

ACADEMIC APPOINTMENTS

Teaching Faculty I, Persis E. Rockwood School of Marketing, Herbert Wertheim College of Business, Florida State University (2023 - present)

Assistant Professor of Marketing, University of North Carolina, Greensboro (2019 – 2023)

EDUCATION

Ph.D., Marketing, 2019
Florida State University, Department of Marketing, College of Business

B.S., Multinational Business Operations, 2006 Cum Laude
Florida State University, Department of Marketing, College of Business
Minor in Mandarin Chinese

HONORARY APPOINTMENTS AND AWARDS

FSU Faculty Leadership Award Finalist (2026)
FSU College of Business Award Nomination (2026)
FSU College of Business Award Nomination (2025)
Bryan School Teaching Excellence Award Finalist (2022)
Bryan School Teaching Excellence Award Finalist (2021)
Honoree, UNCG Faculty Excellence in Research and Creative Activity (2021)
Bryan School Teaching Excellence Award Finalist (2020)
Bryan School Teaching Excellence Award Finalist (2019)
UNCG Dean's Research Scholar Award (grant; 2020)
UNCG Scholars' Travel Fund (grant; 2019)
Finalist, Journal of Service Research Best Article Award for Papers Written in 2018
William O. Bearden Doctoral Research Award Winner (2018), Southeast Marketing Symposium, University of Alabama
AMA-Sheth Doctoral Consortium Fellow (2017), AMA-Sheth Foundation Doctoral Consortium, University of Iowa
Florida State University's Outstanding Teaching Assistant Award Finalist (2017-2018)
Graduate Student Research and Creativity Award Finalist (2017-2018)
Research Fellow (2016 – present), Center for Sales and Marketing Strategy, University of Washington
ISBM Ph.D. Seminar Series Scholarship Recipient (2016)

TEACHING – FLORIDA STATE UNIVERSITY

Course Instructor

All ratings on a 5-pt scale, **my average rating 4.58**, my average GPA \approx 3.3
Services Marketing (online, spring 2026); **4.38** instructor rating
Services Marketing (live, spring 2026); **4.93** instructor rating
Marketing Strategy (live, spring 2026); **4.57** instructor rating
Marketing Strategy (live, spring 2026); **4.41** instructor rating
Services Marketing (online, fall 2025); **4.46** instructor rating
Marketing Strategy (live, fall 2025); **4.48** instructor rating

Marketing Strategy (live, fall 2025); **4.71** instructor rating
Marketing Strategy (live, fall 2025); **4.39** instructor rating
Basic Marketing Concepts (Valencia, summer 2025); **4.91** instructor rating
Basic Marketing Concepts (Valencia, summer 2025); **4.54** instructor rating
Basic Marketing Concepts (live, summer 2025); **5.0 inst. rating**, 11 of 12 students reporting
Services Marketing (online, spring 2025); **4.50** instructor rating
Marketing Strategy (live, spring 2025); **4.83** instructor rating
Marketing Strategy (live, spring 2025); **4.67** instructor rating
Marketing Strategy (live, spring 2025); **4.63** instructor rating
Marketing Strategy (live, fall 2024); **4.69** instructor rating
Marketing Strategy (live, fall 2024); **4.52** instructor rating
Marketing Strategy (live, fall 2024); **4.47** instructor rating
Marketing Strategy (live, fall 2024); **4.63** instructor rating
Marketing Strategy (live, summer 2024); **4.82** instructor rating
Marketing Strategy (live, spring 2024); **4.50** instructor rating
Marketing Strategy (live, spring 2024); **4.47** instructor rating
Marketing Strategy (live, spring 2024); **4.40** instructor rating
Marketing Strategy (live, spring 2024); **4.44** instructor rating
Marketing Strategy (live, fall 2023); **4.57** instructor rating
Marketing Strategy (live, fall 2023); **4.60** instructor rating
Marketing Strategy (live, fall 2023); **4.31** instructor rating
Marketing Strategy (live, fall 2023); **4.25** instructor rating
Market Research (live, summer 2018); **4.76** instructor rating
Basic Marketing Concepts (live, summer 2015); **4.69** instructor rating

