

Jeffrey S. Podoshen, Ph.D.
Alfred Lerner College of Business
University of Delaware
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Education

Degrees

- 2005 *Temple University, Fox School of Business, Philadelphia, PA*
Ph.D. in Business Administration
Concentration: Marketing
- 2001 *Temple University, Fox School of Business, Philadelphia, PA*
Master of Business Administration
Major: Marketing
Awarded Dean's Certificate of Academic Excellence
Beta Gamma Sigma
- 1996 *University of Delaware, Lerner College of Business and Economics, Newark, DE*
BS in Business Administration
Major: Marketing

Certificate

- 2019 *Rutgers, The State University of New Jersey, New Brunswick, NJ*
Certificate in Online Teaching

Academic Experience

Franklin & Marshall College, Lancaster, PA

- 2019- **Professor of Marketing**
2011-2019 **Associate Professor of Marketing** (Tenure granted 2011)
2005-2011 **Assistant Professor of Marketing**

Courses Taught and Designed:

Marketing Analytics
Strategies for Organizing
Digital/Social Media Marketing
Marketing Principles
Consumer Psychology
Innovation and Entrepreneurship
Advertising and Media

Current Adjunct and Affiliated Academic Positions

- University of Maryland, Global Campus (2009 – Present)*
Winner Outstanding Adjunct Faculty Member Award (2020-2025)
Winner of the Graduate School Teaching Recognition Award (2018)

Rutgers, The State University of New Jersey (2004 – Present)
Winner of Outstanding Teaching Award (2022)

Syracuse University, Whitman School of Management (2018 – 2021)

Adjunct Courses Taught and Designed (online, hybrid, executive and traditional):

Marketing Analytics
Digital Marketing Analytics
Digital Marketing Strategy
Social Media Marketing
Marketing Management and Innovation
Marketing Management
Consumer Analysis

2005 **Professor of Marketing**
Royal Education, Hanoi, Vietnam

2002-2004 **Instructor of Marketing** (as Graduate Student)
Temple University, Philadelphia, Pennsylvania

2001-2003 **Adjunct Instructor of Business**
United States Department of Justice, Department of Corrections
Fairton Correctional Institute, Fairton, New Jersey
Fort Dix Correctional Institute, Fort Dix, New Jersey

Recent Related Peer-Reviewed Publications

Articles

Podoshen, J.S., Keech, J., Melkamu, E., & Zheng, S. (2024). “It’s always a beautiful day in The Villages”: Management challenges for large-scale retirement communities. *Journal of Aging and Environment*, 38 (4), 307-323.

Podoshen, J.S., Ekpo, A., & Abiru, O. (2021) Diversity, tokenism and comic books: Crafting better strategies. *Business Horizons*, 64 (1), 131-140.

Keech, J., Morrin, M., & Podoshen, J.S. (2020), The effects of materialism and luxury branding on consumer acceptance of sustainable synthetic (lab-grown) products. *Journal of Consumer Marketing*, 35 (5), 579-590.

Keech, J., Papakroni, J., & Podoshen, J.S. (2020). Gender differences in materialism, power, risk-aversion, self-consciousness, and social comparison. *Journal of International Consumer Marketing*, 32 (2), 83-93.

Dev, M., Podoshen, J.S., & Shahzad, M. (2018). An exploratory comparison of materialism and conspicuous consumption in Pakistan. *Journal of International Consumer Marketing*, 30 (5), 317-325.

