

Britton R. Leggett, Ph.D.

McNeese State University
College of Business
Assistant Professor of Marketing
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Education

University of South Alabama, Mobile, AL

Doctor of Philosophy, Business Administration (Marketing) May 2022
Dissertation Title: *Social Media Influencers: An Examination of Influence Throughout the Customer Journey.*
Chair: Dr. Joe F. Hair; Co-chair: Dr. Victoria Crittenden

Louisiana Tech University, Ruston, LA

Master of Business Administration February 2017
Master of Education (Business) November 2003

Mississippi College, Clinton, MS

Bachelor's of Science (Business Administration) May 2000

Academic Work Experience

McNeese State University

Assistant Professor of Marketing (2025)

University of Mississippi

Adjunct Supply Chain Instructor (2024-Present)

University of Arkansas at Monticello

Assistant Professor of Marketing (2022-2024)

University of South Alabama

Adjunct Business Instructor (2020-22)

University of Louisiana at Monroe

Adjunct Business Instructor (2019-20)

Publications

- Merkle, A. C., Zmich, L. J., **Leggett, B. R.**, & Hair, J. F. (2025). Do gritty salespersons mitigate relationship damage in unethical sales subcultures? *Journal of Marketing Theory and Practice*, 1-18.
- Parker, J. M., James, K. W., **Leggett, B. R.**, & Al-Shammari, M. (2023). The First 25 Years of Digital Marketing Education Research: A Thematic Exploration and an Agenda for Future Inquiry. *Journal of Marketing Education*, 0(0).
<https://doi.org/10.1177/02734753231212212>
- Merkle, A. C., Hessick, C., **Leggett, B. R.**, Goehrig, L., & O'Connor, K. (2020). Exploring the components of brand equity amid declining ticket sales in Major League Baseball. *Journal of Marketing Analytics*, 8(3), 149-164.
- Leggett, B.R.**, Whitmore, J.L. (2020) Boudreaux's Rice Cake Company: The Value of Financial Reports and Big Data. Case study in Hair, J. F., Anderson, R., Babin, B., & Mehta, R. (2020). *Sales Management: Building Partnerships*, New York: Wiley, pp 434-37.

Research Projects in Progress

- Leggett, B.R.**, Parker, J., Zoghby, J., Merkle, A.C, & Hair, J.F. "A Multi-Group Analysis of Social Media Influencers by Genre and Their Effects Differing on the Customer Journey." Desired publication outlet is the *Journal of Consumer Behavior*.
- Parker, J., **Leggett, B.R.**, Krey, N., Snyder, C., & Ozcan, T. "Sentiment Analysis of Grooming Messages Sent by Online Predators." Desired publication outlet is the *Journal of Public Policy and Marketing*.

Dissertation Committees

Antoinette Okono (Defended Dissertation in February 2024; Marketing) – *Impact of Consumer-Based Relationships on Influencer Parasocial Relationships and Online Impulse Buying*

