail: jburton@ut.edu

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## **ACADEMIC POSITIONS**

Assistant Professor of Marketing, Sykes College of Business, University of Tampa, August 2016 to Present.

Assistant Professor of Marketing, Phillips School of Business, High Point University, August 2014 to May 2016.

Assistant Professor of Marketing, Foster College of Business, Bradley University, August 2008 to August 2014.

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## **EDUCATION**

Ph.D., Marketing, McCombs School of Business, The University of Texas at Austin, August 2008.

M.B.A. (Concentration: Brand Management), Babcock Graduate School of Management, Wake Forest University, Winston-Salem, NC, May 2000.

B.A., Spanish and Criminal Justice, Indiana University, Bloomington, IN, May 1995.

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## **PRIMARY RESEARCH INTERESTS**

### **CONSUMER BEHAVIOR**

- Marketing Communication
- Social Media Marketing
- Attitude and Persuasion

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## **PUBLICATIONS**

Burton, Jennifer L., Jan Gollins, and Danielle Walls (2016), "Collecting, Interpreting and Analyzing Continuous Response Data," in *Political Communication in Real Time: Theoretical and Applied Research Approaches*, New York: Routledge Press, 29-48.

Abstract: Continuous response data is of crucial importance to any researcher or practitioner who is interested in understanding people's reaction to communication designed to influence the way people think or feel. In the fields of political science and communication, continuous response data is often gathered through devices that measure moment-to-moment emotions, eye-tracking and facial expressions. This chapter will discuss the history of using continuous response data in communications research and talk about the various forms of continuous response data that are collected. Then, this chapter will describe the current state of the art procedures for collecting this type of data, as well as key considerations involved in interpreting this data. Finally, this chapter will review currently published ways of analyzing this type of data using multivariate statistical techniques. Considerations such as when to use each technique and results interpretation will be discussed.

Jana-Kristin Prigge, Beatrix Dietz, Christian Homburg, Wayne D. Hoyer, and Jennifer L. Burton (2015), "Exploring the Construct of Patient Empowerment: Antecedents and Consequences," *International Journal of Research in Marketing*, 32 (December), 375-386.

Abstract: Emphasized by the World Health Organization as one of its key topics, patient empowerment (PE) is regarded as a key component of a patient-centered approach to healthcare. Unfortunately, research lacks a clear understanding of the drivers of PE, its relationship to therapy compliance, and its role in different types of diseases. Using a large sample of 1,622 patients suffering from chronic diseases, this study addresses these critical research gaps and provides three major contributions. First, by exploring the influence of PE antecedents (i.e., patients' health involvement, self-efficacy, and acceptance of physician authority), it provides specific recommendations on how to effectively manage PE (defined in terms of three dimensions: information search, knowledge development, and decision participation). Second, it demonstrates the importance of PE and its antecedents for affecting patients' therapy compliance and shows that, depending on the PE dimension, therapy compliance is either enhanced or reduced. Third, the study provides important insights into the role of PE across different types of chronic diseases, offering practical recommendations on how to deal with patients depending on their particular disease.

Burton, Jennifer L., Donna J. Hill, and Aysen Bakir (2015), "Influencing Light Versus Heavy Engagers to Curb their Habits through Positive and Negative Ad Imagery," *Journal of Consumer Behaviour*, 15 (4), 237-247.

Abstract: Validated across two contexts (texting while driving and excessive gambling), the present study demonstrates that public service announcements containing positive imagery (as opposed to negative imagery) are more effective at influencing heavy engagers to limit their harmful behaviors. Heavy engagers in the harmful behavior resist ads containing negative imagery and do not find them to be more credible or involving. Instead, they are more influenced to curb their harmful behaviors after seeing positive imagery containing characters and situations to which they can relate. On the other hand, light engagers of harmful behavior are more likely to be persuaded to limit their behaviors after exposure to advertising containing negative imagery. The negative imagery evokes perceptions of ad credibility and encourages individuals to think about the advertised problem and consequences. Implications for the design of effective social change ads are discussed.

Burton, Jennifer L., Leigh McAlister, and Wayne D. Hoyer (2015), "Understanding Consumers' Moment-to-Moment Ad Evaluations: A Principal Components Analysis Approach," *Journal of Advertising Research*, 55 (March), 51-61.

