

# JULIAN M. ARNOLD

Visiting Professor of Marketing  
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## EDUCATION

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**Doctor of Philosophy | Marketing** **May 2019 (Expected)**  
*The University of Alabama, Tuscaloosa, Alabama*

**Master of Science | Marketing** **May 2014**  
*The University of Alabama, Tuscaloosa, Alabama*

**Bachelor of Science | Commerce and Business Administration** **December 2012**  
*The University of Alabama, Tuscaloosa, Alabama*

## RESEARCH INTERESTS

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My research interests fall within the realm of organizational frontline service, most specifically as it pertains to the following domains:

- Frontline service provision and management
- Frontline employee-customer service interactions
- The intersection of services, consumer behavior, and marketing research
- Frontline health care service provision, specifically as appropriated by caregivers of patients belonging to vulnerable populations

## PUBLICATIONS

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Allaway, Arthur W., David Berkowitz, and **Julian M. Arnold** (2016), “An Empirical Comparison of Mixture Modeling Methodologies for Behavioral Segmentation in Longitudinal Shopping Data,” *Recent Advances in Retailing and Services Science*.

## MANUSCRIPTS UNDER REVIEW

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Gillison, Stephanie, William M. Northington, **Julian M. Arnold**, and Sharon E. Beatty, “Exploring Shopper Deal-Seeking Segments across Channels.”

- Under second review at the *Journal of Marketing Theory and Practice*

## RESEARCH IN PROGRESS

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**Arnold, Julian M.**, “Promoting Authenticity in Frontline Service: The Consequences and Drivers of Authentic Frontline Service Experiences.”

- Dissertation proposal; defense planned for Fall 2018

**Arnold, Julian M.** and Thomas L. Baker, “The Role of Brand Identification and Brand Authenticity in Frontline Service.”

- Under final revisions; forthcoming submission for initial review at the *Journal of Services Marketing* planned for January 30, 2019.

**Arnold, Julian M.**, Kristina Lindsey Hall, and Thomas L. Baker, “Need for Uniqueness in Frontline Service: The Role of Authenticity, Rapport, and Interactional Justice.”

- Under fourth round of revisions; forthcoming submission for initial review at the *European Journal of Marketing* planned for October 1, 2018.

Allaway, Arthur W., David Berkowitz, and **Julian Arnold**, “An Empirical Comparison of Mixture Modeling Methodologies for Behavioral Segmentation in Longitudinal Shopping Data.”

- Paper is in early conceptualization stages. Preliminary data collection and analyses have been conducted. Forthcoming submission for initial review to the *Journal of Marketing Research* planned for May 1, 2019.

## CONFERENCES AND PRESENTATIONS

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**Arnold, Julian**, Kristina Lindsey Hall, and Thomas L. Baker, “Need for Uniqueness in Frontline Service: The Role of Authenticity, Rapport, and Interactional Justice,” (Society for Marketing Advances, 2016, JW Marriott Atlanta Buckhead / Atlanta, Georgia).

**Arnold, Julian** and Thomas L. Baker, “The Role of Brand Identification and Brand Authenticity in Frontline Service,” (Society for Marketing Advances, 2015, Sheraton Gunter Hotel San Antonio, Texas).

Allaway, Arthur W., David Berkowitz, and **Julian Arnold**, “An Empirical Comparison of Mixture Modeling Methodologies for Behavioral Segmentation in Longitudinal Shopping Data,” (Structured Abstract, Recent Advances in Retailing and Services Science Conference, 2016, The Carlton Hotel Edinburgh, Scotland).

## HONORS AND AWARDS

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<b>AMA Outstanding Graduate Student Educator</b> <i>The University of Alabama Culverhouse College of Commerce</i>	<b>Spring 2017</b>
<b>Steven J. Shaw Best Paper in Conference</b> <i>Society for Marketing Advances</i>	<b>Fall 2016</b>
<b>Best Paper in Services Marketing Track</b> <i>Society for Marketing Advances</i>	<b>Fall 2016</b>
<b>Doctoral Consortium Departmental Nominee</b> <i>Society for Marketing Advances</i>	<b>Fall 2016</b>
<b>Minnie and Sam Pizitz Mem Fellowship Recipient</b> <i>The University of Alabama Graduate School</i>	<b>Fall 2016</b>

**Outstanding Marketing Department Honoree**  
*The University of Alabama Culverhouse College of Commerce*

**Fall 2014**

**Elton B. Stephens Management & Marketing Scholarship Recipient**  
*The University of Alabama Graduate School*

**Fall 2014 – Spring 2018**

## **TEACHING INTERESTS AND EXPERIENCE**

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**Teaching Interests:** My teaching interests include – but are not limited to – services marketing, consumer behavior, marketing research, marketing strategy, principles of marketing, health care service, and philosophy of science.