Conference Presentations

- O'Connor, K.W., **Leggett, B.R.**, Parker, J., Merkle, A.C., & Goehrig, L. (2024, November). "Who is Proctoring My Exam? The Impact of Artificial Intelligence Anxiety and Trust in Technology on Student Satisfaction." Presented to the Annual Society of Marketing Advances Conference, Tampa, FL.
- Goehrig, L., **Leggett, B.R.**, Merkle, A.C., & O'Connor, K.W. (2024, November). "The Impact of Monetary Incentives on Employee Loyalty, Dishonest Behavior, and Goal Attainment: An Exploratory Study in Sales Management." Presented to the Annual Society of Marketing Advances Conference, Tampa, FL.
- Merkle, A.C., Zmich, L., & **Leggett, B.R.** (2024, November). "Gritty Salespersons Mitigate Relationship Damage in Unethical Sales Subcultures." Presented to the Annual Society of Marketing Advances Conference, Tampa, FL.
- Leggett, B.R.**, Parker, J., & Snyder, C. (2024, June). "Social Media and Online Predators: Combining Sentiment with Victim Antecedents." Presented to the Gulf South Business Research Symposium, Mobile, AL. **Awarded best paper of the session.**
- Leggett, B.R.**, Parker, J., & Snyder, C. (2024, June). "Social Media and Online Predators: And Exploration of Influential Antecedents Victim Antecedents." Presented to the Gulf South Business Research Symposium, Mobile, AL.
- Leggett, B.R.**, Parker, J., Zoghby, J., Merkle, A.C., & Hair, J.F. (2023, November). "A Multi- Group Analysis of Social Media Influencers by Genre." Presented to the Annual Society of Marketing Advances Conference, Fort Worth, TX.
- Ledet, A., **Leggett, B.R.**, & Zoghby, J. (2023, November). "Think Impartial Statements About a Brand are Better than Pessimistic Comments? Think Again!" Presented to the Annual Society of Marketing Advances Conference, Fort Worth, TX.
- Hopkins, K., Parker, J., **Leggett, B.R.**, Haytko, D., Butler, D., & Mossaei, N. (2023, November) "Faculty Burnout or Well-Being? Using the Wellness Wheel to Reflect and Create an Action Plan for Well-Being." Presented to the Annual Society of Marketing Advances Conference, Fort Worth, TX.
- Goehrig, L., **Leggett, B.R.**, & Merkle, A.C. (2023, November). "A Multi-Group Analysis of the Effect of Monetary Incentives on Employee Loyalty and Goal Attainment of Salespeople." Presented to the Annual Society of Marketing Advances Conference, Fort Worth, TX.
- Leggett, B.R.** & Zoghby, J. (2023, March). "Defining the Emerging Student-Athlete Influencer." Presented to the Annual Academy of Business Research Conference, New Orleans, LA.

- Leggett, B.R.** (2022, March). "Social Media Followers: Are They Buying it?" Presented to the Annual Association of Marketing Theory and Practice Conference, San Destin, FL.
- Leggett, B.R.** & Hessick, C. (2022, March). "Humor as an Antecedent to Social Media Influencers' Perceived Authenticity." Presented at the Annual Academy of Business Research Conference, New Orleans, LA.
- Leggett, B.R.** (2021, November). "Social Media Influencers: Effectiveness of Influence Throughout the Journey." Present at the Annual Society of Marketing Advances Conference, Orlando, FL.
- Parker, J., James, K., & **Leggett, B.R.** (2021, November). "Digital Marketing Education: a 25 Year Review of the Literature." Presented at the Annual Society for Marketing Advances Conference, Orlando, FL.
- Merkle, A., Hessick, C., **Leggett, B.R.**, et al. (2020, February). "Up rooting: A Sports Marketing Analytics Based Exploration of Attendance in Major League Baseball." Presented at the Annual Association of Marketing Theory and Practice Conference, San Destin, FL.
- Leggett, B.R.** (2019, March). "I'm Just Browsing: Using Personality Traits to Moderate the Relationship of Personalized Advertising and Purchase Intentions." Paper presented at the Annual Academy of Business Research Conference, New Orleans, LA.
Awarded best paper of the session.

Invited Presentations

- Leggett, B.R.** (2024, November). "Testing Hypotheses with Linear Regression Doesn't Have to be Scary" Presented to the MBA Marketing Research Class at the Sykes College of Business at University of Tampa.
- Leggett, B.R.** (2024, October). "Managing Side Hustle Growth + Intrepreneurship" Presented to the Entrepreneurship Class at the School of Business at Ole Miss University.
- Leggett, B.R.** (2024, June). "Reviewing for Academic Service: Where do you start?" Presented to the Mitchell College of Business Cohort 12.
- Knowles, S. & **Leggett, B.R.** (2023, July). "GPT 4.0: Prompts and Add-ons for Business Educators" Presented to the annual Arkansas Business Education Association conference.
- Leggett, B.R.** (2023, June). "ChatGPT: The H.R. Sidekick You Never Knew You Needed (And It Doesn't Take Coffee Breaks!)" Presented to the Bayou SHRM Monthly Meeting, Thibodaux, LA.
- Leggett, B.R.** (2023, May). "There is Honor in the Striving for Excellence!" Presented to the junior/senior ring ceremony at River Oaks School, Monroe, LA.
- Leggett, B.R.** (2023, March). "ChatGPT: Pros and Cons for Higher Education." Presented to the faculty at the University of Arkansas at Monticello.