Abstract: Marketers and advertisers have long searched for new and more powerful ways to measure the effectiveness of advertising. One data source that has proven useful is consumers' moment-to-moment affective responses to ads. This study examines consumers' moment-to-moment ad evaluations and presents an application of principal components analysis that allows researchers to understand divergence in consumer response and link this divergence to specific elements of the ad's storyline. Application of this technique reveals a consistent principal component structure across a sample of Super Bowl ads and demonstrates a link between each principal component and consumers' retrospective ad and brand evaluations.

Walker, Rebecca E. and Jennifer Young (2005), "Integrating Customer Insights into Company Actions," Working Paper No. 05-302, Marketing Science Institute, Boston, MA 02138.

Abstract: Summarizes the proceedings of the conference on "Integrating Customer Insights into Company Actions," co-sponsored by the Marketing Science Institute and the Center for Customer Insight at the University of Texas at Austin, held September 21-23, 2004, in Austin, Texas.

## MANUSCRIPTS UNDER REVIEW

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Burton, Jennifer L., Kristen Jensen, Jan Gollins, and Danielle Walls (2016), "The Benefits and Drivers of Watching, Liking and Sharing an Advertisement on Social Media," manuscript under first round review at the *Journal of Advertising Research*.

Abstract: This research examines the drivers of social media interaction with an advertising campaign and finds that watching an ad on social media is driven by perceived engagement, seriousness and humor. On the other hand, liking or sharing an advertisement on social media is driven primarily by ad and brand cognitions. This research also examines the impact of prior social media engagement with an advertising campaign on consumers' moment-to-moment affect traces and retrospective evaluations of television ads. Results illustrate many benefits such as affect traces characterized by a higher peak, final moment and linear trend, as well as, higher retrospective ad and brand evaluations.

Burton, Jennifer L. and Donna J. Hill, "Designing Effective Public Service Announcements Based on the Affective Reactions of Important Target Groups," manuscript under second round review at the *Journal of Social Marketing*.

Abstract: This research examines how companies, non-profits or government agencies can create public service announcements that are effective at helping individuals curb self-destructive behaviors while also influencing families, friends and society members to prevent self-destructive behaviors in others. The present research is the first to examine the role of other social change agents, called interveners, and suggests that advertisers are better off targeting interveners rather than people actually engaging in harmful behaviors. This study examines moment-to-moment emotional reactions of people containing the same demographic profiles as these target groups. Results show that the best rated ads appealed to the person engaging in the harmful behavior in the first half of the ad where a dangerous situation is presented and appealed to interveners in the second half of the ad where solutions and calls to action are presented. The findings indicate that both interveners and people engaging in harmful behavior can be targeted simultaneously in one ad campaign creating spending efficiencies.

## WORKING PAPERS AND OTHER RESEARCH IN PROGRESS

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Burton, Jennifer L., "Enhancing Boredom or Persuasion: The Impact of Repeated Exposure to Ads on Purchase Intentions," manuscript to be sent to the *Journal of Advertising Research* in December 2016.

Abstract: This research examines the impact of repeated exposure to advertisements on purchase intentions. Contrary to prior research that suggests that wearout happens after being exposed to an ad 10 or more times, this study finds that consumers that have seen an ad 10 or more times have the highest purchase intentions of anyone in the study. This research also uncovers different motivations that mediate purchase intentions based on consumers' stages in the decision process. Purchase intentions of consumers that have seen the ad 1 or 2 times are driven more by emotional motivations. Consumers that have seen the ad 3 to 10 times have purchase intentions that are driven primarily by cognitive factors. Finally, consumers that have seen the ad more than 10 times have purchase intentions that are driven mainly by their emotions. Implications for media planning strategies are discussed.

Burton, Jennifer L., Wayne D. Hoyer, and Leigh McAlister, "Moderators of the Relationship Between Consumers' Affect Traces and Retrospective Ad and Brand Evaluations," manuscript to be sent to *Journal of Advertising* in Summer 2017.

Abstract: This research introduces the concept of ad affect sensitivity and explores the way involvement and prior brand attitude impact the relationship between moment-to-moment affect traces and

retrospective ad and brand evaluations. Results show that the relationship between affect traces and affective ad evaluations is stronger for consumers with low involvement and negative prior brand attitudes. Additionally, the relationship between affect traces and brand attitudes is stronger for consumers with high involvement and negative prior brand attitudes. Finally, under low (high) involvement conditions, ad affect has a stronger impact on purchase decisions for consumers with negative (positive) prior brand attitudes.

