

Clark, Cynthia, Andrew Bryant, and Jennifer J. Griffin (2017), "Firm Engagement and Social Issue Salience, Consensus and Contestation," *Business & Society*, 56(8), 1136-1168.

Griffin, Jennifer J., Andrew Bryant, and Charles P. Koerber (2015), "Corporate Responsibility and Employee Relations: From External Pressure to Action," *Group & Organization Management: an International Journal*, 40(3), 378-404.

Majid, Kashef A., Andrew Bryant, and Pradeep A. Rau (2014), "'Name your price' – online auctions and reference prices," *Journal of Product & Brand Management*, 23(6), 420-428.

Solomon, George, Andrew Bryant, Kevin May, and Vanessa Perry (2013), "Survival of the Fittest: Technical Assistance, Survival and Growth of Small Businesses - Public Policy Implications," *Technovation: The International Journal of Technological Innovation, Entrepreneurship and Technology Management*, 33(8), 292-301.

II. Presentations/Conferences

Bryant, Andrew and Ron Paul Hill (2019), "Poverty, Consumption, and Counterintuitive Behavior," Association for Consumer Research Conference, Atlanta, Georgia (October).

Miller, Chip E., Andrew Bryant, and Andrew Norman (2019), "Hidden Learning: Measuring Student Learning in the Marketing Capstone," Invited Paper at the Marketing Management Association's Fall Educators' Conference, Santa Fe, New Mexico (September).

Bryant, Andrew and Ron Paul Hill (2019), "Poverty, Consumption, and Counterintuitive Behavior," The Marketing and Public Policy Conference, Washington, District of Columbia (June).

Bryant, Andrew, Jennifer J. Griffin, and Vanessa G. Perry (2017), "Regulated Industries, Advertising, and Beyond Compliance Environmental Actions," poster presented at The Marketing and Public Policy Conference, Washington, District of Columbia (June).

Strader, Troy and Andrew Bryant (2017), "The Characteristics of Universities Offering Data Analytics Programs: An Analysis of US Regional Masters Universities," The Midwest Association for Information Systems, Springfield, Illinois (May).

Bryant, Andrew, Jennifer J. Griffin, and Vanessa G. Perry (2016), "Following the Leader: Product-Related Concerns and the Influence of Other Firms," Accepted at The 19th International Symposium on Ethics, Business and Society, Barcelona, Spain (July).

Dy-Boarman, Eliza, Sally L. Haack, Anisa Fornoff, Frank Caligiuri, Michelle M. Bottenberg, Ginelle A. Bryant, Wendy Mobley-Bukstein, and Andrew Bryant (2016), "Impact of Electronic versus Paper Rubrics to Assess Patient Counseling in a Skills-Based Lab Course" poster -

American Association of Colleges of Pharmacy - Pharmacy Education Annual Meeting, Anaheim, California (July).

Bryant, Andrew, Jennifer J. Griffin, and Vanessa G. Perry (2016), "Beyond the Call of Compliance: The Effects of Industry Regulation on Environmental Actions of Firms," invited presentation George Washington University, Washington DC (April).

Bryant, Andrew, Jennifer J. Griffin, and Vanessa G. Perry (2016), "Beyond the Call of Compliance: The Effects of Industry Regulation on Environmental Actions of Firms," invited presentation Marist College, New York (March).

Bottenberg, Michelle, Chastity Mease, Anisa Fornoff, Wendy Mobley-Buksteing, Nora Stelter, Andrew Bryant (2015), "A Blended Learning Immunization Activity Focused on Vaccine Administration and Safety," poster presented at the American Association of Colleges of Pharmacy Annual Meeting, National Harbor, Maryland (July).

Bryant, Andrew, Jennifer J. Griffin, Vanessa G. Perry (2015), "Following the Leader: Product-Related Concerns and the Influence of Other Firms," poster presented at The Marketing and Public Policy Conference, Washington, District of Columbia (June).

