

AMANDA B. BOWER

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EDUCATION

- Ph.D. University of South Carolina, (August 1997)
Major: Marketing Cognate: Psychology
*Dissertation: "Understanding Comparisons to the Idealized
Images in Advertising: Antecedents, Affective Consequences, and
Product Implications." (Subhash Sharma, Professor of Marketing
and Distinguished Foundation Fellow, Chairman.)*
- M.S.B.A. University of South Carolina (Coursework only: 1991-1992,
Transferred to Ph.D. program prior to completion)
Major: Marketing Cognate: Psychology
- B.S.B.A. University of Richmond (May 1991)
Major: Business Administration (Marketing Concentration)
Cum Laude

ACADEMIC EXPERIENCE

- Washington and Lee University**, Lexington, Virginia
Assistant Professor of Marketing, Department of Management, July 2002-
Present.
- Louisiana State University**, Baton Rouge, Louisiana
Assistant Professor of Marketing, Department of Marketing, August
1997– December 2001
- University of South Carolina**, Columbia, South Carolina
Graduate Teaching Assistant, Department of Marketing, October 1993-
December 1996.
- University of South Carolina-Aiken**, Aiken, South Carolina
Instructor, Department of Marketing, August 1994-May 1995.

RESEARCH AND PUBLICATIONS

Research Interests

- Use of Beauty in Marketing
- Source Effects
- Animated Character Endorsers
- Instruction Compliance
- Product Returns
- Product Nonuse

Journal Publications

Taylor, Valerie A. and **Amanda B. Bower** (2004), "Improving Product Instruction Compliance: 'If You Tell Me Why, I Might Comply,'" *Psychology & Marketing*, 21 (3), 229-245.

Bower, Amanda B. and Valerie A. Taylor (2003), "Increasing Patient Compliance with Pharmaceutical Product Instructions: The Role of Frame and Plain Language," *Journal of Health Communication*, 8 (2), 145-156.

Bower, Amanda B., (2001) "The Highly Attractive Models in Advertising and the Women Who Loathe Them: The Implications of Negative Affect for Spokesperson Effectiveness," *Journal of Advertising*, 30 (3), 51-63.

Bower, Amanda B. and Stacy L. Landreth (2001), "Is Beauty Best? Highly Versus Normally Attractive Models in Advertising," *Journal of Advertising*, 30 (1), 1-12.

Conference Publications

Bower, Amanda B. and Stacy Landreth (2002) "Prescription versus Over-the-Counter Medications: Are Perceptions of the Consequences of Drug Instruction Noncompliance Different?" *Society for Marketing Advances Conference*.

Landreth, Stacy and **Amanda B. Bower** (2002) "Do Cause Related Marketing Alliances Imply a Seal of Approval? Exploratory Conclusions and Public Policy Implications" *Public Policy and Marketing Conference*.

Bower, Amanda B. and David Sprott (1995), "The Case of the Dusty Stair Climber: A Taxonomy and Exploratory Study of Product Nonuse," in *Advances in Consumer Research*, Vol. 22, eds. Frank Kardes and Mita Sujan, Provo, UT: Association for Consumer Research.

Research in Progress (in order of readiness)

Bower, Amanda B., "The Good, the Bad, and the Ignored: The Effect of Product Instruction Quality and Compliance on Responses to Product Outcomes" targeted for *Journal of the Academy of Marketing Science*. Status: Preparing final manuscript for submission. Submission expected Summer 2004.

Bower, Amanda B. and Stacy Landreth, “Implicit versus Explicit Seals of Approval: Do Cause Related Marketing Associations Imply a Cause Agency Endorsement?” targeted for *Journal of Public Policy & Marketing*. Status: Preparing final manuscript for submission. Submission expected Summer 2004.

Bower, Amanda B. and Stacy Landreth, “From Prescription to Over-the-Counter: Consumer Schemas about the Dangers of Drug Instruction Noncompliance,” targeted for *Journal of Public Policy & Marketing*. Status: First study data collection.

Bower, Amanda B. and Judith A. Garretson, “Fear Appeals and Victim Derogation: Do ‘Real Life’ Examples Decrease the Effectiveness of Public Service Announcements?” Targeted for *Journal of Advertising*. Status: Preparing for second study data collection.

Research Honors

- LSU Council on Research Summer Research Grant (*a competitive university grant*), Louisiana State University, 2000.
- LSU Council on Research Summer Research Grant (*a competitive university grant*), Louisiana State University, 1998.
- Fellow, Southern Marketing Association Doctoral Symposium, 1996.