## **CONFERENCE PRESENTATIONS (\* denotes presenter)**

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- Burton, Jennifer L.\*, Kristen Jensen, Jan Gollins, and Danielle Walls, "The Benefits and Drivers of Watching, Liking and Sharing an Advertisement on Social Media." Competitive paper presented at the 2016 American Marketing Association Winter Marketing Educators' Conference, February 26-28, Las Vegas, NV.
- Burton, Jennifer L.\*, Kristen Jensen, Jan Gollins, and Danielle Walls, "The Benefits and Drivers of Watching, Liking and Sharing an Advertisement on Social Media." Poster presented at the 2014 American Marketing Association Winter Marketing Educators' Conference, February 21-23, Orlando, FL.
- Burton, Jennifer L.\*, Donna J. Hill\*, and Aysen Bakir, "Influencing Light Versus Heavy Engagers to Curb their Habits through Positive and Negative Ad Imagery." Poster presented at the 2011 American Marketing Association Winter Marketing Educators' Conference, February 18-20, Austin, TX.
- Burton, Jennifer L.\*, "The Influence of Prior Brand Attitude and Involvement on Consumers' Moment-to-Moment Affect Traces." Competitive paper presented at the 2010 INFORMS Marketing Science Conference, June 17-19, Cologne, Germany.
- Burton, Jennifer L.\*, "Using Principal Components Analysis to Understand Moment-to-Moment Affective Responses to Advertisements." Featured speaker at the 2010 DePaul University Marketing Research Symposium, January 9, Chicago, IL.
- Young, Jennifer L.\*, Leigh McAlister, and Wayne Hoyer, "Using Principal Components Analysis to Understand Moment-to-Moment Affect Traces." Working paper presented at the 2007 Haring Symposium, Indiana University, April 7, Bloomington, IN.
- Young, Jennifer L.\* and Julie R. Irwin, "I Gave at the Office (and I Hated It): Changes in Preference for Ethical Behavior Following an Unrelated Ethical Act." Poster presented at the 2005 meetings of the Association for Consumer Research, September 30-October 2, San Antonio, Texas.
- Young, Jennifer L.\* and Julie R. Irwin, "People We Love to Love and People We Love to Hate: Predicting Desired Outcomes of Reality TV Scenarios." Poster presented at the 2005 meetings of the Association for Consumer Research, September 30-October 2, San Antonio, Texas.

## **PRIMARY TEACHING INTERESTS**

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Social Media  
Consumer Behavior  
Principles of Marketing

Integrated Marketing Communications  
Sports Marketing  
Marketing Research

## **TEACHING EXPERIENCE**

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- Instructor, Promotions and Branding Strategies, University of Tampa, Fall 2016 to Present
- Instructor, Integrated Marketing Communications, University of Tampa, Fall 2016 to Present
- Instructor, Social Media Marketing Strategy, High Point University, Spring 2015 to Spring 2016
- Instructor, Marketing Communications, High Point University, Fall 2014 to Spring 2016
- Instructor, Consumer Behavior, High Point University, Fall 2014
- Instructor, Sports Marketing, Bradley University, Spring 2013 to Spring 2014
- Instructor, Integrated Marketing Communications, Bradley University, Fall 2008 to Spring 2014
- Instructor, Advertising Case Studies, Bradley University, Fall 2009 to Fall 2014
- Instructor, Principles of Marketing, The University of Texas at Austin, Spring 2007

## **UNIVERSITY SERVICE**

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- Sykes College of Business International Committee, University of Tampa, August 2016 to Present
- University Athletic Committee, High Point University, August 2015 to May 2016
- Chair, Marketing Department Search Committee, High Point University, August 2015 to May 2016
- Phillips School of Business Graduate Curriculum Committee, High Point University, August 2014 to May 2016
- Phillips School of Business Strategic Planning Committee, High Point University, August 2014 to May 2016
- Phillips School of Business Faculty Advisor, August 2014 to May 2016
- University Library Committee, Bradley University, September 2012 to May 2014
- Marketing Faculty Advisor, Bradley University, August 2008 to August 2014
- Marketing Department Library Liaison, Bradley University, August 2008 to May 2014
- Foster College of Business, “It’s All about Business Summer Enrichment Camp,” Instructor, Summer 2013
- Independent Study and Honors Thesis Service
  - Stephanie Sieloff, Bradley University, (Independent Study Faculty Advisor, Summer 2012)
  - Lindsay Meixsell, Bradley University, (Honors Thesis Faculty Advisor, Spring 2010)

