
ANNA J. VREDEVELD

Campbell School of Business
Berry College
PO Box 495024
Mount Berry, GA 30149

Office: Green Hall 315
Office Phone: (706) 290-2684
Email: avredeveld@berry.edu

CURRENT POSITION

Assistant Professor of Marketing, 2015 - present
Campbell School of Business, Berry College

EDUCATION

Ph.D. Business Administration (Marketing), 2015
University of Connecticut

Master of Business Administration, 2008
University of North Carolina at Greensboro

Master of Science in Business and Economics, 2006
Lund University

RESEARCH INTERESTS

- ***Consumption of experiences:***
 - Instrumental and goal-directed use of brands in experience construction
 - Experiential motives and the identity relevance of bucket-lists
 - The influence of interpersonal relationships on shared consumption experiences
- ***Brand consumption:***
 - Consequences of shared brand use as part of romantic relationships
 - Consumer-brand relationships
 - Assessment of sociocultural brand authenticity
 - Consequences of semiotic brand cues on brand evaluations

TEACHING INTERESTS

- Brand Management
- Principles of Marketing
- Qualitative Research Methods
- Experiential Marketing and Sports Marketing
- Consumer Behavior

RESEARCH

Working Papers and Research in Progress

1. "We Share, We Connect: How Consumers Form Relational Connections with Brands," with Selcan Kara and William T. Ross, Jr. *Under review*.
2. "Emotional Intelligence and Consumer-Brand Relationships: The Mediating Role of External Emotional Connections." *Under review*.
3. "The Role of Emotion and Public Disclosure in Influencing Public Trust in Charities, with Caroline Lee and Melissa Clark.*
4. "Attaining Legitimacy by Shaming the Scapegoat: Collective Shaming of Counterfeit Consumers by Luxury Brand Consumers," with Robin A. Coulter and William T. Ross, Jr.
5. "How Relationship Styles Influence Shared Brand Consumption" with Selcan Kara.
6. "Consumers Reliance on Semiotic Cues in Assessment of Experiential Brand Authenticity," with Robin A. Coulter.
7. "The Bucket List: How Consumers Customize Temporal Perspectives to Guide and Shape Their Life Story," with Jeffrey R. Carlson.
8. "Goals as Identity Signals: The Self-Expressive Nature of Experiential Bucket-Lists," with Jeffrey R. Carlson.

* *Berry College undergraduate student.*

Conference Proceedings (Extended Abstracts)

1. Kara, Selcan & Anna J. Vredeveld (2015), "Shared Brand Consumption and Relational Brand Connections," in *Advances of Consumer Research: Volume 43*, Eds. Kristin Diehl & Carolyn Yoon, Duluth, MN: Association for Consumer Research, p. 584-585.
2. Vredeveld, Anna J. & Robin A. Coulter (2014), "Cultural Brand Engagement: The Roles of Brands in the Construction of Cultural Experiences," in *Advances of Consumer Research: Volume 42*, Eds. June Cotte & Stacy Wood, Duluth, MN: Association for Consumer Research, p. 522-523.
3. Vredeveld, Anna J., William T. Ross, Jr., & Robin A. Coulter (2013), "Collective Moral Identity Projects: Authentic Brand Users' Anti-Counterfeit Framework," in *Advances of Consumer Research: Volume 41*, Eds. Simona Botti & Aparna A. Labroo, Duluth, MN: Association for Consumer Research, p. 572-573.

