

DR. JEREMY MORGAN

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Rutgers Business School

ACADEMIC POSITIONS HELD

Rutgers University

Rutgers Business School

Instructor of Professional Practice

Since September 2021

The University of Missouri-Kansas City

Adjunct Professor

2019-2021

Park University

Adjunct Professor

2019-2021

Rockhurst University

Adjunct Professor

Summer 2021

EDUCATION

The University of Texas at Arlington

Arlington, TX

Doctor of Philosophy

09/2011 – 08/2017

Major: Marketing

Minor: Statistics

University of Missouri – Kansas City

Kansas City, MO

Master of Business Administration

09/2008 – 03/2011

Majors: Marketing, Finance, and

Entrepreneurship

Rhodes College

Memphis, TN

Bachelor of Arts

09/2003 – 03/2007

Majors: Marketing and Finance

DISSERTATION

My dissertation, focusing on the personality trait maximization, was defended on June 7, 2017. I demonstrated that maximizers are more sensitive to status quo bias but only in high product breadth conditions (Study 1). I also showed that maximizers and satisficers react differently to upward and downward counterfactual thinking (Study 2). Finally, the project (Study 3) illustrated that fluency effects on assimilation and contrast could only be found among high maximizers.

Committee Members:

Dr. Adwait Khare (chair)

Dr. Elten Briggs

Dr. Ritesh Saini

Dr. Mary Whiteside

PEER-REVIEWED WORK

Khare, Adwait, Tilottama Chowdhury and **Jeremy Morgan** (2021): Maximizers and Satisficers: Can't choose and Can't reject, *Journal of Business Research*, 135, 731-748.

REFEREED CONFERENCE PROCEEDINGS

Morgan, Jeremy (2019) "Maximizers and Meta-Analysis," Society of Marketing Advances Annual Conference, New Orleans, Louisiana.

Morgan, Jeremy (2015) "CSR Scale Development Proposal," Academy of Marketing Sciences Annual Conference, Denver, Colorado.

Morgan, Jeremy (2015) "Antecedents of Commitment," Marketing Management Association Fall Educators' Conference, Chicago, Illinois.

Morgan, Jeremy (2014) "Assimilation, Contrast, and Maximization," Society for Marketing Advances Annual Conference, New Orleans, Louisiana.

CONFERENCE PRESENTATIONS

Morgan, Jeremy (2019) "Maximizers and Meta-Analysis," Society of Marketing Advances Annual Conference, New Orleans, Louisiana.

Morgan, Jeremy (2015) "CSR Scale Development Proposal," Academy of Marketing Sciences Annual Conference, Denver, Colorado.

Morgan, Jeremy (2015) "Antecedents of Commitment," Marketing Management Association Fall Educators' Conference, Chicago, Illinois.

Morgan, Jeremy (2014) "Assimilation, Contrast, and Maximization," Society for Marketing Advances Annual Conference, New Orleans, Louisiana.

CONFERENCES ATTENDED

Society of Marketing Advances Annual Conference, New Orleans, Louisiana, 2019.

Association for Consumer Research North American Conference, Atlanta, Georgia, 2019.

Society for Marketing Advances Annual Conference, West Palm Beach, Florida, 2018.

American Marketing Association Summer Academic Conference, Boston, Massachusetts, 2018.

Academy of Marketing Sciences Annual Conference, Denver, Colorado, 2015.

Marketing Management Association Fall Educators' Conference, Chicago, Illinois, 2015.

Society for Marketing Advances Annual Conference, New Orleans, Louisiana, 2014.

WORK IN PROGRESS

Morgan, Jeremy: Based on additional work of my dissertation I have begun to design and collect a meta-analytic study intended to study maximization and its relationship towards several pre and post-decisional purchase behaviors. I have gathered 800+ relevant articles, created strict inclusion criteria, and are ready to start coding the first batch of papers. Literature review and hypothesis development, as well as several propositions, have also been established.

Johnson, Nathan and **Jeremy Morgan:** Developing a Rscript machine learning nested modeling program to sequence RNA. The program is part of Dana-Farber Cancer Institute's Breast Tumor Immunology Lab at Harvard Medical School.

Richardson-Greenfield, Pam, Esther Swilley, and **Jeremy Morgan:** This research seeks to discover how students' tolerance for ambiguity and uncertainty may impact their level of overall satisfaction levels. To aid our understanding of the students, their learning style and perceived level of ambiguity will also be evaluated.

Morgan, Jeremy and Adwait Khare: A project studying the effects of maximization on private versus public consumption. The first batch of data (1,500 subjects) has been gathered.

Morgan, Jeremy: A new maximization prime. First round of data (2,000 subjects) has been gathered.