TEACHING – UNIVERSITY OF NORTH CAROLINA, GREENSBORO

Course Instructor (all evaluations on a 5-point scale)

Principles of Marketing (online, spring 2023); **4.53** overall evaluation
Social Media Marketing (online, spring 2023); **4.61** overall evaluation
Principles of Marketing (fall 2022); **4.51** overall evaluation
Social Media Marketing (fall 2022); **4.36** overall evaluation
Principles of Marketing (online, fall 2021); **4.30** overall evaluation
Social Media Marketing (online, fall 2021); **4.69** overall evaluation
Principles of Marketing (online, spring 2021); **4.25** overall evaluation
Social Media Marketing (online, spring 2021); **4.44** overall evaluation
Principles of Marketing (online, fall 2020); **4.18** overall evaluation
Social Media Marketing (online, fall 2020); **4.52** overall evaluation
Principles of Marketing (hybrid, spring 2020); **4.54** overall evaluation¹

Course Instructor (all evaluations on a 5-point scale)

Social Media Marketing (hybrid, spring 2020); **4.64** overall evaluation
Principles of Marketing (fall 2019); **4.55** overall evaluation
Social Media Marketing (fall 2019); **4.46** overall evaluation

¹ In spring of 2020, UNCG decided to “suspend for this semester our policy on conducting student evaluations.” As such, all spring 2020 evaluations are from a response to the five-point scale pertaining to the question “How satisfied or dissatisfied are you with your instructor overall?” of a self-administered Qualtrics survey.

OTHER TEACHING – FLORIDA STATE UNIVERSITY

Course Manager

Basic Marketing Concepts (fall 2016 – summer 2019); online, 750-925 students/semester)

Guest Lecturer

Consumer Behavior (summer 2017)

Professional Selling (spring 2017, fall 2017)

Advanced Selling (spring 2017)

Basic Marketing Concepts (fall 2015)

Teaching Assistant

Basic Marketing Concepts

Online Course; Dr. Michael Brady (fall 2014 – summer 2019, 750-925 students/semester)

On-campus Course

Dr. Michael Brady (fall 2014, approximately 300 students)

Dr. Lucas Hopkins (spring 2015, approximately 300 students)

Marketing Strategy in the Global Environment: Dr. Leff Bonney (summer 2017)

SERVICE

FSU Internal Committee Service

MBA Admissions Committee Member (2026-present)

Library Committee – Member (2024-present)

Specialized Faculty Hiring Committee Member (2024)

Course Manager Hiring Committee Co-Chair (2024)

Undergraduate Curriculum Committee Member (2023-present)

Course Manager Hiring Committee Co-Chair (2023)

Core Values and We Choose Excellence Award Committee Member (2023-present)

Dean of the College of Business Search Committee Member (2015)

Graduate Policy Committee – Review Subcommittee Student Representative (2015)

Other FSU Internal Service

Rockwood School Apparel Coordinator (2026-present)

Business Career Expo Volunteer (2023-present)

Rockwood Steering Committee Chairperson (Golf Cart Driver, 2023-present)

Back to Business Volunteer (2024)

Engage 100 Speaker/Panelist (2024)

BAISSC Steering Committee Chairperson (Golf Cart Driver, 2023-2025)

Faculty Advisor for Student Organizations

Consulting Group at FSU, Faculty Advisor (fall 2024 – spring 2026)

Business Case Club at FSU, Faculty Advisor (fall 2024 – spring 2025)

Conference Committee Member

2026 14th SERVSIG Conference Planning Committee

2024 Member, Frontiers in Service Conference Committee

2024 AMA Global Marketing SIG Program Committee Member

Editorial Review Board Member

Journal of Service Research (2021-present)

Journal of Service Theory and Practice (2025-present)

Board Member

Co-Chair of AMA SERVSIG (2024 - 2028)

Treasurer of AMA SERVSIG (2020 - 2024)