Leggett, B.R. (2023, March). "Data Privacy and the Marketing Perspective." Presented to the monthly NelaTek Meetup, Monroe, LA

Teaching Experience

University of Arkansas at Monticello

Rating: 1 = Poor; 3 = Fair; 5 = Excellent

Selling & Sales Administration (Spring 24) = 5.0 Reporting students = 2

Percentage of change in course enrollment = + 37.5%

Principles of Marketing (Spring 24, online) = 4.52 Reporting students = 13

Percentage of change in course enrollment = + 6.1%

Marketing Management (Spring 24, online) = 4.55 Reporting students = 8

Percentage of change in course enrollment = + 25%

Marketing Communications (Spring 24) = 5.0 Reporting students = 2

Percentage of change in course enrollment = - 18.2%

Principles of Marketing (Fall 23) = 4.0 Reporting students = 2

Marketing Research (Fall 23) = 4.60 Reporting students = 2

Percentage of change in course enrollment = + 150%

Consumer Behavior (Fall 23) = 4.40 Reporting students = 4

Percentage of change in course enrollment = + 240%

Social Media Marketing (Fall 23) = 4.51 Reporting students = 7

Sports Marketing (Summer, online) = N/A

Evaluations were not collected during the summer sessions.

Principles of Marketing (Summer, online) = N/A

Evaluations were not collected during the summer sessions.

Selling & Sales Administration (Spring 23) = N/A Reporting students = 0

Marketing Management (Spring 23, online) = 4.55 Reporting students = 6

Marketing Communications (Spring 23) = 5.00 Reporting students = 4

Principles of Marketing (Spring 23, online) = 4.10 Reporting students = 12

Marketing Research (Fall 22) = N/A Reporting students = 0

Principles of Marketing (Fall 22) = 4.64 Reporting students = 9

Channels of Distribution (Fall 22, online) = 3.00 Reporting students = 2

Consumer Behavior (Fall 22) = 5.00 Reporting students = 1

University of South Alabama

Consumer Behavior (Spring 22, online) = 3.80 Reporting students = 27

Business Analytics II (Fall 21, online) = 4.57 Reporting students = 11

Business Analytics I (Spring 21, online) = 4.35 Reporting students = 10

Business Analytics II (Fall 20, online) = N/A

University of Louisiana, Monroe

Services Marketing (Spring 20, online) = N/A

Principles of Marketing (Fall 19, online) = N/A

Other Educational Work Experience

Neville High School

Mathematics (2014-2022)

Caldwell High School

Mathematics & Science (2011-2014)

Ouachita Parish High School

Mathematics (2010-2011)

Lee Junior High School

Business Communications (2007-2010)

Bastrop High School

Mathematics (2006-2007)

Riverfield Academy

Business Communications & Law (2004-2006)

River Oaks School

Business Communications (2002-2004)

Continued Learning

HubSpot Education Partner Program (October 2023).

Stukent's Webinar: How A.I., ChatGPT, and Modern Tech Have Disrupted the Landscape of Higher Education (March 2023).

HubSpot Academy: Frictionless Sales Certification (February 2023).

HubSpot Academy: Social Media Certification (February 2023).

Qualtrics' Webinar: Making the Customer Happy: Quality management for customer experience (February 2023).

NelaTek Cybersecurity Seminar and Meetup, presenter: Joshua Tannehill, Senior Manager Lumen Technology (October 2022).

South Alabama University Marketing Analytics Seminar, presenters: Haya Ajjan and Dana Harrison (October 2021).

