

Bitty Balducci

435 Cornell Hall, Columbia MO 65211 🌿 Email: bitty.balducci@mail.missouri.edu 🌿 Phone: (314) 718-6784

EDUCATION

PhD	Doctor of Philosophy in Marketing Minor: Statistics Chair: Detelina Marinova <i>Dissertation Proposal Defense: June 2019</i>	University of Missouri May 2020 (Expected)
MBA	Master of Business Administration Emphasis: Marketing	University of Montana 2016
BSBA	Bachelor of Science in Business Administration Major: Marketing	University of Missouri 2011

RESEARCH INTERESTS

Substantive: Behavioral marketing strategy, sales and service, naturalistic frontline interactions, frontline employee management, sales force management, B2B

Methodological: Unstructured data analysis (acoustic, text), machine learning, natural language processing, and econometric modeling

RESEARCH PUBLICATIONS

Balducci, Bitty and Detelina Marinova (2018), “Unstructured Data in Marketing,” *Journal of the Academy of Marketing Science*, 46(4), 557-590.
*Finalist, JAMS Best Paper Award

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

Balducci, Bitty, Detelina Marinova, and Jagdip Singh “Voice in Frontline Interactions,” preparing for submission to Journal of Marketing in May 2019.
*Essay 1 of dissertation

Bitty Balducci, Detelina Marinova, and Jagdip Singh “The Role of Voice in Salesperson Lead Calling Effectiveness,” preparing for submission to Journal of Marketing Research in November 2019.
*Essay 2 of dissertation

Richins, Marsha and **Bitty Balducci** “Visual Imagination, Emotional Response, and the Reinforcement of Materialistic Tendencies,” working paper. Target: Journal of Consumer Psychology, (data collection complete, analysis and writing underway).

Balducci, Bitty “Leveraging the Frontline to Enhance Promotion of Embarrassing Services,” working paper. Target: Journal of Service Research, (conceptualization phase).

CONFERENCE PRESENTATIONS (* denotes presenter)

Balducci, Bitty*, Detelina Marinova, Jagdip Singh (2018), “The Role of Voice in B2B Cold Calling Effectiveness,” *Institute for the Study of Business Markets*: Boston, MA.

Balducci, Bitty* (2018), “I Think Therefore I Am: Financial Psychology as a Mediator Between Self-Determination and Financial Behavior” (discussant), *27th Annual Robert Mittelstaedt Doctoral Symposium*: Lincoln, NE.

TEACHING EXPERIENCE (*undergraduate*)

University of Missouri

MRKTNG 4250 – Retail Marketing
(32 students)

Fall 2018

Overall Teaching Effectiveness: 4.36/5.00

University of Missouri

MRKTNG 4420 – Sales Management
(32 students)

Spring 2019

Overall Teaching Effectiveness: ---

HONORS AND AWARDS

Finalist, JAMS Best Paper Award for “Unstructured Data in Marketing”	2019
AMA Sheth Consortium Fellow, New York University	2019
University of Missouri Outstanding Graduate Research Assistant Award	2018
University of Missouri Summer Research Fellowship	2018
Discussant, 27 th Robert Mittelstaedt Symposium, University of Nebraska	2018

PROFESSIONAL EXPERIENCE

Assistant Director of Development, University of Montana Foundation: Missoula, MT	04/2015 – 07/2016
Community Manager, American Cancer Society: Missoula, MT	08/2013 – 04/2015
Development Coordinator, American Cancer Society: Rochester, MN	08/2012 – 08/2013
Public Outreach Coordinator, City and Borough of Sitka: Sitka, AK	05/2011 – 08/2012

SOFTWARE

Python, Praat, LIWC, NLogit, SAS, SPSS, EQS

SELECT DOCTORAL COURSEWORK

Seminars in Marketing

Research Methods in Marketing
Marketing Strategy
Marketing Models
Consumer Behavior
Multivariate Analysis
Applied Modeling Techniques

Professor

Lisa Scheer
Detelina Marinova
Murali Mantrala & Srinath Gopalakrishna
Peter Bloch & Ratti Ratneshwar
Shaoming Zou
Detelina Marinova

Methodology

Problem Solving and Programming
Mathematical Statistics
Econometrics I
Applied Statistical Models I
Applied Statistical Models II
Experimental Design
Hierarchical Linear Modeling
Probability Theory

Professor

Shawn Moore
William Banks
Isaac Miller
Justin Shows
Paul Speckman
Isabella Zaniletti
Nianbo Dong
Kangwon Seo

DISSERTATION COMMITTEE

Dr. Detelina Marinova (Chair)
Frances Ridge Gay MBA Professor & Professor in Marketing
Robert J. Trulaske College of Business – University of Missouri
marinovad@missouri.edu ☎ (573) 884-8052 ☎ 424 Cornell Hall

Dr. Jagdip Singh
AT&T Professor of Marketing
Weatherhead School of Management – Case Western Reserve University
jagdip.singh@case.edu ☎ (216) 368-4270 ☎ 221 Peter B. Lewis Building

Dr. Yi Shang
Director of Graduate Studies & Professor in Computer Science
College of Engineering and Computer Science – University of Missouri
shangy@missouri.edu ☎ (573) 884-7794 ☎ 207 Naka Hall

Dr. Marsha L. Richins
Bailey K. Howard World Book Chair of Marketing & Professor in Marketing
Robert J. Trulaske College of Business – University of Missouri
richinsm@missouri.edu ☎ (573) 882-0280 ☎ 430 Cornell Hall

Dr. Murali Mantrala
Sam M. Walton Distinguished Professor of Marketing
Robert J. Trulaske College of Business – University of Missouri
mantralam@missouri.edu ☎ (573) 884-2734 ☎ 402B Cornell Hall