

**Justine (Rapp) Farrell**  
Professor of Marketing  
May 2024

University of San Diego  
Knauss School of Business | Olin Hall 304  
5998 Alcalá Park  
San Diego, CA 92110

justinefarrell@sandiego.edu

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### ACADEMIC POSITIONS

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UNIVERSITY OF SAN DIEGO, San Diego, CA. <i>Knauss School of Business</i>	September 2012 - Present
Department Chair, Marketing	January 2021 - Present
Professor of Marketing	May 2023 - Present
Associate Professor of Marketing (with Tenure)	May 2018 – May 2023
Assistant Professor of Marketing	September 2012 – May 2018

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### EDUCATION

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UNIVERSITY OF NEBRASKA – LINCOLN, Lincoln, NE <i>College of Business Administration</i> PhD, Marketing	December 2012
VILLANOVA UNIVERSITY, Villanova, PA <i>Villanova School of Business</i> Masters of Business Administration Specialization in Marketing	May 2009
VILLANOVA UNIVERSITY, Villanova, PA <i>Villanova School of Business</i> Bachelor of Science in Business Administration, Cum Laude Major in Marketing, Minor in Accounting	May 2007

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### RESEARCH & CONSULTING INTERESTS

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Academic research program: Consumer Behavior, Public Policy, Vulnerable and Unrepresented Consumer Groups, Digital Marketing, Influencer Marketing Strategy

Consulting expertise in: Digital Marketing | Social Media, Influencer Marketing, Search Engine Optimization, Digital Paid Advertising

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### JOURNAL PUBLICATIONS

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Rosengren, Sara, Colin Campbell, and Justine Rapp Farrell (2024), “Tricks of the Trade - Understanding and Utilizing Influencer Tactics to Improve Retailer Performance,” *Journal of Retailing and Consumer Studies*.

Campbell, Colin, Sean Sands, Carla Ferraro, Vlad Demsar, Sara Rosengren, and Justine Rapp Farrell (2024), “Principles for Advertising Responsibly Using Generative AI,” *Organizational Dynamic*.

Machin, Jane E., Natalie Ross Adkins, Christina Chan-Park, Elizabeth Crosby, Justine Rapp Farrell, Ann M. Mirabito (2022) “Taming Complex Problems: Integrating Transformative Consumer and Service Research with Design Thinking,” *Journal of Consumer Affairs*, 56 (3), 1178-1219.

Farrell, Justine Rapp, Colin Campbell, and Sean Sands (2022), “What Drives Consumers To Engage with Influencers?: Segmenting Consumer Response to Influencers: Insights for Managing Social-Media Relationships,” accepted at the *Journal of Advertising Research*, 62 (1), 35-48.

Hamby, Anne and Justine Rapp Farrell (2022), “Have you Found What You’re Looking for? How Value Orientations Affect Pro-Social Change After Transformative Service Experiences,” *Journal of Consumer Affairs*, 56 (3), 1375-1391.

Mirabito, Ann M., Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Farrell, Jane E Machin (2022), “Guest editorial: Mental health and the marketplace: a research agenda,” *Journal of Consumer Marketing*, 39 (6), 565-568.

Machin, Jane E., Teri Brister, Robert M. Bossarte, Jenna Drenten, Ronald Paul Hill, Deborah L. Holland, Maria Martik et al. "Conversations about conducting marketing research in mental health," *Journal of Consumer Marketing*, ahead-of-print (2022).

Bond, Bradley J. and Justine Rapp Farrell (2020), “Consumer Responses to Print Advertisements Featuring Gay Males Over Time,” *Sexuality & Culture*, 24, 1432–1442.

Campbell, Colin and Justine Rapp Farrell (2020), “More than meets the eye: The Functional Components Underlying Influencer Marketing,” *Business Horizons*, 63 (4), 469-479.

Machin, Jane E., Ann M. Mirabito, Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Farrell<sup>i</sup> (2019), “Coping with Stress in Real Estate,” *The Keller Center Research Report*, 12 (2) 5-10.

Machin, Jane E., Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Farrell<sup>ii</sup>, and Ann M. Mirabito (2019), “The Marketplace, Mental Wellness, and Me: Exploring Self-Esteem, Self-Efficacy, and Self-Compassion in Consumer Coping,” *Journal of Business Research*, 100, 410-420.

Farrell, Justine Rapp and Anne Hamby (2019), “Vaping Viewpoints: A Multi-Segment Understanding of E-Cigarette Risk Perceptions,” *Journal of Consumer Affairs*, 53 (2), 545-571.