- Podoshen, J.S., Yan, G., Andrzejewski, S.A., Wallin, J., & Venkatesh, V. (2018). Dark tourism, abjection and blood: A festival context. *Tourism Management*, 64 (2), 346-356.
- Podoshen, J.S., Andrzejewski, S.A., Wallin, J., & Venkatesh, V. (2018). Consuming abjection: an examination of death and disgust in the black metal scene. *Consumption, Markets and Culture*, 21 (2), 107-128.
- Fang, Y. & Podoshen, J.S. (2017). New insights into materialism and conspicuous consumption in China. *Journal of Consumer Ethics*, 1 (2), 72-81.
- Andrzejewski, S.A., & Podoshen, J.S. (2017). The influence of cognitive load on nonverbal accuracy of caucasian and African-American targets: Implications for ad processing. *Journal of International Consumer Marketing*, 29 (2), 83-90.
- Podoshen, J.S., Venkatesh, V., Wallin, J., Andrzejewski, S., & Jin, Z. (2015). Dystopian dark tourism: An exploratory examination. *Tourism Management*, 51 (December), 316-328.
- Podoshen, J.S., Andrzejewski, S., Venkatesh, V., & Wallin, J. (2015). New approaches to dark tourism inquiry: A response to Isaac. *Tourism Management*, 51 (December), 331-334.
- Podoshen, J.S., Hunt, J.M., & Andrzejewski, S. (2015). Attribution processes in cross-cultural heritage tourism. *Journal of International Consumer Marketing*, 27 (2), 123-136.
- Podoshen, J.S., Venkatesh, V., & Jin, Z. (2014). Theoretical reflections on dystopian consumer culture: Black metal. *Marketing Theory*, 14 (2), 207-227.
- Podoshen, J.S., Andrzejewski, S., & Hunt, J. (2014). Materialism, conspicuous consumption and American hip-hop subculture. *Journal of International Consumer Marketing*, 26 (4), 271-283.
- Podoshen, J.S. (2013). Dark tourism motivations: Simulation, emotional contagion and topographic comparison. *Tourism Management*, 35 (April), 263-271.
- Segal, B.W., & Podoshen, J.S. (2013). An examination of materialism, conspicuous consumption and gender differences. *International Journal of Consumer Studies*, 37 (2), 189-198.
- Podoshen, J.S., & Andrzejewski, S.A. (2012). An examination of the relationships between materialism, conspicuous consumption, impulse buying and brand loyalty. *Journal of Marketing Theory and Practice*, 20 (3), 319-334.
- Podoshen, J.S., Li, L., & Zhang, J. (2011). Materialism and conspicuous consumption in China: A cross-cultural examination. *International Journal of Consumer Studies*, 35 (1), 17-25.
- Podoshen, J.S., & Hunt, J.M. (2009). Animosity, collective memory and equity restoration: Consumer reactions to the Holocaust. *Consumption, Markets and Culture*, 12 (4), 301-327.
- Podoshen, J.S. (2009). Distressing events and future purchase decisions: Jewish consumers and the Holocaust. *Journal of Consumer Marketing*, 26 (4), 263-276.

Makarem, S.C., Mudambi, S.M., & Podoshen, J.S. (2009). Satisfaction in technology-enabled service encounters. *Journal of Services Marketing*, 23 (3), 134-144. *Highly Commended Award Winner* – voted as one of the top four papers published in the journal for 2009 by the Emerald Literati Network and the journal’s editorial team.

Podoshen, J.S. (2008). The African American consumer revisited: Brand loyalty, word of mouth, and the effects of the black experience. *Journal of Consumer Marketing*, 25 (4), 211-222.

Podoshen, J.S. (2008). Why take tunes? An exploratory multinational look at student Downloading. *Journal of Internet Commerce*, 7 (2), 180-202.

Podoshen, J.S. (2006). Word of mouth, brand loyalty and acculturation: A new look at the American Jewish consumer. *Journal of Consumer Marketing*, 23 (5), 266-282.

Cases

Podoshen, J.S. & Wheaton, S. (2018). Dove’s “Real Beauty” campaign: Body positive promotion or genderwashing? University of British Columbia Open Case Studies.

Proceedings and Other Peer Reviewed Presentations

Wight, C., Podoshen, J.S., and Lennon, J. Dark tourism: Sectoral Engagement and Ontological Repositioning. Presented at *Society for Marketing Advances (SMA) Annual Conference*, 2024, Tampa.

Podoshen, J.S., and Keech, J. Kensington as the ‘Walmart of Heroin’: How do localized drug markets flourish? *American Marketing Association (AMA) Marketing + Public Policy Conference 2022*, Las Vegas.

Podoshen, J.S., Second wave black metal: Consuming the heretical. Presented at *Consumer Culture Theory (CCT) Annual Conference 2019*, Montreal, Canada.

Abiru, O., and Podoshen, J.S., Consumer acceptance (and rejection) of the rapid turn towards diversity, inclusion and equity in modern Marvel comic books. Presented at *Consumer Culture Theory (CCT) Annual Conference 2019*, Montreal, Canada.

Keech, J. & Podoshen, J.S., Materialism, emotion and disposal: Examining the duality of the good and the evil. Presented at the *Society for Consumer Psychology (SCP) Annual Conference 2019*, Savannah, Georgia,

Fang, Y., Podoshen, J.S., Shahzad, M., Zhao, J., & Andrzejewski, S.A., An exploratory comparison of materialism and conspicuous consumption in three nations: Pakistan, China and the United States. Presented at the *Academy of International Business (AIB) NE Conference*, October 2016, Philadelphia, Pennsylvania.

