



ACADEMIC APPOINTMENT

Assistant Professor of Marketing (2019 – present), University of North Carolina, Greensboro

EDUCATION

Ph.D., Marketing, 2019

Florida State University, Department of Marketing, College of Business

B.S., Multinational Business Operations, 2006 Cum Laude

Florida State University, Department of Marketing, College of Business

Minor in Mandarin Chinese

HONORARY APPOINTMENTS AND AWARDS

Treasurer, American Marketing Association SERVSI Board of Officers (2020-present)

Recipient (2020), UNCG Dean's Research Scholar Award (grant)

Recipient (2019), UNCG Scholars' Travel Fund, University of North Carolina, Greensboro

Finalist, Journal of Service Research Best Article Award for Papers Written in 2018

Research Fellow (2016 – present), Center for Sales and Marketing Strategy, University of Washington

William O. Bearden Doctoral Research Award Winner (2018), Southeast Marketing Symposium, University of Alabama

AMA-Sheth Consortium Fellow (2017), AMA-Sheth Foundation Doctoral Consortium, University of Iowa

Florida State University's Outstanding Teaching Assistant Award Nomination (2017-2018)

Graduate Student Research and Creativity Award Nomination (2017-2018)

ISBM Ph.D. Seminar Series Scholarship Recipient (2016)

RESEARCH INTERESTS

Multimethod strategy research concerning how dynamic relationships impact firms; customer-company identification, service failure and recovery, and customer reacquisition.

PUBLISHED OR FORTHCOMING IN REFEREED JOURNALS

Pugh, Harrison B., Michael K. Brady, and Lucas M. Hopkins (2018), "A Customer Scorned: Effects of Employee Reprimands in Frontline Service Encounters," *Journal of Service Research*, 21 (2), 219–34. <http://journals.sagepub.com/doi/10.1177/1094670517746777>

† **Finalist**, Journal of Service Research Best Article Award for Papers Written in 2018

PAPERS UNDER REVIEW

Pugh, Harrison B., Colleen M. Harmeling, Michael K. Brady, and Justin M. Lawrence, "Identity-Based Defectors and Their Reacquisition," invited for 1st revision at the *Journal of Marketing Research*.

Hall, Kris L., Eric Michel, **Harrison B. Pugh**, Matt Leon, Darren Good, Miracle Qi, and Brittany Buis, "A Meta-analytic Review of Service Leader Behavior: Unit- vs. Individual-level Effects," under review at the *Journal of the Service Research*.

WORKING PAPERS

Pugh, Harrison B., Willy Bolander, Riley Dugan, and Dwayne Gremler, “Making the Role of Time Explicit in Service Research through Longitudinal Growth Modeling,” expected February submission to *Journal of Service Research*.

Pugh, Harrison B., Colleen M. Harmeling, and Michael K. Brady, “Effective Win-back Window Strategies,” firm data collected and analyzed (28,947 customers’ transactions and marketing communications), expected submission to the *Journal of the Academy of Marketing Science*.

† **Winner**, 2018 William O. Bearden Doctoral Research Award

Pugh, Harrison B., Stacey G. Robinson, and Michael K. Brady, “Unintended Consequences of In-Store Signage,” currently collecting preliminary data, expected submission to the *Journal of Retailing*

Pugh, Harrison B., Erick T. Byrd, et al., “Untitled Beer Research,” data collected and analyzed, expected submission to *Marketing Letters*

Pugh, Harrison B., and Clay M. Voorhees, “A Tobit Method of Controlling for Selection Bias on Continuous Variables,” currently planning simulations, expected submission to *Journal of the Academy of Marketing Science*.

Zhang, Jonathan Z., **Harrison B. Pugh**, Colleen M. Harmeling, and Robert W. Palmatier, “Managing First Impressions: The Impact of Customer Acquisition States on Long-term Relationships,” firm data collected (includes all transactions and interactions between the firm and 140,000 customers over 12 years), planning to use hidden Markov model to model customer states, expected submission to *Journal of Marketing Research*.

