

Dr. Kenneth Bates

Education

Ph D, University of Arkansas, 2008.

Major: Marketing

Dissertation Title: Consuming Our Immortality

BS, University of Arkansas, 2003.

Major: Business Administration

Supporting Areas of Emphasis: Marketing

Academic Positions

Lecturer, University of California San Diego (July 2023 – Present)

Visiting Associate Professor of Marketing, University of California San Diego (Jan 2016 – June 2023)

Associate Professor of Marketing, University of San Diego. (June 2015 - Present).

Assistant Professor of Marketing, University of San Diego. (August 2009 - June 2015).

Assistant Professor, Berry College. (August 15, 2008 - July 15, 2009).

PhD Student/Lecturer, University of Arkansas. (August 2003 - August 2008).

Professional Positions

Chief Marketing Officer – Arthur Xtreme Engineering (August 2021 – June 2024)

Arthur Xtreme Engineering is a designer and manufacturer of premium golf shafts.

Chief Marketing Officer – Viablitz Inc. (October 2014 – August 2018)

Viablitz is a technology company focused on user interface designs and privacy among devices communicating on open networks.

Teaching Experience

University of California, San Diego

MGT 103, Product Marketing and Management, 51 courses

MGT 105, Promotion and Brand Management, 9 courses

University of San Diego

MKTG 420, Consumer Behavior, 55 Courses

MKTG 351, Advertising Campaigns, 26 Courses

GSBA 593, International Consulting Practicum, 3 Courses

MSGL 531, Marketing for Global Business, 5 Courses

MSEL 534, Marketing Strategy, Structure, and Processes, 8 Courses

GSBA 551, Consumer Behavior, 1 Course

GSBA 594, Advertising Campaigns, 1 Course

MKTG 480, Advanced Marketing Project, 1 Course

MKTG 494, Promotional Campaigns, 3 Courses

Professional Memberships

American Marketing Association. (February 2004 - Present).

Association for Consumer Research. (October 2003 - Present).

Awards and Honors

Conference Best Paper Award, Association for Marketing and Health Care Conference. (March 2, 2017).

Conference Best Paper in Marketing and Society Track 2006, American Marketing Association. (February 2006).

Conference Best Paper in Marketing and Society Track 2005, American Marketing Association. (February 2005).

Publications – Refereed Journal Articles

- Bates, K., Farrell, J., Kopp, S., & Newman, C. (2025). *Love Affair with Thin Air: Mortality, Mastery, and the Consumerism of Mountaineering*. 42(12).
- Campbell, C., Plangger, K., Sands, S., Kietzmann, J., and Bates, K. (2022). The Coming Reality of Fakes: How Deepfakes and AI Could Reshape the Ad Industry, *Journal of Advertising Research*, 62 (3), 241-251.
- Campbell, C., Runge, J., Bates, K., Haefele, S., and Jayaraman, N. (2022). It's time to close the experimentation gap in advertising: Confronting myths surrounding ad testing, *Business Horizons*, 65 (4), 437-446.
- Weretecki, P., Greve, G., Bates, K., and Henseler, J. (2021). Information management can't be all fun and games, can it? How gamified experiences foster information exchange in multi-actor service ecosystems, *International Journal of Information Management*, V. 61.
- Bates, K., Ivanic, A., & Somasundaram, T. (2018). Accents and Ethnic Stereotypes in Radio Advertising: Implications for Spokesperson Selection, *Advertising and Society Quarterly*, 19(4), https://muse.jhu.edu/article/713617#info_wrap.
- Ivanic, A., Bates, K., Somasundaram, T. (2014). The Role of the Accent in Radio Advertisements to Ethnic Audiences: Does Emphasizing Ethnic Stereotypes Affect Spokesperson Credibility and Purchase Intention? *Journal of Advertising Research*, 54(4), 407-419.
- Bates, K., Burton, S., Huggins, K., Howlett, E. (2011). Battling The Bulge: Menu Board Calorie Legislation And Its Potential Impact On Meal Repurchase Intention. *The Journal Of Consumer Marketing*, 28(2), 104-113.
- Bates, K. (2011). Modeling Regret Effects on Consumer Post-Purchase Decisions. *European Journal of Marketing*, 45(7/8), 1068-1090.
- Newman, C. L., Kopp, S. W., Bates, K. (2010). Approaching the Summit: Understanding Motivations of Recreational Risky Behavior. *The International Journal of Sport and Society*, 1(1), 173-186.
- Bates, K. (2009). Coming to a Restaurant Near You? Potential Consumer Responses to Nutrition Information Disclosure on Menus. *Journal of Consumer Research*, 36(3), 494-503.
- Bates, K. (2009). The roles of gender and motivation as moderators of the effects of calorie and nutrient information provision on away-from-home foods. *Journal of Consumer Affairs*, 43(2), 249-273.