### **Teaching Instructor | Consumer Behavior**

**Fall 2016**

*The University of Alabama, Tuscaloosa, Alabama*

Section 002: 47 students | Evaluation Average: 4.5/5.0<sup>1</sup>

Section 003: 48 students | Evaluation Average: 4.4/5.0<sup>2</sup>

<sup>1</sup> *“Jay is already an amazing instructor! I didn't even realize this was his first time to teach a course until he told us at the end of the semester. He genuinely cares about his students and I value that above almost all else. He is approachable, helpful, easy to work with, and friendly. I think he's doing a great job and will only get better with experience.”*

<sup>2</sup> *“Mr. Arnold was a very good instructor and I really enjoyed taking his class. He was very organized and always helpful. There needs to be more professors like him at UA. I would most definitely take him again.”*

### **Teaching Instructor | Consumer Behavior**

**Spring 2017**

*The University of Alabama, Tuscaloosa, Alabama*

Section 003: 49 students | Evaluation Average: 4.2/5.0<sup>3</sup>

Section 324: 49 students | Evaluation Average: 3.6/5.0<sup>4</sup>

<sup>3</sup> *“Julian is very passionate about marketing and makes sure that the students get the most out of the class. He is very fair in grading and makes the class entertaining. He doesn't allow usage of phones or laptops, but he catches the attention of every single student in the classroom, which I think is amazing coming from a very young professor. His father was sick. I truly wish that he does not get penalized for having to cancel class. He really made the class fun for me and gave me deep and helpful insights. If you are reading this Julian, thank you for your amazing and fun class.”*

<sup>4</sup> *“Honestly he was an excellent professor. I learned a lot from his teaching methods and I learned to be more confident in my own thoughts. No other professor has really had that effect on me.”*

### **Teaching Assistant | Introduction to International Business**

**Spring 2014**

*The University of Alabama, Tuscaloosa, Alabama*

Section 901: 33 students | Evaluation Average: 4.4/5.0<sup>5</sup>

<sup>5</sup> *“This course should be a blueprint for all online courses. Feedback was valuable and relevant. Course material was presented in a logical format. Dr. Nolan and Mr. Arnold were available for and responsive to all issues brought forth by myself. I have been an online student for almost 2 years, and in all my classes, this was the best. Other online instructors could learn a great deal from Dr. Nolan and Mr. Arnold. I consider myself extremely lucky to have been able to learn from them.”*

### **Teaching Instructor | Marketing Research**

**Spring 2018**

*The University of Alabama, Tuscaloosa, Alabama*

Section 003: 40 students  
Section 324: 40 students

## **PROFESSIONAL SERVICE AND MEMBERSHIPS**

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**Ad Hoc Reviewer** **Fall 2016**  
*Society for Marketing Advances*  
*54th Annual Conference, Atlanta, Georgia*

**Professional Memberships** **Spring 2015 – Present**  
*American Marketing Association*  
*Society for Marketing Advances*

## **ACADEMIC WORK EXPERIENCE**

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**Research Assistant** **Fall 2014 – Spring 2016**  
*Dr. Sharon E. Beatty*  
*Dr. Kristy E. Reynolds*

**Graduate Marketing Consultant** **Fall 2013 – Spring 2014**  
*Habitat for Humanity Tuscaloosa*

**Services Marketing Audit Team Leader** **Spring 2014**  
*Chuck's Fish Tuscaloosa*

## **GRADUATE COURSEWORK COMPLETED**

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Advanced Marketing Analysis, *Dr. Arthur Allaway*  
Applied Regression Analysis, *Dr. Bruce Barrett*  
Behavioral Theory and Qualitative Methods, *Dr. Thomas Baker*  
Current Topics in HR Management, *Dr. James King*  
Global Marketing Management, *Dr. Glenn Richey*  
Graduate Seminar in Marketing, *Dr. Robert Morgan*  
Independent Study, *Dr. Thomas Baker*  
Meas. Structural Equation Modeling, *Dr. George Franke*  
Philosophy of Science, *Dr. Adam Rapp*  
Quantitative Research Methods, *Dr. Ann Godfrey*  
Research Methods I: Experimental Design, *Dr. Dan Bachrach*  
Research Methods II: Data Analysis and Interpretation, *Dr. Jonathon Halbesleben*  
Scholarly Communication, *Dr. Kim Campbell*  
Services Marketing, *Dr. Sharon Beatty*  
Statistical Methods in Research, *Dr. Volodymyr Melnykov*  
Survey of Marketing: SPSS Data Analysis, *Dr. George Franke*  
Survey Research in Education, *Dr. Ann Godfrey*

## **LEADERSHIP AND COMMUNITY SERVICE INVOLVEMENT**

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**Centrifuge Camp Counselor** **Summer 2012**

*Union University, Jackson, Tennessee*

**Guest Speaker**

*Broadway Baptist Church, Rainsville, Alabama,*

**Fall 2008 – Spring 2009**

**REFERENCES**

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**Dr. Kristy E. Reynolds**

Marketing Department Head and Bruno Professor of Marketing  
The University of Alabama, Tuscaloosa, AL 35487  
Culverhouse College of Commerce  
Department of Marketing, Box 870225  
(205) 348-0050 | kreynold@cba.ua.edu

**Dr. Thomas L. Baker**

Associate Professor of Marketing, Doctoral Program Coordinator  
The University of Alabama, Tuscaloosa, AL 35487  
Culverhouse College of Commerce  
Department of Marketing, Box 870225  
(205) 348-9432 | tbaker@cba.ua.edu

**Dr. Sharon E. Beatty**

Professor Emerita of Marketing  
The University of Alabama, Tuscaloosa, AL 35487  
Culverhouse College of Commerce  
Department of Marketing, Box 870225  
(205) 242-4707 | sbeatty@cba.ua.edu

**Dr. Arthur W. Allaway**

James and Doris Nelems Professor of Marketing  
Master of Science in Marketing Program Coordinator  
The University of Alabama, Tuscaloosa, AL 35487  
Manderson Graduate School of Business  
Department of Marketing, Box 870225  
aallaway@cba.ua.edu