Podoshen, J.S., Wheaton, S., & Reinaker, A., Positive body image promotional campaigns and genderwashing. Presented at the *American Marketing Association (AMA) 2016 Summer Educator’s Conference*, August 2016, Atlanta, Florida.

- Podoshen, J.S., Andrzejewski, S.A., Venkatesh, V., & Wallin, J., Dark tourism, community and transitory space. Presented at the 3rd World Research Summit for Tourism and Hospitality, December 2015, Orlando, Florida.
- Podoshen, J.S., Reactionary modernism: Thoughts on the post-postmodern condition. Presented at the *American Marketing Association (AMA) 2014 Winter Educator's Conference*, February 2014, Orlando, Florida.
- Dobscha, S., Drenten, J., Drummond, K., Gabel, T., Hackley, C., Levy, S., Podoshen, J.S., Rook, D., Sredl, K., Tiwaskul, R.A., & Veer, E. Death and all his friends: The role of identity, ritual, and disposition in the consumption of death. ACR North American Conference 2012, Vancouver, CA. Published in *Advances in Consumer Research*, XL, Association for Consumer Research.
- Podoshen, J.S., Between modernity and postmodernity: An amalgam in black metal consumer culture. Presented at the *Consumer Culture Theory VII Annual Conference* (Linda Scott and Soren Askegaard, Chairs), August 2012, Oxford, UK.
- Podoshen, J.S., Andrzejewski, S.A., & and Hunt, J.M., Materialism, conspicuous consumption and American hip-hop subculture. Presented at the *Academy of Marketing Science (AMS) annual conference*, May 2011, Coral Gables, Florida.
- Chai, J.C.Y., & Podoshen, J.S., Guanxi meets western banking systems: Trust, bonding, and commitment in the context of consumer acculturation. Presented at the *Academy of Marketing Science (AMS) annual conference*, May 2011, Coral Gables, Florida.
- Shi, M., & Podoshen, J.S., Chinese consumer attitudes regarding print ads utilizing western style sex-appeal. Accepted at the 2010 *Global Marketing Conference* (not presented), September, 2010, Tokyo, Japan.
- Podoshen, J.S., Historic sites, the Holocaust and equity restoration. Presented at the *Consumer Culture Theory V Annual Conference* (Craig Thompson and David Crockett, Chairs), June 2010, Madison, Wisconsin.
- Ketkar, S., & Podoshen, J.S., Multinational firms and brand disposal strategies: A conceptual framework. Presented the *11th Annual International Business Research Forum, Frontiers of Research in International Business: Organizational Form and Function in the 21st Century* (Ram Mudambi and Tim Swift, Chairs), April 2010, Philadelphia, Pennsylvania (presented as poster).
- Emmet, B., & Podoshen, J.S., The consumption narrative: Materialism and identity in the modern horror film. Presented at the *Consumer Culture Theory IV Annual Conference* (Markus Giesler, David Wooten and John Branch, Chairs), June 2009, Ann Arbor, Michigan (working paper track – presented as poster).
- Ketkar, S., & Podoshen, J.S., New thoughts on brand disposal strategies of multinational firms. Accepted at the 2009 *Academy of Marketing Science (AMS) conference* (not presented), May 2009, Baltimore, Maryland.
- Podoshen, J., Li, L., & Zhang, J., Materialism and conspicuous consumption in China: New comparative insights. Presented at the *International Conference on Immigration, Consumption and Markets* (Soren Askegaard and Nil Ozcaglar-Toulouse, Chairs), May 2009, Lille, France.

Other Presentations

Podoshen, J.S., Using open access materials in the online environment: Keeping costs low and quality high. *E-Learning Conference 2018*, Camden, New Jersey.

Podoshen, J.S., Creating integrative writing assignments in a distance learning environment. *E-Learning Conference 2017*, Camden, New Jersey.

Chapters in Edited Volumes

Podoshen, J. (2018). Dark tourism in an increasingly violent world. In P. Stone, R. Hartmann, T. Seaton, R. Sharpley and L. White (Eds.), *The Palgrave handbook of dark tourism* (pp. 173-188). Hampshire, UK: Palgrave.