Presentations – Refereed Proceedings and Invited Talks

- Bates, K., Pacific Digital, "Connecting Consumer Behavior With Digital Marketing Methods," Pacific Digital, San Diego, CA. (September 2019).
- Ivanic, A., Bates, K., Association for Marketing & Health Care Research, "Miles, Minutes, or Daily Consumption: Examining the Effect of Picture Based Nutrition Labels on Product and Brand Choice," Association for Marketing & Health Care Research, Park City, UT. (March 2017).

- Bates, K. (Presenter & Author), Huggins, K. (Presenter & Author), White, D. (Presenter & Author), AMA Summer Marketing Educators' Conference, "'The Role of Customer Gratitude in Driving Affective and Behavioral Responses in Sponsorship-Linked Marketing'," American Marketing Association, Atlanta. (August 2016).
- Bates, K., Ogilvy & Mather, "Consuming Immortality: The Role of Brands in Strengthening Worldview Values," New York, NY. (June 2015).
- Ivanic, A., Bates, K., Somasundaram, T., Association of Consumer Research, "Emphasizing the Stereotype: The Role of Accent on Spokesperson Credibility," Vancouver. (October 2012).
- Ivanic, A., Bates, K., Somasundaram, T., Society for Consumer Psychologists, "'Does accent matter? The impact of ethnic similarity and product congruence on spokesperson credibility and purchase intention'," Las Vegas. (February 16, 2012).
- Newman, C. L., Kopp, S. W., Bates, K., The Society for Marketing Advances, "The Summit of Satisfaction: An Exploration Into Risky Recreation," Atlanta, GA. (November 2010).
- Newman, C. L., Kopp, S., Bates, K., International Conference on Sport and Society, "Climbing the Mountain of Satisfaction: Understanding Motivations of Recreational Risky Behavior," Vancouver, British Columbia, Canada. (March 2010).
- Bates, K. (Presenter & Author), Huggins, K., White, D., Association for Consumer Research, "Carrying the Torch: Determinants of Intergenerational Influences as Sources of Brand Loyalty," Pittsburgh, PA. (October 2009).
- Bates, K., American Marketing Association Summer Educators' Conference, "De-Mystifying the Hiring Process," San Diego, CA. (August 2008).
- Bates, K., Marketing and Public Policy, "Hold Em' of Fold Em': How the Poker Phenomenon has Spurred the Imagination of American," American Marketing Association. (June 2006).
- Bates, K., Huggins, K., Burton, S., AMA Winter Educators' Conference, "To Eat or Not to Eat: Effects of Objective Nutrition Information on Consumer Perceptions of Fast Food Chains' Meal Healthiness, Future Health Concerns, and Meal Repurchase Intentions," American Marketing Association, St. Petersburg, FL. (February 2006).
- Bates, K., Huggins, K., Kees, J., Marketing and Public Policy, "A Supersized Diary: Weighing in on Fast Food Consumption," American Marketing Association, Washington, D.C. (June 2005).
- Bates, K., Huggins, K., AMA Winter Educators' Conference, "M.E.A.L. Time: How Nutritional Disclosure Affects Gender Evaluations of Fast Food Menu Items," American Marketing Association, San Antonio, TX. (February 2005).
- Bates, K., Hurst, T., Mendoza, N., Siemens, J., Marketing and Public Policy, "Music Wars: Consumer Perceptions of Music Industry Practices and the Viability of a Record Industry Defense," American Marketing Association, Salt Lake City, UT. (June 2004).
- Bates, K., 13th Annual Robert Mittelstaedt Doctoral Symposium, "Session Discussant," Lincoln, NE. (April 2004).

