

Dr. Courtney Nations Azzari

Assistant Professor of Marketing • Department of Marketing and Logistics

Coggin College of Business • University of North Florida

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QUALIFICATIONS

EDUCATION:

- | | |
|---|---------------------------------------|
| Doctor of Philosophy in Marketing <ul style="list-style-type: none">University of Wyoming, Laramie, WY | August 2012 – May 2016
GPA: 3.92 |
| Master of Science in Marketing <ul style="list-style-type: none">Clemson University, Clemson, SC | August 2010 – August 2011
GPA: 4.0 |
| Bachelor of Science in Marketing <ul style="list-style-type: none">Clemson University, Clemson, SC | August 2007 – May 2010
GPA: 3.94 |

ACADEMIC APPOINTMENTS:

- | | |
|---|---------------------------|
| University of North Florida, Jacksonville, FL
<i>Assistant Professor of Marketing</i> <ul style="list-style-type: none">Develop and execute research projects for peer-reviewed publicationDevelop and teach graduate and undergraduate courses in MarketingPerform service activities to benefit my department, college, university, and field | August 2016 – present |
| University of Wyoming, Laramie, WY
<i>Graduate Assistant</i> <ul style="list-style-type: none">Develop and execute research projects for peer-reviewed publicationTeach undergraduate courses in MarketingProvide support activities for research advisors | August 2012 – May 2016 |
| Anderson University, Anderson, SC
<i>Marketing Professor Adjunct</i> <ul style="list-style-type: none">Facilitated marketing learning through carefully designed lectures, exams, and projectsCultivated rapport with students for an open-communication style classroomProvided real world examples, content, and media to relate marketing materialsHosted classroom discussion and debate about current or controversial topics | August 2011 – August 2012 |

Clemson University, Clemson, SC

August 2010 – August 2011

Graduate Assistant

- Invited by Deloitte Consulting to present research findings at automotive conference
- Processed (cleaning and coding) survey datasets
- Extensive use of SPSS and basic use of SAS statistical software programs
- Developed business Facebook pages for three local businesses

NON-ACADEMIC EMPLOYMENT:

Outback Steakhouse, Easley, SC

February 2006 – August 2012

Assistant Manager / Local Marketing Efforts

- High school and college employment to learn and practice business strategies
- Implemented social media and poster advertising for special events and holidays
- Organized and implemented community events and sales promotions
- Planned and managed 2012 Outback Steakhouse FARA Fundraiser Golf Tournament
- Sought and obtained corporate sponsors for 2012 FARA Golf Tournament
- Established Outback as 2011 toy collection site for Country Santa Organization
- Participated in 2011 Great American Steak Out national marketing efforts
- Raised \$650 for the Carolinas We Foundation in support of Muscular Dystrophy research
- Designed and managed 2010 Easter Event and subsequent sales tracking program

SCHOLARLY ACTIVITIES

PEER REVIEWED ARTICLES:

Azzari, Courtney Nations, Laurel Anderson, Martin Mende, Josephine Go Jefferies, Hilary Downey, Amy L. Ostrom, and Jelena Spanjol (2021), "Consumers on the Job: Coproduction Crafting in Expert Services," *Journal of Service Research*, forthcoming.

Azzari, Courtney Nations and Stacey Menzel Baker (2020), "Ten Lessons for Qualitative Transformative Service Researchers," *Journal of Services Marketing*, 34(1), 100-110.

Baker, Stacey Menzel, **Courtney Nations Azzari**, Meredith Rhoads Thomas, and Aronté Marie Bennett (2020), "When Does the Social Service Ecosystem Meet Consumption Needs?: A Power-Justice-Access Model (PJAM) of Holistic Well-being from Recipients' Perspectives," *Journal of Public Policy & Marketing*, 39(2), 220-239.

Dorsey, Joshua D., Paul Hill, Nora Moran, **Courtney Nations Azzari**, Ilana Shanks, Farnoush Reshadi, and Jerome D. Williams (2020), "Leveraging the Existing U.S. Healthcare Structure for Consumer Financial Well-being: Barriers, Opportunities, and A Framework

for Future Transformative Consumer Research," *Journal of Consumer Affairs*, 54(1), 70-99.

Nations, Courtney, Stacey Menzel Baker, and Eric Krszjzaniek (2017), "Trying to keep you: How grief, abject affect, and ritual transform the social meanings of a human body," *Consumption Markets & Culture*, 20(5), 403-422.