- Foster College of Business, Bradley-AMS Marketing Research Project Faculty Advisor, Bradley University, Summer 2010 to Summer 2011
- Foster College of Business Website Committee, Bradley University, April 2010 to August 2010

## **PROFESSIONAL SERVICE**

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- Ad Hoc Reviewer for:
  - *Journal of Advertising Research*
  - Association for Consumer Research Conference Submissions
  - Society for Consumer Psychology Conference Submissions
  - American Marketing Association Conference Submissions
  - Academy of Marketing Science Conference Submissions
- Board of Directors, Springdale Cemetery Authority, Peoria, IL, April 2013 to July 2014
- Marketing Committee Chair, Springdale Cemetery Authority, Peoria, IL, April 2013 to July 2014
- Board of Advisors, Automated Media Service, Allendale, NJ, March 2010 to December 2011

## **INDUSTRY EXPERIENCE**

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**MCI** Ashburn, VA  
**Small Business Product Manager - Commercial Markets** February 2001 to July 2003

- Managed the launch of Small Business local and long distance products and promotions and coordinated all launch impacts including sales, marketing, customer service, online, fulfillment, communications, billing, regulatory and public relations

**Career Development Program: Brand Marketing and Partner Marketing** July 2000 to February 2001

- Led implementation of regulatory programs affecting Consumer and Small Business services and managed partner-specific components of wireless launch including product positioning, sales training, scripting for outbound telemarketing, fulfillment strategy, operational support and sales reporting

**CAROLINA POWER & LIGHT** Raleigh, NC  
**Marketing Analyst - Solutions Center** June 1999 to August 1999

- Conducted marketing research and developed recommendations for the product content, pricing, scheduling and promotion of training products for targeted segments in the HVAC, lighting and power quality industries

**HARRIS GROUP INCORPORATED** Indianapolis, IN  
**Marketing Manager** March 1997 to July 1998

- Created communication pieces, ad campaigns, trade show program, sales promotions, newsletters, brochures, spec sheets, press releases, and web site to increase company visibility and demonstrate product benefits

**NATIONAL RETAIL HARDWARE ASSOCIATION** Indianapolis, IN  
**Correspondence Coordinator** February 1996 to March 1997

- Developed training programs to meet the needs of retailers, sold educational products and provided customer service

**MARION COUNTY JUSTICE AGENCY**  
**Pre-Trial Services Officer**

Indianapolis, IN  
September 1995 to February 1996

- Calculated bond amounts based on bail interview, criminal history and verification during the high-volume third shift

**AWARDED GRANTS**

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- Principal investigator on a \$110,000 grant from Automated Media Services to support three MBA students from July 2010 to May 2011 in building a strategic plan and conducting marketing research on the launch of their 3GTV (in-store television advertising network) product.
- U.S. Department of Education Project Asia Grant: Awarded \$3,300 to present a paper at Marketing Science 2010 in Cologne, Germany and meet with German co-authors to work on patient empowerment research.

**HONORS AND AWARDS**

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|---------------------------------------|----------------------------|
| Bruton Fellowship                     | August 2007 to August 2008 |
| • University of Texas at Austin       |                            |
| McCombs School of Business Fellowship |                            |
| • University of Texas at Austin       | August 2003 to August 2007 |
| Mary R. Babcock Merit Scholarship     |                            |
| • Wake Forest University              | August 1998 to May 2000    |

**MEMBERSHIPS**

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American Marketing Association  
Association for Consumer Research  
Society for Consumer Psychology

**REFERENCES**

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**Leigh McAlister**

H.E. Hartfelder/The Southland Corporation  
Regents Chair for Effective Business Leadership  
The University of Texas at Austin  
Marketing Department  
1 University Station B6700  
Austin, TX 78712  
Leigh.McAlister@mcombs.utexas.edu  
Phone: (512) 471-5458

**Wayne D. Hoyer**

James L. Bayless / William. S. Farish Fund  
Chair for Free Enterprise  
The University of Texas at Austin  
Marketing Department  
1 University Station B6700  
Austin, TX 78712  
wayne.hoyer@mcombs.utexas.edu  
Phone: (512) 471-1128

**Donna J. Hill**

Professor Emeritus of Marketing  
Bradley University  
Marketing Department  
1501 West Bradley Avenue  
Peoria, IL 61625  
donna@fsmail.bradley.edu  
Phone: (309) 256-3561