Venkatesh, V., Nelson, B.J., Thomas, T., Wallin, J.J., Podoshen, J.S., Thompson, C., Jezer-Morton, K., Rabah, J., Urbaniak, K. & St. Laurent, M. (2016). Exploring the language and spectacle of online hate speech in the black metal scene: Developing theoretical and methodological intersections between the social sciences and the humanities. In N. Varas-Díaz & N. Scott (Eds.), *Heavy metal and the communal experience* (pp. 217-250). Lanham, MD: Lexington Press.

Podoshen, J. (2016). Examining death and learning about life. In S. Dobscha (Ed.), *Death in a consumer culture* (pp. 316-319). New York: Routledge.

Dissertation

“Acculturation, ethnic conflict and equity theory: The American Jewish consumer,” Richard A. Lancioni, Dissertation Chair, *Temple University*. (Successfully defended February 2005)

Academic Service

Editor

International Journal of Consumer Studies
Associate Editor (2024-)

Consumption, Markets & Culture
Co-guest editor on special issue “Death and Consumption”

Editorial Review Board

International Journal of Consumer Studies
Journal of International Consumer Marketing
Journal of Marketing Theory and Practice
Winner of “Best Reviewer” award for 2010.

Journal Reviewer (ad-hoc)

Annals of Tourism Research
Business Horizons

Computers in Human Behavior
Consumption, Markets & Culture
Current Issues in Tourism
European Journal of Cultural Studies
European Journal of Marketing
Event Management
Futures
International Journal of Consumer Studies
International Journal of Psychology
Journal of Advertising
Journal of Business Ethics
Journal of Business Research
Journal of Computer-Mediated Communication
Journal of Consumer Affairs
Journal of Heritage Tourism
Journal of International Marketing
Journal of International Consumer Marketing
Journal of Marketing Management
Journal of Retailing and Consumer Services
Journal of Tourism History
Marketing Theory
Sexuality Research and Social Policy
Tourism Management
 “Outstanding Reviewer” award for 2015; 2017
Tourism Geographies
Tourist Studies

Selected Competitive Grants

2019 – Teagle Foundation Sub-Grant for Integrating Humanities and Business in Teaching (\$1600)

2019 – Mellon Foundation Sub-Grant for DEI Departmental Syllabus Review (\$1500)

2019 – Mellon Foundation Sub-Grant for Diversity, Equity and Inclusion in Teaching (\$1500)

2018 – Rutgers University Grant for Open Access and Affordable Materials Development (\$1000)

2018 – Rutgers University Grant for Teaching Development

2017 – Rutgers University Grant for Teaching Development

2016 – Rutgers University Grant for Teaching Development

2007 – Rutgers University Grant for Consumption Research

2004; 2005 – CIBER U.S. Department of Education Grant for Consumer Acculturation Research

Professional Experience

2021- **Content Creator (Contractor)**

Sony Music Entertainment

- Create visual and written content in the online space for two major Sony Music brands
- Work closely with Public Relations and Marketing professionals to deploy Marketing programs

1998-2001

Sales and Marketing Associate; Team Leader – E-Commerce Group

Towers Perrin (Now known as Willis Towers Watson), Philadelphia, Pennsylvania

- Developed and implemented marketing and e-commerce strategy for professional consulting firm
- Responded to written requests for proposals
- Created sales presentations for new consulting prospects
- Researched and analyzed related market trends and technology
- Developed and consulted on media placement and advertising copy
- Interviewed and recruited new marketing and communications talent

Clients: Sony, Watkins Motor Lines, Dun and Bradstreet, IMS Health, Cognizant, Belk Stores, Jones New York

1996-1998

Project Specialist

The Vanguard Group, Malvern, Pennsylvania

- Developed and wrote communications outlining employee benefit plans
- Developed and wrote system specifications for custom enhancements to mainframe, internet, intranet and voice technology systems that tracked benefit plans for Fortune 500 clients
- Maintained daily contact with clients regarding system enhancements

Clients: Con Edison, Overnite Transportation, Florida Progress, Compaq, Georgia-Pacific

Professional Service (pro bono)

Consulting

2017

Goodwill Industries, Maple Shade, New Jersey

- Updated comprehensive marketing strategy as part of a community based learning project with MBA students
- Analyzed market and operations to help lead organization to increased cash flow in medical equipment business

2004-2005

The Timothy School, Philadelphia, Pennsylvania

- Developed strategic marketing plan
- Created advertising copy and promotional materials

Board of Director Service

1999-2001

Literacy Volunteers of America, Willingboro, NJ

1996-1998

American Cancer Society, Exton, Pennsylvania