Anderson, Laurel, Jelena Spanjol, Josephine Go Jefferies, Amy L. Ostrom, **Courtney Nations Baker**, Sterling A. Bone, Hilary Downey, Martin Mende, and Justine M. Rapp (2016), "Responsibility and Well-Being: Resource Integration Under Responsibilization in Expert Services," *Journal of Public Policy & Marketing*, 35(2), 262-279.

Baker, Stacey Menzel and **Courtney Nations Baker** (2016), "The Bounce in Our Steps from Shared Material Resources in Cultural Trauma and Recovery," *Journal of the Association for Consumer Research*, 2 (April) Special Issue on "Sharing," Russ Belk and Linda Price (eds.).

Baker, Stacey Menzel, Ronald Paul Hill, **Courtney Nations Baker**, and John D. Mittelstaedt (2015), "Improvisational Provisioning in Disaster: The Mechanisms and Meanings of Ad Hoc Marketing Exchange Systems in Community," *Journal of Macromarketing*, 35(3), 334-352.

Upadhyaya, Shikha, Richard J. Vann, Sonia Camacho, **Courtney Nations Baker**, R. Bret Leary, John D. Mittelstaedt, and Jose Antonio Rosa (2014), "Subsistence Consumer-Merchant Marketplace Deviance in Marketing Systems: Antecedents, Implications and Recommendations," *Journal of Macromarketing*, 34(2), 145-159.

Impact Factors for Journals of Articles Published or Invited for Revision/Resubmission

Journal	Recent I.F.	5-year I.F.
<i>Journal of Service Research</i>	6.382	9.211
<i>Journal of Services Marketing</i>	2.421	3.194
<i>Consumption, Markets, and Culture</i>	1.516	
<i>Journal of Consumer Affairs</i>	1.733	
<i>Journal of Public Policy & Marketing</i>	2.478	3.798
<i>Journal of the Association for Consumer Research</i>	1.76	
<i>Journal of Macromarketing</i>	1.925	2.408

WORKS IN PROGRESS:

Azzari, Courtney Nations, Charlene Dadzie and, Natalie Mitchell, “Flexible Funerals: The Role of Service Adaptability in Alleviating Ongoing Collective Vulnerability and Trauma.”

- Under 2nd round review at *Journal of Services Marketing*

Azzari, Courtney Nations, “Here Today, Gone Tomorrow: Services and their Potential for Permanent Perishability.”

- Targeted for *Marketing Letters*

Azzari, Courtney Nations, “The Response of a Strained Service Industry during a Pandemic: An In-depth Look at Death Care in Duress.”

- Targeted for *Journal of Public Policy & Marketing*

Stacey Menzel Baker, **Courtney Nations Azzari**, Meredith Rhoads Thomas, and Aronté Marie Bennett, “Social Services in Transformative Service Ecosystems.”

- Targeted for *Journal of Service Research*

Mitchell, Natalie A., **Courtney Nations Azzari**, and Charlene A. Dadzie, “Conspicuous Consumption and Authenticity in Second Line Funerals in New Orleans.”

- Targeted for *Consumption, Markets, and Culture*

Swanson, David and **Courtney Nations Azzari**, “Participating in Collaborative Consumption: Is It the Right Thing to Do?”

Azzari, Courtney Nations and Stacey Menzel Baker, “The Process of Individual-Level Ritual Change: Meaningful Co-Creation in Transformative Service.”

BOOK CHAPTERS:

Baker, Stacey Menzel and **Courtney Nations Azzari** (2020), “The Darkside of Nostalgic Bonds – Moral Motivators of Consumer Identities, Decisions, and Behaviours,” in *Nostalgia Now – Cross-Disciplinary Perspectives on the Past in the Present*, Michael Hviid Jacobsen (Ed.), London: Routledge, forthcoming.

Baker, Courtney Nations, Stacey Menzel Baker, and James W. Gentry (2016), “The Role of Body Disposition in Making Sense of Life and Death,” in *Death and Consumer Culture*, ed. Susan Dobscha.

Baker, Stacey Menzel, Monica LaBarge, and **Courtney Nations Baker** (2016), "On Consumer Vulnerability: Foundations, Phenomena, and Future Investigations," in *Vulnerable Consumers: Conditions, Contexts, Characteristics*, eds. Susan Dunnett, Kathy Hamilton, and Maria Piacentini.

PEER REVIEWED PRESENTATIONS:

Virtual AMA Marketing and Public Policy Conference (June 2021), "Consumers on the Job: Contextualization Crafting in Expert Services," presenter.

Virtual Subsistence Marketplaces Conferences (June 2020), "Dignity and Dependency in the Acquisition and Consumption of Social Program Resources," presented by coauthors.