Conference Presentations

1. Kara, Selcan & Anna J. Vredeveld (2015), "Shared Brand Consumption and Relational Brand Connections," Association for Consumer Research (ACR) North American Conference, New Orleans, LA.
2. Kara, Selcan & Anna J. Vredeveld (2015), "Shared Brand Consumption and Interpersonal Experiences: How Consumers Form Relational Connections with Brands," Brands and Brand Relationships (BBR) Accelerator Conference, Boston, MA.
3. Vredeveld, Anna J. & Robin A. Coulter (2014), "Cultural Brand Engagement: The Roles of Brands in the Construction of Cultural Experiences," Association for Consumer Research (ACR) Annual North America Conference, Baltimore, MD.
4. Vredeveld, Anna J., Robin A. Coulter, & William T. Ross, Jr. (2014), "Protecting the Brand in the Face of Counterfeits: Genuine-Item Consumers' Anti-Counterfeit Framework," Brands and Brand Relationships (BBR) Conference, Boston, MA.
5. Vredeveld, Anna J., William T. Ross, Jr., & Robin A. Coulter (2013), "Collective Moral Identity Projects: Authentic Brand Users Anti-Counterfeit Framework," Association for Consumer Research (ACR) Annual North America Conference, Chicago, IL.
6. Carlson, Jeffrey R. & Anna J. Vredeveld (2013), "The Bucket List: How Consumers Customize Temporal Perspective to Guide and Shape Their Life-Story," Association for Consumer Research (ACR) Annual North America Conference, Chicago, IL.
7. Vredeveld, Anna J. & Robin A. Coulter (2013), "Gendered Cultural Identity Projects: Negotiating Brand Meanings across Cultural Contexts," American Marketing Association (AMA) Winter Marketing Educators Conference, Las Vegas, NV.
8. Vredeveld, Anna J. & Robin A. Coulter (2012), "Cultural Identity and Brand Relationships: Negotiating Brand Meanings in a New Cultural Context," Association for Consumer Research (ACR) Annual North America Conference, Vancouver, Canada.
9. Vredeveld, Anna J. & Robin A. Coulter (2012), "Cultural Identity and Brand Relationships: Negotiating Brand Meanings in a New Cultural Context," Consumer-Brand Relationships (CBR) Conference, Boston, MA.

TEACHING EXPERIENCE

Berry College

- Principles of Marketing (Fall 2015-Spring 2017)
- Experiential Marketing: Marketing Sports/Arts (Fall 2015, Spring 2017)
- Qualitative Research Methods (Spring 2016)
- Brand and Product Management (Fall 2016)
- Marketing Academic Internship Advisor (Summer 2016, Summer 2017)
- Honors Thesis Advisor (Fall 2016, Spring 2017)

University of Connecticut

- Introduction to Marketing Management (Fall 2012, Fall 2013)
- Strategic Brand Management (Spring 2013)

HONORS AND AWARDS

Berry College

- Beta Gamma Sigma Professor of the Year Award (2017)

University of Connecticut

- UCONN School of Business, School-Wide Outstanding Ph.D. Teaching Award (2015)
- Marketing Department Outstanding Ph.D. Teaching Award (2015)
- UCONN School of Business, Hall-of-Fame Nominee (2015)
- Beta Gamma Sigma Honor Student – Second Recognition (2015)
- AMA Sheth Foundation Doctoral Consortium Fellow (2014)
- VOYA Financial Ph.D. Fellow with Graduate Assistantship (2014-2015)
- UCONN School of Business, Dean’s Pre-Doctoral Fellowship (2014)
- Marketing Department Outstanding Ph.D. Student Scholar Award (2013, 2014)
- University of Connecticut Competitive Doctoral Dissertation Fellowship (2014)
- ING Global Ph.D. Research Summer Fellowship (2012)
- University of Connecticut Pre-Doctoral Summer Fellowship (2011, 2012, 2013, 2014)

University of North Carolina at Greensboro

- Academic Excellence Medal (2008)
- MBA Excellence Scholarship (2006, 2007)
- Bryan School MBA Fellowship (2006-2007, 2007-2008)
- Beta Gamma Sigma Honor Student (2008)

SERVICE

Berry College

- QEP Committee (Fall 2016-Fall 2017)
- Faculty Assembly Ad Hoc Committee on Course Evaluations (Spring 2016- Fall 2017)
- Undergraduate Assessment and Policy Committee, CSOB (2015-2016, 2016-2017)
- Faculty Development Committee (2016-2017, 2017-2018)
- Senior exit exam proctoring, CSOB (Fall 2015)
- Faculty advisor, Berry Association of Marketers (2016-2017)
- Discover Berry (Spring 2016, Fall 2016, Spring 2017)
- President’s Scholar Interviewer (Spring 2017)
- Beta Gamma Sigma Induction Ceremony Reader, CSOB (Spring 2016, Spring 2017)

Conference Reviewer

- ACR North America Conference (2013, 2014, 2015, 2016, 2017)
- Brands and Brand Relationships (BBR) Conference (2014)
- Academy of Marketing Science (AMS) Conference (2014)
- Consumer-Brand Relationships (CBR) Conference (2012)

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)