PRESENTATIONS

Pugh, Harrison B., *Willy Bolander, Riley Dugan, and Dwayne Gremler, “Making the Role of Time Explicit in Service Research through Longitudinal Growth Modeling,” forthcoming presentation at the 2021 *Frontiers in Service Conference*, virtual.

***Pugh, Harrison B.**, Colleen M. Harmeling, and Michael K. Brady, “Effective Win-back Window Strategies,” presented at the 2020 *Academy of Marketing Science Annual Conference*, virtual.

Pugh, Harrison B., Colleen M. Harmeling, and *Michael K. Brady, “Communication Strategies for Re-acquiring Identity-based Customer Defectors,” presented at the 2020 Executive Ph.D. Program, Oklahoma State University, virtual, invited presentation.

***Pugh, Harrison B.**, Colleen M. Harmeling, and Michael K. Brady, “Effective Win-back Window Strategies,” presented at the 2020 *American Marketing Association Summer Educator’s Conference*, virtual.

PRESENTATIONS (CONT.)

Hall, Kris L., Eric Michel, ***Harrison B. Pugh**, Matt Leon, Darren Good, Miracle Qi, and Brittany Buis, “A Meta-analytic Review of Service Leader Behavior: Unit- vs. Individual-level Effects,” 2020 *Organizational Frontlines Research Symposium*, San Diego, CA.

***Pugh, Harrison B.**, “Social Exchange Theory,” presented at the 2019 *Let’s Talk About Service (LTAS) Research Symposium*, New York, NY, invited presentation.

Pugh, Harrison B., Keyin Li, Melanie F. Boninsegni, Mathieu Lajante, Kyungwon Lee, “Touch/Tech Mix,” presented at the 2019 *Let’s Talk About Service (LTAS) Research Symposium*, New York, NY (team presentation).

*Hall, Kris L., *Eric Michel, **Harrison B. Pugh**, Matt Leon, Darren Good, Miracle Qi, and Brittany Buis, “A Meta-analytic Review of Service Leader Behavior: Unit- vs. Individual-level Effects,” presented at the 2019 *Interdisciplinary Forum on Innovations in Service Management*, Chicago, IL.

***Pugh, Harrison B.**, Colleen M. Harmeling, Michael K. Brady, and Robert W. Palmatier “Reacquiring Identity-based Customer Defectors,” presented at the 2019 *Organizational Frontlines Research Symposium*, Austin, TX, invited presentation.

***Pugh, Harrison B.**, Colleen M. Harmeling, Michael K. Brady, and Robert W. Palmatier, “Investigating the Win-back Window: Effective Strategies for Reactivating Lost Donors,” presented at the 2018 *American Marketing Association Winter Educator’s Conference*, New Orleans, LA.

Korper, Ana K., Hannes Fleischer, ***Harrison B. Pugh**, Jan Millemann, Simon Hazée, Thorsten Gruber, Treasa Kearney, Luc Vandenhoeck, Reiner Vandenstein, Jay Kandampully, and Michael K. Brady, “The Matching Place,” presented at the 2017 *Let’s Talk About Service (LTAS) Research Symposium*, Antwerp, Belgium.

***Pugh, Harrison B.**, Michael K. Brady, and Lucas M. Hopkins, “A Customer Scored: Effects of Employee Reprimands in Frontline Service Encounters,” presented at the 2017 *Southeast Marketing Symposium*, Lexington, KY.

***Pugh, Harrison B.**, Michael K. Brady, and Lucas M. Hopkins, “A Customer Scored: Effects of Employee Reprimands in Frontline Service Encounters,” presented at the 2016 *Frontiers in Service Conference*, Bergen, Norway.

Note: asterisk (*) denotes presenter(s)

OTHER PUBLICATIONS

Pugh, Harrison B., “The Welcoming Nature of the Service Research Community, Out of the Blue,” *SERVSIG News*, 2020 (1). <http://www.servsig.org/wordpress/2020/01/harrison/>

Pugh, Harrison B., “Harrison Pugh is the new SERVSIG Treasurer,” *SERVSIG News*, 2020 (12). <https://www.servsig.org/wordpress/2020/12/harrison-pugh-is-the-new-servsig-treasurer/>

Pugh, Harrison B., “Reacquiring Identity-Based Customer Defectors,” Dissertation, 2019.