Virtual AMA Winter Educators Conference (February 2020), "When Does the Social Service Ecosystem Meet Consumption Needs? A Power–Justice–Access Model of Holistic Well-Being from Recipients' Perspectives," presented by coauthors.

Quality in Service Conference (June 2019), "Consumers on the Job: Coproduction Crafting in Expert Services," presented by coauthors.

AMA Marketing and Public Policy Conference (June 2019), "When Do Social Services Meet Recipients' Consumption Needs?: A Power-Justice-Access Model (PJAM)," co-presenter.

Society for Consumer Psychology Conference (March 2019), "Dignity, Power, and Justice in the Exchange of Community Resources," presenter.

AMA Marketing and Public Policy Conference (June 2017), "Black Market or Black Male: Sources of Risk in Non-Inherently Dangerous Marketplaces," poster presenter.

AMA Marketing and Public Policy Conference (June 2016), "Responsibilization in Services and Consumer Well-Being: A Role Theory Perspective," presenter.

Association for Consumer Research Conference (October 2014), "Ashes to Ashes or Ashes to Coral? Alternatives to Traditional Burial Rituals and their Implications for Consumption, Ritual Transformation, and Sustainability," presenter.

Association for Consumer Research Conference (October 2014), "Narratives of Cultural Trauma (and Resilience): Collective Negotiation of Material Well-Being in Disaster Recovery," co-presenter with Stacey Menzel Baker.

AMA Marketing and Public Policy Conference (June 2014), “Making Sense of Body Disposition: Implications for Theory, Sustainability, & Public Policy,” presenter.

AMA Marketing and Public Policy Conference (May/June 2013), “The Buying and Selling of Vulnerability and Resilience Narratives,” co-presenter with Stacey Menzel Baker.

AMA Winter Educators Conference (February 2013), “Dignity in the Acquisition and Consumption of Social Services,” co-presenter with Stacey Menzel Baker.

DIALOGICAL CONFERENCES AND SYMPOSIA:

Transformative Consumer Research Conference (June 2021), Digital Compromises: Negotiating Consumer Vulnerability, Access, and Power, dialogical track participant.

Transformative Consumer Research Conference (May 2019), Dignity and Dependency in the Acquisition and Consumption of Social Program Resources, dialogical track leader.

Transformative Consumer Research Conference (June 2017), A Collaborative Effort: Facilitating Financial Well-being through an Understanding of Healthcare Pricing and Consumer Financial Decision Making, dialogical track participant.

Transformative Consumer Research Conference (May/June 2015), Transformative Service Research and Social Justice Track: Co-creation Experiences through the Lens of Vulnerable Service Consumers, dialogical track participant.

Robert Mittelstaedt Doctoral Symposium (April 2014), “Departure from Traditional Consumption Rituals: Implications for Sustainability and Ritual Transformation,” presenter.

UW/CSU Research Symposium (October 2013), “Departure from Traditional Consumption Rituals: Implications for Sustainability and Ritual Transformation,” presenter.

Robert Mittelstaedt Doctoral Symposium (March 2013), “Beauty in a Bottle: Product Aesthetics Cues Efficacy Beliefs of Product Performance,” discussant.

DOCTORAL CONSORTIA

2015 AMA SHETH FOUNDATION DOCTORAL CONSORTIUM, LONDON BUSINESS SCHOOL

2015 CONSUMER CULTURE THEORY QUALITATIVE DATA ANALYSIS WORKSHOP, UNIVERSITY OF ARKANSAS

2015 ACADEMY OF MARKETING SCIENCE INAUGURAL DOCTORAL CONSORTIUM, DENVER, CO

2014 MARKETING AND PUBLIC POLICY DOCTORAL CONSORTIUM, UNIVERSITY OF MASSACHUSETTS-AMHERST

CONTINUING EDUCATION:

TOL6100: Teaching Online Seminar, University of North Florida, Summer 2017

EDITORIAL, REFEREEING AND REVIEWING ACTIVITIES:

Peer-Refereed Journals

Reviewer, *Journal of Service Research*, March 2021
Reviewer, *Journal of Consumer Affairs*, March 2021
Reviewer, *Marketing Letters*, February 2021
Reviewer, *Journal of Consumer Affairs*, January 2021
Reviewer, *Journal of Consumer Affairs*, December 2020
Reviewer, *Journal of Consumer Affairs*, August 2020
Reviewer, *Journal of Service Research*, February 2020
Reviewer, *Journal of Consumer Affairs*, September 2019
Reviewer, *Journal of Public Policy & Marketing*, September 2019
Reviewer, *Journal of Consumer Affairs*, August 2019
Reviewer, *Journal of Marketing Education*, July 2019
Reviewer, *Journal of Macromarketing*, April 2019
Reviewer, *Consumption Markets & Culture*, March 2019
Reviewer, *Journal of Public Policy & Marketing*, February 2019
Reviewer, *Journal of Marketing Education*, February 2019
Reviewer, *Journal of Consumer Affairs*, July 2018
Reviewer, *Journal of Consumer Affairs*, June 2018
Reviewer, *Journal of Public Policy & Marketing*, May 2018
Reviewer, *Journal of Public Policy & Marketing*, December 2017
Reviewer, *Journal of Public Policy & Marketing*, November 2017
Reviewer, *Journal of Consumer Affairs*, November 2017
Reviewer, *Consumption Markets & Culture*, April 2016

Peer-Refereed Conferences

Reviewer, AMA Marketing and Public Policy Conference, 2013-2021
Reviewer, Society for Consumer Psychology Conference, 2019
Reviewer, AMA Summer Marketing Educators' Conference, 2015
Reviewer, Association for Consumer Research Conference, 2014
Reviewer, Academy of Marketing Science Conference, 2014
Reviewer, AMA Winter Marketing Educators' Conference, 2013

PROFESSIONAL ACTIVITIES

TEACHING:

	<i>Course</i>	<i>Time</i>	<i>Format</i>	<i>Instructor Rating*</i>
University of North Florida	Consumer Behavior	Fall 2020	Online	4.0
	Consumer Behavior	Fall 2020	Online	5.0
	Consumer Behavior	Fall 2020	Online	3.67
	Principles of Marketing	Summer 2020	Online	4.51
	Consumer Behavior	Summer 2020	Online	4.33
	Consumer Behavior	Spring 2020	Face-to-face	4.76
	Consumer Behavior	Spring 2020	Face-to-face	4.53
	Consumer Behavior	Fall 2019	Face-to-face	4.64
	Consumer Behavior	Fall 2019	Face-to-face	4.54
	Principles of Marketing	Summer 2019	Face-to-face	4.70
	Consumer Behavior	Summer 2019	Online	4.24
	Graduate-Level Consumer Behavior	Spring 2019	Face-to-face	4.67
	Consumer Behavior	Spring 2019	Face-to-face	4.57
	Consumer Behavior	Spring 2019	Face-to-face	4.90
	Consumer Behavior	Fall 2018	Online	3.61
	Consumer Behavior	Fall 2018	Face-to-face	4.89
	Consumer Behavior	Fall 2018	Face-to-face	4.88
	Study Abroad in Croatia in Services Marketing	Spring 2018	Face-to-face	5.00
	Graduate-Level Consumer Behavior	Spring 2018	Online	3.95
	Consumer Behavior	Spring 2018	Face-to-face	4.48
	Consumer Behavior	Spring 2018	Face-to-face	4.89
	Services Marketing	Fall 2017	Face-to-face	4.96
	Consumer Behavior	Fall 2017	Face-to-face	4.81
	Consumer Behavior	Fall 2017	Face-to-face	4.77
	Consumer Behavior	Fall 2017	Face-to-face	4.91
	Principles of Marketing	Spring 2017	Face-to-face	4.64
Principles of Marketing	Spring 2017	Face-to-face	4.33	
Principles of Marketing	Fall 2016	Face-to-face	4.56	
Principles of Marketing	Fall 2016	Face-to-face	4.53	
University of Wyoming	Integrated Marketing Communications	Spring 2015	Face-to-face	4.35
	Introduction to Marketing	Fall 2014	Face-to-face	4.44

Anderson University	Principles of Marketing	Fall 2012	Online	4.7
	Principles of Marketing	Spring 2012	Online	4.9
	Principles of Marketing	Fall 2011	Face-to-face	4.4

*Ratings based on a 5-point scale.

PROFESSIONAL ACTIVITIES

GRANTS, FELLOWSHIPS, AWARDS:

January 2021

Award from the American Marketing Association (\$1,200) for AMA-EBSCO Responsible Research in Marketing Award

April 2019

Award from the Coggin College of Business (\$4,000) for research project:

Courtney Nations, Natalie Mitchell, and Charlene Dadzie, "Conspicuous Consumption and the Role of Improvisation in Service Performance of Second Line Funerals in New Orleans."