Bond, Bradley J. and Justine Rapp Farrell (2018), “Depicting Gay Couples in Advertising: An Experimental Update on Ad Appeal and Intended Consumer Behaviors,” *Journal of Advertising Research*, 60 (2), 208-221.

Farrell, Justine Rapp and Ronald Paul Hill (2018), “Poverty Research and Measurement: Making the Case for Consumption Adequacy,” *Journal of Consumer Affairs*, 52 (3), 770-791.

Anderson, Laurel, Jelena Spanjol, Josephine Go Jeffries, Amy Ostrom, Courtney Nations Baker, Sterling Bone, Hilary Downey, Martin Mende, and Justine M. Rapp<sup>iii</sup> (2016), “Responsibility and Well-being: Resource Integration under Responsibilization in Expert Services,” *Journal of Public Policy & Marketing*, (35) 2, 262-279.

Hill, Ronald Paul, Michael L. Capella, and Justine M. Rapp (2016), “Antiservice as Guiding Maxim: Tough Lessons from a Maximum Security Prison,” *Journal of Service Research*, 19 (1), 57-71.

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<sup>i</sup> Last 3 authors listed in alphabetical order.

<sup>ii</sup> Last 4 authors listed in alphabetical order.

<sup>iii</sup> Last 5 authors listed in alphabetical order

Hill, Ronald Paul, Justine M. Rapp, and Michael L. Capella (2015), "Causes and Consequences of Consumption Under Restriction: Participatory Action Research in a Maximum Security Prison," *Journal of Public Policy & Marketing*, 34 (2), 156-172.

Rapp, Justine M., and Ronald Paul Hill (2015), "Lordy Lordy JCR Turns Forty: The *Journal of Consumer Research* Reaches a Milestone," *Journal of Consumer Research*, 42 (1), 19-29.

Mulder, Mark, Justine M. Rapp, Anne Hamby, and S. Todd Weaver (2015), "Consumer transformation through volunteer service experiences," *The Service Industries Journal*, 35 (15), 1-18.

Hill, Ronald Paul, and Justine M. Rapp (2014), "Codes of Ethical Conduct: A Bottom-Up Approach," *Journal of Business Ethics*, 123, 621-630.

Martin, Ingrid M., Michael A. Kamins, Dante M. Pirouz, Scott W. Davis, Kelly L. Haws, Ann M. Mirabito, Sayantani Mukherjee, Justine M. Rapp, and Aditi Grover<sup>iv</sup> (2013), "On the Road to Addiction: The Facilitative and Preventive Roles of Marketing Cues," *Journal of Business Research*, 66 (8), 1219–1226.

Grover, Aditi, Michael A. Kamins, Ingrid M. Martin, Scott Davis, Kelly Haws, Ann M. Mirabito, Sayantani Mukherjee, Dante Pirouz, and Justine M. Rapp<sup>ii</sup> (2011), "From Use to Abuse: When Everyday Consumption Behaviors Morph into Addictive Consumptive Behaviours," *Journal of Research for Consumers*, (19), 1-6.

Capella, Michael L., Ronald Paul Hill, Justine M. Rapp, and Jeremy Kees (2010), "The Impact of Violence Against Women in Advertisements," *Journal of Advertising*, 39 (4), 37-52.

Rapp, Justine M., Ronald Paul Hill, Jeannie Gaines, and R. Mark Wilson (2009), "Advertising and Consumer Privacy: Old Practices and New Challenges," *Journal of Advertising*, 38(4), 51-61.

Hill, Ronald Paul and Justine M. Rapp (2009), "Globalization and Poverty: Oxymoron or New Possibilities?" *Journal of Business Ethics*, 85(1), 39-47.

### **BOOK CHAPTERS**

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Rapp, Justine M., Ronald Paul Hill, and Donald R. Lehmann, (2014). *Modeling Non-Consumer Behavior: Consumption-as-Restriction and Corporate Social Responsibility*. Handbook of Research on Marketing and Corporate Social Responsibility, Edward Elgar Publishing, 198-217.

Rapp, Justine M., and Jessica Gail Mikeska, (2014). *Doing Harm while Attempting Good: A Critical Eye on Corporate Social Responsibility*. Handbook of Research on Marketing and Corporate Social Responsibility, Edward Elgar Publishing, 381-398.

### **PAPERS UNDER REVIEW**

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Mirabito, Ann M., Jane E. Machin, Justine Rapp Farrell, Natalie Ross Adkins, Elizabeth Crosby, "Sensemaking within the Mental Healthcare Sector: The Turbulent Consumer Journey" revision at the *Journal of the Academy of Marketing Science*.