Mentorship

Faculty Mentor, Marketing Strategy Consortium, Texas A&M University, 2022

Faculty Mentor, AMA SERVSIG Mentorship Program, 2020-2022

Ad Hoc Reviewer

Journal of Retailing

International Journal of Research in Marketing

Journal of Business Research

Journal of Product and Brand Management

Journal of Marketing Management

Conference-Related Reviewer

2021 Winter AMA Conference

2021 Academy of Marketing Science Annual Conference

2017 Academy of Marketing Science Annual Conference

2016 American Marketing Association Marketing Educators' Conference

Session Chair

2020 American Marketing Association Summer Educators' Conference, Virtual

2016 Frontiers in Service Conference, Bergen, Norway

2015 Southeast Marketing Symposium, Tallahassee, FL.

Service to UNCG

MEHT Website Improvement Team (2021-2023)

Social Media Marketing Concentration Co-coordinator (2020-2023)

2019 NAVIGATE New Student Convocation – Participant

RESEARCH INTERESTS

Marketing strategy with a focus on morality, organizational frontline research, customer defection and reacquisition, using multi-method empirics.

PUBLISHED ARTICLES

LaPan, Chantell, **Pugh, Harrison B.**, Byrd, Erick, Boles, James, Canziani, Bonnie (2025), "The Importance of Wine Connoisseurs in Marketing Wine Tourism and Experiences," *Tourism and Hospitality Research*. <https://doi.org/10.1177/14673584241311282>

Pugh, Harrison B., Michael K. Brady, and Lucas M. Hopkins (2018), "A Customer Scorned: Effects of Employee Reprimands in Frontline Service Encounters," *Journal of Service Research*, 21 (2), 219–34. <http://journals.sagepub.com/doi/10.1177/1094670517746777>

† **Finalist**, Journal of Service Research Best Article Award for Papers Written in 2018

PAPERS UNDER REVIEW

Pugh, Harrison B., Andrew T. Crecelius, Dwayne Gremler, and Chengzhe Liu, "Longitudinal Analyses in Service Research," preparing for 1st resubmission to the *Journal of Service Research*.

WORKING PAPERS

Burrage, Michael, Michael K. Brady, **Harrison B. Pugh**, Andre Maciel, “The Invisible Oppressor: Rouge Actions on the Frontline,” preparing for submission to the *Journal of Marketing*.

Pugh, Harrison B., Colleen M. Harmeling, Michael K. Brady, Justin M. Lawrence, and Andrew T. Crecelius, “Managing Moral Misalignment and Donor Defection,” preparing for 3rd resubmission to the *Journal of Marketing Research*.

Hall, Kris L., Eric Michel, **Harrison B. Pugh**, Ji "Miracle" Qi; Brittany C. Buis; Darren J. Good; Matthew R. Leon; Candice Marti, “Linking Service Leader Behavior and Customer-Related Outcomes: A Meta-Analytic and Experimental Analysis,” under 1st review at the *Journal of Business Research*.

Pugh, Harrison B., Willy Bolander, Riley Dugan, and Maura Scott, “Modeling Change in Experimental Research through Longitudinal Growth Models,” preparing for 1st resubmission to the *Journal of the Academy of Marketing Science*.

Pugh, Harrison B., Colleen M. Harmeling, and Michael K. Brady, “Effective Win-back Window Strategies,” firm data collected and analyzed (28,947 customers’ transactions and marketing communications), expected submission to the *Journal Marketing*.

† **Winner**, 2018 William O. Bearden Doctoral Research Award

Pugh, Harrison B., Colleen M. Harmeling, and Michael K. Brady, “Identity-Based Defectors and Their Reacquisition,” expected submission to the *Journal of Marketing*.

Pugh, Harrison B., Stacey G. Robinson, Michael K. Brady, and Riley Krotz, “Unintended Consequences of In-Store Signage,” currently collecting preliminary data, expected submission to the *Journal of Retailing*.

Pugh, Harrison B., “Breweries’ Unanticipated Effects of On-premises Dining,” data collected and analyzed, expected submission to *Marketing Letters*.

PRESENTATIONS

Note: asterisk (*) denotes presenter(s)

Pugh, Harrison B., *Colleen M. Harmeling, Michael K. Brady, Justin Lawrence, and Andrew Crecelius, “Morality and Consumption: Theory, Moral Sensemaking, and Managing Moral Disruptions,” presented as an invited faculty member at the University of Kentucky in 2022.