TEACHING ACTIVITIES

Teaching Honors

Awards

- Award for Teaching Excellence for Untenured Faculty (*a college-wide award*), E.J. Ourso College of Business Administration, Louisiana State University, 1999-2000.
- Tiger Athletic Foundation Undergraduate Teaching Award (*a university-level award*) representing E.J. Ourso College of Business Administration, Louisiana State University, 1998-1999.
- University of South Carolina Outstanding Graduate Student Teaching Assistant Award (*a university-wide award*), 1996-1997
- USC College of Business Administration Outstanding Graduate Student Teaching Award (*a college-wide award*), 1996-1997.

Nominations

- Nominated by the presidents of the E.J. Ourso College of Business Administration student organizations for the Deer Teaching Award (*a university-wide award*), 1998-1999.

- Department nominee for Award for Teaching Excellence for Untenured Faculty (*a college-wide award*), E.J. Ourso College of Business Administration, Louisiana State University, 1997-1998.
- Department nominee for the USC Educational Foundation Outstanding Teaching Award for Teaching Assistants (*a university-wide award*), 1995-1996.

Other

- Featured in “The Chalkboard Report: Student Reports on the Best and Worst of LSU Teaching Faculty,” in *Tiger Weekly*, April 26, 2000.
- Graduating Seniors’ “Favorite Faculty Members” Faculty Honor Roll, Louisiana State University, 2000.
- Faculty Initiate, International Fraternity of Delta Sigma Pi, Louisiana State University, 1999.

Teaching Interests

- Principles of Marketing
- Consumer Behavior
- Integrated Marketing Communications
- Marketing Research
- Marketing Management

Courses Taught

University	Course	Number of Sections	Average Evaluation	Scale (<i>Best-Worst</i>)
Washington & Lee University	Marketing Management	2	4.70	5-1
	Quantitative Models	2	4.51	5-1
	Integrated Marketing Communication	1	4.50	5-1
	Consumer Psychology	1	4.83	5-1
	Honors Theses	2	N/A	
Louisiana State University	Principles of Marketing	10	3.74	4-1
	Principles of Marketing	6	1.13	1-5
	Independent Study	2	N/A	
	Internship Supervisor	9	N/A	
University of South Carolina	Principles of Marketing	6	1.30	1-4
	Consumer Behavior*	2	1.26	1-4
University of South Carolina-Aiken	Principles of Marketing	1	4.46	5-1
	Consumer Behavior	1	N/A	

* Please note that one of these CB courses was taught via satellite in USC’s Distance Education department using a directorless studio to reach students at both corporate and regional campuses across the state.

SERVICE ACTIVITIES

Service Awards

- Reviewer of the Year, *Journal of Advertising*, 2001.

University Service- Washington and Lee University

- Homecoming Queen Committee, 2003
- Chapter Advisor, American Advertising Federation, Williams School of Commerce, Economics & Politics, Washington and Lee University, 2003- present
- Major Curriculum Advisor, Washington and Lee University, 2003- present.

University Service- Louisiana State University

- *E.J. Ourso College of Business Administration Committees, Louisiana State University*
 - Instructional Support and Development, 2000-2001
- *Student Organization Advisement*
 - University Representative, Delta Gamma sorority, Louisiana State University, 1999 to 2001.
 - Advisor, Alpha Kappa Psi business fraternity, Louisiana State University, 1999 to 2001.
- *Doctoral Committees*
 - Committee Member, Dissertation for Stacy Landreth, 2001.
 - Dean's Representative, Doctoral Examination for:
 - Tayari kwa Salaam, 2000-2001.
 - Janice Waite, 1999-2001.
- *Masters Committees*
 - Chair of Master's Project for:
 - Cara Zorzi, 2000-2001
 - Lucy Findlay, 1998-1999
 - Committee member of Master's Project for:
 - Lauren Hagen, 2001
 - Robin Simonton, 2000
 - Jason Ksobeich, 2000
 - Jenny Gibbs, 1999

Service to Profession

- Ad hoc reviewer:
 - *Journal of Advertising*
 - *Journal of Business Research*.
- Reviewer 2004, Special issue of *Journal of Advertising*
- Reviewer, 2001 Society for Marketing Advances Conference, Marketing Research track, New Orleans, LA.
- Reviewer, 2000 Association for Consumer Research, Salt Lake City, UT.
- Reviewer, 2000, Society for Marketing Advances Conference, Consumer Behavior track and Advertising and Promotion track, Orlando, FL.
- Reviewer, 2000 Southwestern Marketing Association, San Antonio, TX.
- Reviewer, 2000 Society for Consumer Psychology, San Antonio, TX.
- Presentation, Doctoral Consortium, 1998 Society for Marketing Advances Meeting, New Orleans, LA.
- Reviewer, Education Track, 1997 Southern Marketing Association Annual Meeting, Atlanta, GA.
- Reviewer, Student Track, 1996 Southern Marketing Association Annual Meeting, New Orleans, LA.

PROFESSIONAL AFFILIATIONS

American Academy of Advertising
American Marketing Association
Society for Marketing Advances
Society for Consumer Psychology