DISSERTATION COMMITTEE

Dr. Michael K. Brady (chair), Dr. Colleen M. Harmeling, Dr. Charles F. Hofacker, Dr. R. Michael Holmes (university representative)

SERVICE

Board Member

Treasurer of AMA SERVSIG (2020 - present)

Ad Hoc Reviewer

Journal of Service Research (2017 - present)

International Journal of Research in Marketing (2020)

Journal of Business Research (2020)

Journal of Product and Brand Management (2020)

Journal of Marketing Management (2017)

Conference-Related Reviewer

2021 *Academy of Marketing Science Annual Conference*

2017 *Academy of Marketing Science Annual Conference*

2016 *American Marketing Association Marketing Educators' Conference*, Services and Retail Marketing Track.

Session Chair

2020 *American Marketing Association Summer Educators' Conference*, Virtual

2016 *Frontiers in Service Conference*, Bergen, Norway

2015 *Southeast Marketing Symposium*, Tallahassee, FL.

Committee Member

2015 FSU Dean of the College of Business Search Committee – Search Committee Member

2015 FSU Graduate Policy Committee – Review Subcommittee Student Representative

Service to UNCG

2019 NAVIGATE New Student Convocation – Participant

ACADEMIC AND PROFESSIONAL ASSOCIATIONS

American Marketing Association (2014 - present)

Academy of Marketing Science (2020)

Association for Consumer Research (2020)

Let's Talk About Service (LTAS) 2019 Conference Invitee

Interdisciplinary Forum on Innovations in Service Management 2019 Invitee

Let's Talk About Service (LTAS) 2017 Conference Invitee

ACADEMIC AND PROFESSIONAL ASSOCIATIONS (CONT.)

Center for Service Leadership 2017 Annual Meeting Invitee, Arizona State University
Institute for the Study of Business Markets (ISBM) Ph.D. Seminar Series and Camp (2016)
Frontiers in Service Doctoral Consortium Invitee, San Jose, California (2015)
Beta Gamma Sigma Honor Society

TEACHING – UNIVERSITY OF NORTH CAROLINA, GREENSBORO

Course Instructor

Principles of Marketing (fall 2020); 4.18 overall evaluation, 5-point scale
Social Media: A Marketing Perspective (fall 2020); 4.52 overall evaluation, 5-point scale
Principles of Marketing (spring 2020); 4.54 overall evaluation¹, 5-point scale
Social Media: A Marketing Perspective (spring 2020); 4.64 overall evaluation, 5-point scale
Principles of Marketing (fall 2019); 4.55 overall evaluation, 5-point scale
Social Media: A Marketing Perspective (fall 2019); 4.46 overall evaluation, 5-point scale

TEACHING – FLORIDA STATE UNIVERSITY

Course Instructor

Market Research (summer 2018); 4.76 instructor rating, 5-point scale
Basic Marketing Concepts (summer 2015); 4.69 instructor rating, 5-point scale

Course Manager; Basic Marketing Concepts (online); (fall 2016 – summer 2019, 750-925 students per semester)

Guest Lecturer;

Consumer Behavior (summer 2017)
Professional Selling (spring 2017, fall 2017)
Advanced Selling (spring 2017)
Basic Marketing Concepts (fall 2015)

Teaching Assistant;

Basic Marketing Concepts
Online Course; Dr. Michael Brady (fall 2014-present, 750-925 students/semester)
On-campus Course
Dr. Michael Brady (fall 2014, approximately 300 students)
Dr. Lucas Hopkins (spring 2015, approximately 300 students)
Marketing Strategy in the Global Environment
Dr. Leff Bonney (summer 2017)

INDUSTRY EMPLOYMENT HISTORY

More than 15 years of sales and frontline service management experience in hospitality and technology industries.

¹ In spring of 2020, UNCG decided to “suspend for this semester our policy on conducting student evaluations.” As such, these evaluations are from a response to the five-point scale pertaining to the question “How satisfied or dissatisfied are you with your instructor overall?” of a Qualtrics survey.