Morgan, Jeremy: A full social responsibility scale development based on my 2015 AMS conference paper.

TEACHING EXPERIENCE

Rutgers Business School

Marketing Research in a Digital World (in preparation)

Rutgers Business School

Digital Marketing

2022-Current

Rutgers Business School

Consumer Behavior

2022-Current

Rutgers Business School

Introduction to Marketing

2021-Current

Rutgers Business School

Introduction to Advertising

2021-Current

Rockhurst University

Predictive Models

2021

The University of Missouri-Kansas City

Business Analytics I (Online) (4.3/5.0)

2020-2021

The University of Missouri-Kansas City

Business Analytics II (Online) (4.2/5.0)

2020-2021

Park University

Graduate Marketing Analytics (Online) (4.8/5.0)	2020-2021
<i>The University of Missouri-Kansas City</i> Intermediate Business Statistics (3.9/5.0)	2019-2020
<i>The University of Missouri-Kansas City</i> Marketing Research (3.15/5.0) (Spring 2020 after an unexpected shift to online)	2019-2021
<i>Park University</i> Principles of Marketing (4.7/5.0)	Spring 2019
<i>Park University</i> Advertising (5.0/5.0)	Spring 2019
<i>The University of Texas at Arlington</i> Principles of Marketing (4.2/5.0)	Spring 2015
<i>The University of Texas at Arlington</i> Marketing Research (3.5/5.0)	Fall 2014
<i>The University of Texas at Arlington</i> Buyer Behavior (co-taught with Dr. Traci Freling)	Spring 2014

ANALYTICS CURRICULUM DEVELOPMENT

Developed two undergraduate analytics courses at UMKC (200 and 300 level), with emphases in data visualization, sampling and probability inference, predictive modeling, forecasting, data mining, optimization, SQL, R, Python, and Tableau. Both courses included lectures, in-class modeling work, and a homework package.

Assisted with developing UMKC's overall undergraduate program including operational learning concepts, translating learning objectives into a full curriculum, learning management and publisher relations, working with multiple authors and publishers (including previewing unpublished textbooks).

Worked with McGraw-Hill to develop new analytics learning products. Previewed and reviewed upcoming analytics products as a faculty member as well as attended active development workshops at McGraw-Hill's headquarters in Chicago with authors and technicians.

SELECTED RELEVANT DOCTORAL COURSEWORKS

Marketing Seminars

- Consumer Behavior I (Dr. Ritesh Saini)
- Consumer Behavior II (Dr. Zhiyong Yang)
- Marketing Strategy I (Dr. Lawrence Chonko)
- Marketing Strategy II (Dr. Xueming Luo)

Services Marketing (Dr. Elten Briggs)

Statistics and Research

Regression (Dr. Mary Whiteside)

Marketing Models (Dr. Fernando Jaramillo)

Advanced Marketing Research Methods (Dr. Doug Grisaffe)

Psychometric Theory (Dr. Shannon Scielzo)

Experimental Design (Dr. Wendy Casper)

ANOVA (Dr. Mary Whiteside)

Nonparametric Statistics (Dr. Mary Whiteside)

Meta-Analysis (Dr. Traci Freling)

Structural Equation Modeling (Dr. Marcus Butts)

CONTINUING DOCTORAL AND PROFESSIONAL DEVELOPMENT

R and RStudio (with Dr. Brian Anderson, University of Missouri – Kansas City)

- Learning the basics of programming in R as well as structural equation modeling and Bayesian modeling in an R environment
- Creating a new package in R to generate publication-ready results table from a lavaan SEM model (with Dr. Anderson)

Google AdWords Certified

Google Analytics Individual Qualification Certification

Working towards Python certification from the University of Michigan School of Information

Working towards SQL proficiency through Codecademy

Working towards Tableau proficiency through Tableau for Higher Education program

Continuing proficiency of AI concepts through Google's Kaggle data science program

PROFESSIONAL EXPERIENCE

Development Assistant, Harpool Morgan Haney, LLC, Mission, KS

2007-2009

- Aided in all aspects of commercial real estate development projects in Kansas, Missouri, Ohio, Oklahoma, and Colorado
- Worked with teams of architects, engineers, leasing agents, lawyers, and market researchers in the development of new projects
- Attended meetings and represented company at various city planning commission meetings for city approvals, platting, rezoning, and annexation efforts
- Served as company market research specialist, utilizing GIS software to create demographic and customer reports for use in company materials to lease and promote properties

Summer Intern, City of Kansas City, Kansas City, MO

2009

- Assisted real estate team in the legal management of city owned properties
- Worked with county agents to update city owned property deeds