Farrell, Justine Rapp, Jane E. Machin, Ann M. Mirabito, Natalie Ross Adkins, Jenna Drenten and Elizabeth Crosby, "A Scoping Review of Mental Health and Marketing," revision at *Psychology & Marketing*.

### **WORKING PAPERS**

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Farrell, Justine Rapp and James W. Gentry, "Measuring Compulsive Buying Consumption: A Comparative Qualitative Assessment," Targeted to the *Journal of Consumer Affairs*.

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<sup>iv</sup> Last 6 authors listed in alphabetical order

## **RESEARCH GRANTS**

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Rapp, Justine M., Anne Hamby, Mark Mulder, and S. Todd Weaver, "Transformative Consumer Research Grant," Sponsored by Association for Consumer Research, Private, \$1,000.00, September 2013.

Rapp, Justine M., Mathew Isaac, and Karthik Easwar, "Transformative Consumer Research Grant," Sponsored by Association for Consumer Research, Private, \$1,000.00, September 2013.

## **HONORS AND AWARDS**

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### Academic Field

- Best Paper Award, Marketing & Public Policy Conference (2024)
- Best Impact Award, Marketing, Strategy, & Policy Conference (2022)
- Best Paper Award, Association for Mktg & Health Care Research Conference (2019)
- Outstanding Reviewer Award, *Journal of Public Policy & Marketing* (2017)
- Emerging Scholar Award, AMA Marketing & Society Special Interest Group (2015)
- Best Graduate Student Paper Award, Marketing and Public Policy Conference (2012)
- AMA-Sheth Foundation Consortium Fellow, Oklahoma State University (2011)

### University of San Diego

- Innovation in Teaching Award (2024)
- Steber Professorship (2021)
- Dual Excellence Award in Scholarship & Teaching; School of Business (2015)
- Innovation in Experiential Education Award (2014)

### University of Nebraska-Lincoln

- Graduate Student Award for Excellence in Teaching (2012)
- College of Business Administration Outstanding Graduate Research Assistant (2012)
- Honorable Mention, Outstanding Graduate Research Assistant (2010, 2011)
- Baker Graduate Student Award for Excellence in Service (2011)
- Larson Fellowship (2009-2011); J.J. and Eleanor S. Ogle Fellowship (2011-2012)
- Graduate Student Award for Excellence in Research (2010)

### Villanova University

- Graduate Research Fellowship (2007-2009)

## **PRESENTATIONS & INVITED TALKS**

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Farrell, Justine Rapp (2024), "Understanding Senior Markets," invited talk for Blue Cross of Idaho, March 5.

Farrell, Justine Rapp (2024), "Behavioral Economics," invited talk for Blue Cross of Idaho, February 13.

Farrell, Justine Rapp, Ann M. Mirabito, Jane E. Machin, Natalie Ross, Adkins, Elizabeth Crosby, "Mental Health and Marketing: A 50 Year Scoping Review," 2023 Marketing & Public Policy Conference, June 10.

Adkins, Natalie Ross, Elizabeth Crosby, Jane E. Machin, Ann M. Mirabito, Justine Rapp Farrell "Making Mental Health a Marketing Priority," Marketing, Strategy, & Policy Conference, October 2022

Farrell, Justine Rapp, Kristin Scott, S. Todd Weaver, Mark Mulder, and Leslie Koppenhafer (2022), "End-of-Life: From ignored to inspirational," 2022 Marketing & Public Policy Conference, June 10.

Farrell, Justine Rapp and Colin Campbell (2022), “Deconstructing Desire: Segmenting Consumer Response to Social Media Influencers,” invited talk for the *Journal of Advertising Research* Insights Studio, May 4.

Adkins, Natalie Ross, Elizabeth Crosby, Jane E. Machin, Ann M. Mirabito, Justine Rapp Farrell “Making Mental Health a Marketing Priority,” ACR Knowledge Forum at 2021 Association for Consumer Research Conference.

Farrell, Justine Rapp, Ann M. Mirabito Natalie Ross Adkins, Jane E. Machin, and Elizabeth Crosby (2021), “Buyers’ Quest for Mental Healthcare,” in 2021 Marketing & Public Policy Conference.

Bond, Bradley J. and Justine Rapp Farrell (2020), “Depicting Gay Couples in Advertising: An Experimental Update on Ad Appeal and Intended Consumer Behaviors,” invited talk for the *Journal of Advertising Research* Insights Studio, August 11.

Farrell, Justine Rapp (2020), “Understanding and Influencing the Modern Day Consumer,” invited talk for the National Association of Auctioneers, July 15.