November 2013

Awards from the University of Wyoming College of Business Sustainable Business Practices Fund in support of research projects:

Baker, Courtney Nations and Stacey Menzel Baker, "Alternatives to Traditional Consumption Rituals and Their Implications for Consumer Well-Being and Sustainability: The Case of Environmentally Friendly Burial."

- Resulted in published book chapter 2016
- Resulted in publication in *Consumption Markets & Culture* 2017
- Resulted in publication in *Journal of Services Marketing* 2020

Baker, Courtney Nations and Stacey Menzel Baker, "The Transformation of an Industry in Response to Shifts in Cultural Rituals."

August 2013

Award from the Association for Consumer Research and the Sheth Foundation in support of Transformative Consumer Research (\$1,500) for research project:

Baker, Courtney Nations, Stacey Menzel Baker, and Kelly Tian, "Ashes to Ashes or Ashes to Coral? Alternatives to Traditional Consumption Rituals and their Implications for Consumer Well-Being and Sustainability."

- Resulted in published book chapter 2016
- Resulted in publication in *Consumption Markets & Culture* 2017
- Resulted in publication in *Journal of Services Marketing* 2020

HONORS:

2021 American Marketing Association (AMA)-EBSCO Responsible Research in Marketing Award

2016 Charles C. Slater Award for the Best Article in Volumes 34 and 35 of the *Journal of Macromarketing*

Nominated for UNF 2019 Outstanding International Leadership Award

Nominated for UNF 2018-2019 Outstanding Undergraduate Teaching Award

University of Wyoming

Bryan Edwards Sharratt Memorial Graduate Student Scholarship 2015-2016

Ph.D. Student Teaching Award 2014-2015

Clemson University

Marketing Distinction Award 2010

President's List 2007-2010

UNIVERSITY SERVICE:

Selection Committee for 2020-2021 Outstanding Faculty Service Award Spring 2021

COLLEGE SERVICE:

Diversity & Inclusion Faculty Advisory Committee Spring 2019–present

International Business Flagship Program Faculty Advisory Council Fall 2016–present

Coggin College of Business First Annual Gala Planning Committee Summer/Fall 2017

DEPARTMENT SERVICE:

Undergraduate Curriculum Committee Spring 2017–present

Marketing Advisory Council Fall 2018–Spring 2019

Hiring Committee Seeking Tenure-Track Logistics Professor Fall 2018

Hiring Committee Seeking Tenure-Track Marketing Professor Fall 2017

Hiring Committee Seeking Full-Time Lecturer Fall 2016

PROFESSIONAL SERVICE:

Editorial Board, *Journal of Consumer Affairs*, 2017 – present
Planning Committee, AMA Marketing and Public Policy Conference, 2015 – present
Planning Committee, Transformative Consumer Research Conference, June 2019
Track Chair, AMA Summer Marketing Educators' Conference, Public Policy Track, August 2017

MENTORSHIP AND STUDENT SUCCESS:

Honors Program Capstone, mentor for student Brianna Eisman, Spring 2021
IDS 3949 Elective Internship, mentor for student Lydia Yost, Fall 2020
IDS 3949 Elective Internship, mentor for student Clara Braniff, Summer 2019
MAR 4913 Directed Independent Study, mentor for student Lizzy Prindle, Spring 2019
IDS 3949 Elective Internship, mentor for student Austin Cunkle, Spring 2018
Honors Program Capstone, mentor for student Sara Hernandez, Spring 2018
MAR 6916 Directed Independent Study (Graduate), mentor for student Julia Londero, Fall 2017
Twenty-five letters of recommendation written, Fall 2017 – present

PROFESSIONAL MEMBERSHIP AND CERTIFICATION:

Association for Consumer Research	May 2013 – present
American Marketing Association	December 2012 – present
Academy of Marketing Science	March 2015 – March 2016
Consumer Culture Theory	May 2014 – May 2015

COMMUNITY SERVICE AND AFFILIATIONS:

Operation New Hope, Jacksonville, FL	Fall 2020 – present
St. Johns County Beekeepers Association, St. Augustine, FL	Feb. 2018 – present
Trinity Rescue Mission, Jacksonville, FL	July 2016 – July 2017
NTSC Graduate Student Council, Laramie, WY	Fall 2014
Laramie Soup Kitchen, Laramie, WY	2013-2014
Flood Relief Work and Food Drive, Boulder, CO	September 2013
Meals on Wheels Volunteers, Easley, SC	2010-2012
Tornado Relief Work, Birmingham, AL	May 2011
Project Host Soup Kitchen, Greenville, SC	2006-2012