Griffin, Jennifer J. and Andrew Bryant (2015), "Board Composition and CSR: Does a Progressive Board and Proactive Environmental CSR Activities Improve Firm Performance," Annual Meeting of the International Association of Business & Society, Guanacaste, Costa Rica (March).

Clark, Cynthia, Jennifer J. Griffin, and Andrew Bryant (2014) "Re-examining Shareholder Resolutions: Socially Significant Issues and Level of Firm Engagement" presented at the invitation only Corporate Governance workshop, University of Bath, Bath, UK (October).

Clark, Cynthia, Jennifer J. Griffin, and Andrew Bryant (2013), "Issue Materiality and Firm Responses" presented at invitation-only workshop on Corporate Governance, University of Bath, Bath, UK (March).

Griffin, Jennifer J. and Andrew Bryant (2013), "Stakeholder Theory, Reference Influences & Corporate Social Initiatives," The Annual International Conference of the Strategic Management Society, Atlanta, Georgia (September/October).

Clark, Cynthia, Jennifer J. Griffin, and Andrew Bryant (2013), "It's in the Asking: Issue Materiality as a Predictor of Managerial Action," Divisional Paper Session, The Academy of Management Annual Meeting Proceedings, Lake Buena Vista, Florida (August).

Majid, Kashef, Pradeep Rau, and Andrew Bryant (2013), "Anchors Aweigh – The Informational Influence of Prices in Online Auctions," Pricing & Retailing Conference at Babson College, Wellesley, Massachusetts (August).

Clark, Cynthia, Jennifer J. Griffin, and Andrew Bryant (2013), "Issue Materiality and Stakeholders," Strategic Management Society Conference, Glasgow, Scotland (June).

Solomon, George, Andrew Bryant, Kevin May, and Vanessa Perry (2013), "Survival of the Fittest: Technical Assistance, Survival and Growth of Small Businesses: Public Policy Implications", ICSB-GW Global Entrepreneurship Research and Policy Conference, Washington, DC (October).

Koerber, Charles, Jennifer Griffin, and Andrew Bryant (2012), "Does a Firm's Competitive Context Affect its Stakeholder Relations?," Divisional Roundtable Paper Session, Academy of Management Annual Meeting, Boston, Massachusetts (August).

Bryant, Andrew, Kashef Majid, and Vanessa Perry (2011), "That tastes awful, unless I hear it tastes good – The impact of informational social influence on conflicting evaluations," working paper, Association for Consumer Research Conference, St. Louis, Missouri (October).

Majid, Kashef, Pradeep Rau, and Andrew Bryant (2011), "Knowing where to drop your anchor – Varying price levels and online auction behavior," American Marketing Association Winter Educators Conference, Austin, Texas (February).

Majid, Kashef, Andrew Bryant, and Vanessa Perry (2010), "Counterfeit vs. Authentic: The impact of Situational Factors on the Ability of Consumers to Differentiate," poster presented at The Marketing and Public Policy Conference, Denver, CO (May).

TEACHING

I. Instructor

Drake University

Marketing Analytics (UG) – Spring 2019: 2 sections
Principles of Marketing (UG) – Spring 2019: 1 section
Marketing Research (UG) – Fall 2018: 3 sections
Marketing Analytics (UG) – Spring 2018: 2 sections
Principles of Marketing (UG) – Spring 2018: 1 section
Marketing Research (UG) – Fall 2017: 3 sections
Marketing Analytics (UG) – Spring 2017: 1 section
Principles of Marketing (UG) – Spring 2017: 2 sections
Marketing Research (UG) – Fall 2016: 3 sections
Marketing Analytics (UG) – Spring 2016: 1 section
Principles of Marketing (UG) – Spring 2016: 2 sections
Marketing Research (UG) – Fall 2015: 2 sections
Introduction to SAS (UG) – Fall 2015: 2 sections (team teaching)