Pugh, Harrison B., *Colleen M. Harmeling, Michael K. Brady, Justin Lawrence, and Andrew Crecelius, “Morality and Consumption: Theory, Moral Sensemaking, and Managing Moral Disruptions,” presented as an invited faculty member at George Mason University in 2022.

Pugh, Harrison B., *Colleen M. Harmeling, Michael K. Brady, Justin Lawrence, and Andrew Crecelius, “Morality and Consumption: Theory, Moral Sensemaking, and Managing Moral Disruptions,” presented as an invited faculty member at the University of Missouri in 2022.

Pugh, Harrison B., *Colleen M. Harmeling, Michael K. Brady, Justin Lawrence, and Andrew Crecelius, “Morality and Consumption: Theory, Moral Sensemaking, and Managing Moral Disruptions,” presented as an invited faculty member at the Vienna University of Economics and Business in 2022.

*Phillips, Chelsea, **Harrison B. Pugh**, Amy Xie, Nanouk Verhulst, and Jeroen J.L. Schepers, “How Frontline Employees Diffuse Contentious Situations: Introducing the Concept of Verbal Judo,” presented at the 2022 Let’s Talk About Service (LTAS) Research Symposium, Hasselt, Belgium.

Hall, Kris L., Miracle Qi, ***Harrison B. Pugh**, Eric Michel, Brittany Buis, Darren Good, and Matt Leon, “A Meta-analytic Review of Service Leader Behavior: Unit- vs. Individual-level Effects,” presented at the *2021 American Marketing Association Summer Educator’s Conference*, virtual.

Hall, Kris L., *Eric Michel, **Harrison B. Pugh**, Matt Leon, Darren Good, Miracle Qi, and Brittany Buis, “A Meta-analytic Review of Service Leader Behavior: Unit- vs. Individual-level Effects,” presented at the *2021 Academy of Management Annual Meeting*.

Pugh, Harrison B., Colleen M. Harmeling, *Michael K. Brady, Justin Lawrence, and Andrew Crecelius, “Managing Moral Misalignment and Donor Defection,” presented at the 2021 Executive Ph.D. Program, Oklahoma State University, virtual, invited presentation.

Pugh, Harrison B., Colleen M. Harmeling, *Michael K. Brady, Justin Lawrence, and Andrew Crecelius, “Managing Moral Misalignment and Donor Defection,” presented as an invited faculty member at Georgia Tech in 2021, virtual.

Pugh, Harrison B., *Colleen M. Harmeling, Michael K. Brady, Justin Lawrence, and Andrew Crecelius, “Managing Moral Misalignment and Donor Defection,” presented as an invited faculty member at Texas Tech in 2021, virtual.

***Pugh, Harrison B.**, Colleen M. Harmeling, and Michael K. Brady, “Effective Win-back Window Strategies,” presented at the *2020 Academy of Marketing Science Annual Conference*, virtual.

Pugh, Harrison B., Colleen M. Harmeling, and *Michael K. Brady, “Communication Strategies for Reacquiring Identity-based Customer Defectors,” presented at the 2020 Executive Ph.D. Program, Oklahoma State University, virtual, invited presentation.

***Pugh, Harrison B.**, Colleen M. Harmeling, and Michael K. Brady, “Effective Win-back Window Strategies,” presented at the *2020 American Marketing Association Summer Educator’s Conference*, virtual.

Hall, Kris L., Eric Michel, ***Harrison B. Pugh**, Matt Leon, Darren Good, Miracle Qi, and Brittany Buis, “A Meta-analytic Review of Service Leader Behavior: Unit- vs. Individual-level Effects,” *2020 Organizational Frontlines Research Symposium*, San Diego, CA.

***Pugh, Harrison B.**, “Social Exchange Theory,” presented at the *2019 Let’s Talk About Service (LTAS) Research Symposium*, New York, NY, invited presentation.