Research Activity – In Process

- "Miles, Minutes, or Percent of Daily Consumption: Examining the Effect of Picture Based Nutrition Labels on Product and Brand Choices" (Writing Results).
This paper examines alternative nutrition based labels for packaged foods and food menu

boards. We experiment with labels that use exercise based comparisons and labels that identify consumption relative to daily recommended values. Results indicate that exercise based labels reduce purchase interest for high calorie items without harming the affective response to the parent brand.

"The Role of Customer Gratitude in Driving Affective and Behavioral Responses in Sponsorship-Linked Marketing" (On-Going).

This paper examines the effect of customer gratitude toward sponsors of sports teams. This study looks at variables such as the affinity toward the team, the sponsor, and the proximity of the sponsor to the individual (i.e. local vs international sponsors)

"TMT Effects in Ad Supported Streaming Video Services" (On-Going).

This research examines the effects of TMT priming from entertainment content and the subsequent ad ratings in advertising supported on demand streaming platforms.

Directed Student Learning

Undergraduate Honors Thesis, "Utilizing TikTok to Increase Attention Economies: How to Use it and Why it's Vital to Successful Business Today," (September 2022 - Present).
Advised: Taylor Redfern

Undergraduate Honors Thesis, "Analyzing the Social Change Model in the Context of Women's Rights to Education," (November 2016 - May 2017).
Advised: Abbey Solnet

Directed Individual/Independent Study, "Fashion Identities among Millennial Women," Marketing. (June 14, 2014 - August 14, 2014).
Advised: Jocelyn Khalil

Directed Individual/Independent Study, Marketing. (October 16, 2012 - December 21, 2012).
Advised: Amanda Parker

Directed Individual/Independent Study, "Intergenerational Brand Loyalty Among Kuwaiti Consumers," Marketing. (June 1, 2010 - August 20, 2010).
Advised: Naser Alabduljalil

Faculty Development Activities Attended

Faculty Internship, "Advertising Education Foundation Visiting Professor Program," Advertising Education Foundation, New York, NY. (June 1, 2015 - June 16, 2015).

Editorial Review

Editorial Board Member, Journal of Advertising. (April 2022 – April 2024).

Editorial Board Member, Journal of Advertising Research. (July 2021 - Present).

Editorial Board Member, Journal of Business Research. (April 2016 - Present).

Ad Hoc Reviewer, Papers, "Achieving a strategic fit in fintech collaboration – a case study of Nordea Bank," Journal of Business Research, 2 reviews. (July 2021).

Ad Hoc Reviewer, Papers, Advertising and Society Quarterly, 1 review. (March 2020 - April 2020).

Ad Hoc Reviewer, Papers, "Appetite," 1 review. (March 2019 - April 2019).

Ad Hoc Reviewer, Papers, European Journal of Marketing, 1 review. (February 2018 - April 2018).

Editorial Board Member, Journal of Business Research, 1 review. (September 2, 2017 - September 20, 2017).

Editorial Board Member, "Consumer Inferences of Corporate Social Responsibility (CSR) Claims on Packaged Foods," Journal of Business Research, 1 review. (June 1, 2017 - June 15, 2017).

Editorial Board Member, Journal of Business Research, 1 review. (February 2017 - March 2017).

Editorial Board Member, Journal of Business Research, 1 review. (October 2016).

Ad Hoc Reviewer, Papers, "Journal of Business Research," Journal, 1 review. (April 2016 - May 2016).

Ad Hoc Reviewer, Papers, "Global Marketing Conference," 1 review. (March 2016 - April 2016).

Ad Hoc Reviewer, Papers, "Academy of Marketing Science," Conference Proceedings, 1 review. (December 1, 2015 - December 15, 2015).

Ad Hoc Reviewer, Papers, "European Journal of Marketing," Journal, 1 review. (August 1, 2015 - August 25, 2015).

Ad Hoc Reviewer, Papers, "Marketing Educators' Conference." (January 2005 - June 2012).

Ad Hoc Reviewer, Papers, "Marketing and Public Policy Conference." (January 2008 - January 2010).

Ad Hoc Reviewer, Papers, Cornell Hospitality Quarterly. (August 2009 - December 2009).