Professional Honors

N.H.S. National Honor Society's Teacher of the Month, May 2021

Neville Top 20 Honored Teacher, February 2021

Best Session Paper, Academy of Business Research Conference, March 2019

N.H.S. National Honor Society's Teacher of the Month, October 2016

LHSAA 4A Football State Champion (Football) 2014 & 2015

Professional Societies Memberships

Academy of Marketing Science

Association of Marketing Theory & Practice

Society for Marketing Advances

Academy of Business Research Service

Institutional Service

University of Arkansas at Monticello Artificial Intelligence Policy Committee

Member (2024)

University of Arkansas at Monticello Athletic Committee

Member (2023-2024)

University of Arkansas at Monticello Business LinkedIn

Manager/Content Creator (2023-2024)

University of Arkansas at Monticello Institutional Review Board Committee

Member (2022-2024)

Academic Service

Academy of Marketing Science Public Policy Track

Program Committee (2025)

Academy of Marketing Science World Marketing Congress

Program Committee (2025)

Society of Marketing Advances Conference

Reviewer (2024)

Academy of Business Research Conference

Session Chair (2024)

Gulf South Business Research Symposium

Program Track Chair (2024)
Academy of Marketing Science Social Media and Digital Marketing Track
Co-chair (2024)
Journal of Marketing Education
Reviewer (2022-present)
Journal of Business Research Social Media Team
Content Creator (2023-present)
Psychology & Marketing
Reviewer (2023)
Society of Marketing Advances Teaching Moments Track
Reviewer (2023)
Academy of Marketing Science Conference Program Social Media Track
Committee Member (2021-22)
Academy of Marketing Science Conference Program Research Methods Track
Committee Member (2021-22)

Community Service

Twin City Ballet Board of Directors
Member (2023-Present)
River Oaks High School Game Day Audio
Coordinator (2022-Present)
Humane Society Adoption Center
Volunteer (2023)
Food Bank of Northeast Louisiana
Volunteer (2023)
River Oaks Football Junior Varsity
Announcer (2023)
North Louisiana B.B.Q. Championship
Judge (2023)
River Oaks School Athletic Committee
Chair (2020-2021)
Monroe Educational Foundation Board of Directors
Member (2019-2023)

Professional Experience

Cengage Faculty Partner Network
Faculty Partner (2024)
All-Star Turf Management
Sole Proprietor (2007-2022)
Absolute Diagnostics
Marketing Consultant (2021)
Birmingham Parking Authority
Marketing Consultant (2019)
Coors of Northeast Louisiana
Salesperson (2000-02)

Popular Press/Other Appearances

- Leggett, B.R. (2024) *Career Talk: The Heart of Teaching*. Boston, MA: Cengage.com
https://blog.cengage.com/career-talk-the-heart-of-teaching/?utm_campaign=awrn_soc_fa24&utm_medium=organicsocial&utm_source=linkedin&utm_content=2649130
- Leggett, B.R. (2024) *Commentary on Warren Buffett and Geico Insurance*. San Francisco, CA: WalletHub.com
https://wallethub.com/edu/ci/geico-car-insurance-review/62236#expert=Britton_R._Leggett
- Leggett, B.R. (2024) *Best Credit Card Deals Commentary*. San Francisco, CA: WalletHub.com
https://wallethub.com/best-credit-card-deals#expert=Britton_R._Leggett
- Leggett, B.R. (2024) *Insurance Using Celebrity Endorsers and Pricing Commentary*. San Francisco, CA: WalletHub.com
https://wallethub.com/cheap-car-insurance/arkansas#experts=Britton_R._Leggett
- Leggett, B.R. (2024) *Best Car Insurance in Arkansas Commentary*. San Francisco, CA: WalletHub.com
https://wallethub.com/car-insurance/arkansas#britton_r._leggett
- Leggett, B.R. (2022) *Big Data and Data Privacy*, Monticello, AR: MonticelloLive.com
<http://www.monticellolive.com/uam-research-symposium-yields-results-about-data-privacyconcerns/>