Pugh, Harrison B., Keyin Li, Melanie F. Boninsegni, Mathieu Lajante, Kyungwon Lee, “Touch/Tech Mix,” presented at the *2019 Let’s Talk About Service (LTAS) Research Symposium*, New York, NY (team presentation).

*Hall, Kris L., *Eric Michel, **Harrison B. Pugh**, Matt Leon, Darren Good, Miracle Qi, and Brittany Buis, “A Meta-analytic Review of Service Leader Behavior: Unit- vs. Individual-level Effects,” presented at the *2019 Interdisciplinary Forum on Innovations in Service Management*, Chicago, IL.

***Pugh, Harrison B.**, Colleen M. Harmeling, Michael K. Brady, and Robert W. Palmatier “Reacquiring Identity-based Customer Defectors,” presented at the *2019 Organizational Frontlines Research Symposium*, Austin, TX, invited presentation.

***Pugh, Harrison B.**, Colleen M. Harmeling, Michael K. Brady, and Robert W. Palmatier, “Investigating the Win-back Window: Effective Strategies for Reactivating Lost Donors,” presented at the *2018 American Marketing Association Winter Educator’s Conference*, New Orleans, LA.

Korper, Ana K., Hannes Fleischer, ***Harrison B. Pugh**, Jan Millemann, Simon Hazée, Thorsten Gruber, Treasa Kearney, Luc Vandenhoeck, Reiner Vandenstein, Jay Kandampully, and Michael K. Brady, “The Matching Place,” presented at the *2017 Let’s Talk About Service (LTAS) Research Symposium*, Antwerp, Belgium.

***Pugh, Harrison B.**, Michael K. Brady, and Lucas M. Hopkins, “A Customer Scored: Effects of Employee Reprimands in Frontline Service Encounters,” presented at the *2017 Southeast Marketing Symposium*, Lexington, KY.

***Pugh, Harrison B.**, Michael K. Brady, and Lucas M. Hopkins, “A Customer Scored: Effects of Employee Reprimands in Frontline Service Encounters,” presented at the *2016 Frontiers in Service Conference*, Bergen, Norway.

PUBLISHED PROCEEDINGS

Hall, Kris L., Miracle Qi, **Harrison B. Pugh**, Eric Michel, Brittany Buis, Darren Good, and Matt Leon, “A Meta-analytic Review of Service Leader Behavior: Unit- vs. Individual-level Effects,” *2021 Summer AMA Proceedings*.

† **Winner**, Best in Track Paper: Services, Retailing, and Customer Experience

OTHER PUBLICATIONS

Pugh, Harrison B., “The Welcoming Nature of the Service Research Community, Out of the Blue,” *SERVSIG News*, 2020 (1). <http://www.servsig.org/wordpress/2020/01/harrison/>

Pugh, Harrison B., “Harrison Pugh is the new SERVSIG Treasurer,” *SERVSIG News*, 2020 (12). <https://www.servsig.org/wordpress/2020/12/harrison-pugh-is-the-new-servsig-treasurer/>

Pugh, Harrison B., “Reacquiring Identity-Based Customer Defectors,” Dissertation, 2019.

ACADEMIC AND PROFESSIONAL ASSOCIATIONS

American Marketing Association & SERVSIG (2014-present)

Responsible Research for Business and Management (2023-present)

Let’s Talk About Service (LTAS) 2022, Conference Invitee

Marketing Strategy Doctoral Consortium, Invited Mentor (2022)

Academy of Marketing Science (2020)

Association for Consumer Research (2020)

Let’s Talk About Service (LTAS) 2019, Conference Invitee

Interdisciplinary Forum on Innovations in Service Management 2019 Invitee

Let’s Talk About Service (LTAS) 2017, Conference Invitee

Center for Service Leadership 2017 Annual Meeting Invitee, Arizona State University

Institute for the Study of Business Markets (ISBM) Ph.D. Seminar Series and Camp (2016)

Frontiers in Service Doctoral Consortium Invitee, San Jose, California (2015)

Beta Gamma Sigma Honor Society

INDUSTRY EMPLOYMENT HISTORY

More than 15 years of sales and frontline service management experience in hospitality and technology industries.