Farrell, Justine Rapp (2020), “Consumer Psychology: A Look at Aging Populations,” invited talk for Blue Cross of Idaho, March 2.

Machin, Jane E., Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Farrell<sup>v</sup>, and Ann M. Mirabito (2019), “The Marketplace, Mental Wellness, and Me: Exploring Self-Esteem, Self-Efficacy, and Self-Compassion in Consumer Wellbeing,” in 2019 Association for Marketing & Health Care Research Conference, Jackson Hole, WY.

Machin, Jane E., Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Farrell<sup>vi</sup>, and Ann M. Mirabito (2018), “The Marketplace, Mental Wellness, and Me: Exploring Self-Esteem, Self-Efficacy, and Self-Compassion in Consumer Wellbeing,” in *2018 Marketing & Public Policy Conference*, Columbus, OH.

Hill, Ronald Paul and Justine M. Rapp (2017), “Actionable Insights that Span Research Contexts,” invited talked at Transformative Consumer Research Conference Preconference Workshop, Cornell University, Ithaca, NY.

Bond, Bradley J. and Justine M. Rapp (2017), “Depicting Gay Couples in Advertising: An Experimental Update on Ad Appeal and Intended Consumer Behaviors,” in *2107 International Communication Association Conference*, San Diego, CA.

Hamby, Anne and Justine M. Rapp (2016), “Give Me Your Time, Not Your Money: Consumer Transformation Through Experiential Charity Participation,” in *2016 Marketing & Public Policy Conference*, San Luis Obispo, CA.

Rapp, Justine M. and Anne Hamby (2016), “Vaping and Vulnerability: Informed Consumer Choice in Electronic Cigarette Use,” presented at the San Diego Marketing Camp, San Diego State University, San Diego, CA.

Rapp, Justine M. and Anne Hamby (2016), “Vaping and Vulnerability: Informed Consumer Choice in Electronic Cigarette Use,” presented at USD School of Business Faculty Brown Bag Series.

Mulder, Mark R., Justine M. Rapp, Anne Hamby, and S. Todd Weaver (2015), “Donde Esta Mi Agua Viva?: Perspectives on Water Supply and Social Change,” in *2015 Marketing & Public Policy Conference*, Washington, D.C.

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<sup>v</sup> Won award for best conference paper.

<sup>vi</sup> Last 4 authors listed in alphabetical order.

Mulder, Mark, Justine M. Rapp, Anne Hamby, and S. Todd Weaver (2014), "Transformative charity experiences: The co-creation of well-being," presented at USD School of Business Faculty Brown Bag Series.

Hill, Ronald Paul, Justine M. Rapp, and Michael L. Capella (2014), "Consumption Under Restriction: Vulnerability and Resilience in a Maximum Security Prison," in *Association for Consumer Research Annual Conference*, Baltimore, MD.

Hill, Ronald Paul, Justine M. Rapp, and Michael L. Capella (2014), "Material Ill-Being in a Maximum Security Prison," in *2014 Marketing & Public Policy & Conference*, Boston, MA.

Rapp, Justine M. (2013), "Measuring Compulsive Buying Behaviors: A Qualitative Inquiry into Scale Differences," in *2013 Marketing & Public Policy Conference*, Washington, D.C.

Hill, Ronald Paul, Ivana A. Milosevic, and Justine M. Rapp (2012), "Business Ethics Audits: A Bottom-Up Approach," in *Nineteenth Annual International Conference Promoting Business Ethics*, Buffalo, NY: Niagara University.

Rapp, Justine M., Ronald Paul Hill, and Donald Lehmann (2012), "Modeling Everyday Consumer Behavior: The Case of Consumption-as-Restriction," in *Association for Consumer Research Annual Conference*, Vancouver, BC.

Rapp, Justine M. and Les Carlson (2012), "Dying to be Tan: Policy Directives for the Indoor Tanning Industry," in *2012 Marketing & Public Policy Conference*, Atlanta, GA.<sup>vii</sup>

Rapp, Justine M. (2011), "What Brings You Pleasure? The Developmental Stages of Compulsive Purchasing" in the *20<sup>th</sup> Annual Robert Mittelstaedt Doctoral Symposium*, Lincoln, NE: University of Nebraska – Lincoln, 1.

Rapp, Justine M. and James W. Gentry (2010), "The Newer is Better Belief and Sustainability" in the *Papers of the 35<sup>th</sup> Annual Macromarketing Conference*, Laramie, WY: University of Wyoming, 657.

Hill, Ronald Paul and Justine M. Rapp (2007), "Globalization and Poverty: Oxymoron or New Possibilities?" in the *Fourteenth Annual International Vincentian Business Ethics Conference Proceedings*, Chicago, IL: DePaul University, 51.