Principles of Marketing (UG) – Spring 2015: 2 sections
Marketing Research (UG) – Spring 2015: 1 section
Marketing Research (UG) – Fall 2014: 2 sections

The George Washington University

Consumer Behavior (UG) – Spring 2014
Consumer Behavior (UG) – Spring 2013
Consumer Behavior (UG) – Spring 2012
Basic Marketing Management (UG) – Fall 2012

II. Teaching Assistant - George Washington University

Advanced Marketing Management (online MBA) – Summer 2010 & 2011
Advanced Marketing Management (MBA) – Fall 2009 & 2010
Buyer Behavior (MBA) – Fall 2009 & 2010
Marketing Decisions (MBA) – Summer 2010 & 2011
Nature of Markets (MBA) – Spring 2009 & 2010, Summer 2010 & 2011
Strategic Brand Management (MBA) – Spring 2010 & 2011

SERVICE

Drake Management Review - Editorial Review Board (2017-2019)

Drake University College of Business and Public Administration

- Undergraduate Curriculum Committee Member (2015-2019)
- Undergraduate Curriculum Redesign Committee (2018-2019)
- Athletic Eligibility Appeal Ad Hoc Committee (2017)
- Visiting Data Analytics Job Search Committee (2016)
- Course Evaluation Design Committee (2016-2018)
- Marketing Job Search Committee (2015)
- Data Analytics Job Search Committee (2015)

Drake University Executive Education Center – Analyze 360 Survey Instrument (2017)

Drake University Emerging Technology Advisory Group (2017)

Discussant – The Annual International Conference of the Strategic Management Society (Atlanta 2013)

George Washington University School of Business - Human Subject Pool Administrator (2011-2014).

Ad hoc reviewer for:

American Marketing Association – Summer/Winter Conferences, Association for Consumer Research Conference, Business and Society Journal, Cross Cultural Research Conference, Group & Organizational Management Journal, Journal for Advancement of Marketing Education, Journal of Marketing and Public Policy, Journal of Consumer Affairs, Marketing and Public Policy Conference, Strategic Management Society Annual Conference

AWARDS and HONORS

Journal for Advancement of Marketing Education 2019 Best Article of the Year Award, sponsored by Interpretive Simulations (2019)

Marketing Edge Professor’s Institute Participant (invitation only), University of Texas - Dallas Naveen Jindal School of Management, January, 2016.

Best Conference Proposal Award, 2013 Strategic Management Society, Glasgow, Scotland, June 20-22, 2013.

Fellow, American Marketing Association Sheth Doctoral Consortium, Seattle (UW), Washington, June, 2012.

EXPERIENCE

Academic Positions	Assistant Professor of Marketing <i>Drake University, Des Moines, IA</i>	2014 – Present
	Instructor/Teaching Assistant <i>The George Washington University, Washington, DC</i>	2009 – 2014

Professional Experience	<p>Marketing Reporting & Analysis Manager <i>21st Century Insurance/AIG Direct</i>, Wilmington, DE</p> <ul style="list-style-type: none"> • Developed predictive customer segmentation models • Conducted research on advertising campaigns for various media channels. • Managed data integration of multiple information systems for two merging companies. 	2007 – 2009
	<p>Marketing Research Manager and Pricing Actuarial Associate <i>GEICO</i>, Chevy Chase, MD</p> <ul style="list-style-type: none"> • Developed predictive models and tested advertising messages. • Produced the marketing competitive intelligence reports. • Supervised three direct reports. • Derived personal auto and motorcycle insurance prices for traditional and non-traditional products by developing losses, reviewing trends, and analyzing premium needs. 	2002 – 2007
Consulting Experience	<p>Consultant The Rice Coleman Ross Group, Washington DC.</p> <ul style="list-style-type: none"> • Analyzed the impact of entrepreneurial development resources for the U.S. Small Business Administration 	2011 – 2013