## **TEACHING EXPERIENCE**

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### University of San Diego

GSBA 594: Digital Marketing (MBA)  
 GSBA 556: New Product Development (MBA)  
 MKTG 340: Digital Marketing & Social Media  
 MKTG 341: Digital Marketing  
 MKTG 420: Consumer Behavior  
 MKTG 480: Advanced Marketing Topics (Torero Runway)  
 HNRS 304/305: The (Social) Capital of Social Media (Honors)  
 HUMC 241: Pandemic Times (special summer interdisciplinary session)

### University of Nebraska-Lincoln

MRKT 426: Services Marketing  
 MRKT 443: Consumer Behavior  
 MRKT 341: Principles of Marketing (Teaching Assistant)

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<sup>vii</sup> Best graduate student paper award winner

## ACADEMIC SERVICE

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### Editorial Roles

Co-Editor: *Journal of Consumer Marketing* Special Issue.  
 Title: Mental Disorders, Mental Well-being and the Marketplace

Associate Editor: *Journal of Consumer Affairs* (February 2021 – April 2024)

### Reviewer

Editorial Review Board: *Journal of Advertising* (January 2020 – Present)  
 Editorial Review Board: *Journal of Consumer Affairs* (Fall 2017 – February 2021)  
 Editorial Review Board: *Journal of Public Policy & Marketing* (Spring 2016 – Present)

Ad hoc Reviewer: *Journal of Public Policy & Marketing*, *Journal of Business Ethics*, *Service Industries Journal*, *Journal of Consumer Affairs*, *Journal of Business Research*, *Journal of Consumer Research*

Conferences: Marketing & Public Policy Conference (2016), Academy of Marketing Science Annual Conference (2015)

### Committee Member

School of Business New Building Committee (Dec 2018 – March 2020)  
 Thought Leadership Strategic Platform (January 2018 – Present)  
 School of Business Hiring Committee: Director of Mkt & Comm (Summer 2017)  
 Marketing Department Hiring Committee Member (Summer 2017)  
 Chair, Undergraduate Studies Committee (Fall 2016 – Present)  
 University Honors Program Committee Member (Spring 2016 – Spring 2020)  
 LINK Faculty Advisor (Fall 2016 – 2018)  
 School of Business Website Redesign (Fall 2015 – Summer 2016)  
 Ahlers Center for International Business Faculty Board (Fall 2015 – Spring 2020)  
 Changemaker Hub Scholarship Committee (Fall 2014)  
 University of San Diego Ad Club (Fall 2012 – Fall 2016)

### Invited Speaker or Representative

Graduation Name Reader (2015, 2016, 2017)  
 Research Week Spotlight (April 13, 2106)  
 Prospective Student Open House (November 14, 2015)  
 Preceptorial Assistant Training; "Planning and Promoting Events" (August 27, 2015)  
 Preceptorial Assistant Training; "Planning and Promoting Events" (August 28, 2014)

## DEVELOPMENT ACTIVITIES

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### Faculty Development Experiences

Changemaker Hub Faculty Development Program (2017-2018)  
 Jamaica, University of San Diego (2016)  
 Baja California, Mexico, Ahlers Center for International Business (2015)  
 South Africa, University of San Diego (2014)  
 India, Ahlers Center for International Business (2013)

### Pedagogical Training Seminars

Military Ally Training (Summer 2017)  
 Case Study Teaching Seminar, Harvard Business School (August 2016)  
 Internationalization of the Curriculum Workshop, University of San Diego (2015)  
 Integrating Team-Based Learning into your Classroom, University of San Diego (2015)  
 Social Media Workshop, University of San Diego (2015)

Internet Marketing Boot Camp Seminar, StuKent (2015)

## **CONFERENCE ROLES**

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### Conference Chair

2024 Consumer Culture Theory Conference Co-Chair  
2019 Marketing & Public Policy Conference Co-Chair

### Planning & Coordination

2022 AMA San Diego Art of Marketing Conference – Presenting Sponsor  
2020 Marketing & Public Policy Conference Planning Committee  
2017 Marketing & Public Policy Conference Planning Committee  
2016 Marketing & Public Policy Conference Planning Committee  
2009 Transformative Consumer Research Conference, Villanova University  
2008 Marketing and Public Policy Preconference, Villanova University

### Session Chair

2023 Marketing & Public Policy Conference, Washington, DC  
2015 Marketing & Public Policy Conference, Washington, DC  
2012 Association for Consumer Research Conference, Chicago, IL