

EMILY S. WEBSTER

Department of Marketing | Rinker School of Business | Palm Beach Atlantic University
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ACADEMIC POSITIONS

Assistant Professor of Marketing 2023 - Present
Rinker School of Business
Palm Beach Atlantic University

EDUCATION

Ph. D., Marketing, Georgia State University 2023
M.S., Marketing, Georgia State University 2018
B.S., University of Alabama 2016

RESEARCH

Research Interests: Social media, Consumption posting, Digital identities, Content creation, Consumer well-being, Marketing strategy, Digital marketing, Data-Driven marketing

Publications:

Webster, Emily S. "Essays on Social Media Centric Consumption: Quantifying Current and Future Outcomes." Dissertation, *Georgia State University*, 2023.

Shah, Denish, Webster, Emily, and Kour, Gurpreet (2023) "Consuming for Content? Understanding Social Media Centric Consumption," *Journal of Business Research*, 155, 113408.

Shah, Denish, and Emily Shay (2019) "How and Why Artificial Intelligence, Mixed Reality and Blockchain Technologies Will Change Marketing We Know Today." *Handbook of Advances in Marketing in an Era of Disruptions: Essays in Honor of Jagdish N. Sheth*, pages 377-390. Sage Publications, India.

AWARDS & HONORS

- Graduate Teaching Assistant Teaching Excellence Award 2022, *Winner*
- Fellow, AMA/Sheth Foundation Doctoral Consortium 2022
- Fellow, SMA Doctoral Consortium Fellow 2019, 2022

TEACHING EXPERIENCE

Assistant Professor, Palm Beach Atlantic

- **Principles of Marketing**, *undergraduate*
- **Digital Marketing**, *undergraduate*
- **Marketing Management**, *graduate (Spring 2024)*

2023- Present

2021-2023

Instructor, Georgia State University

- **Marketing Management**, *undergraduate (Fall 2021: 4.7/5.0)*
- **Marketing Management**, *undergraduate (Spring 2022: 4.7/5.0)*

2017-2021

Teaching Assistant, Georgia State University

- **Data Driven Marketing**, *graduate (2018-2021)*
- **Digital and Social Media Marketing**, *graduate (2018-2021)*

- **Applied Marketing Strategy**, graduate (2019)
- **Strategic Marketing Management**, graduate (2019-2021)
- **Strategic Digital Transformation**, graduate (2019-2021)
- **Marketing Management**, undergraduate (2017-2018)

2018-2022

Special Topics Workshop, Georgia State University

- **Tableau**, undergraduate & graduate (2018-2022)
- **Influencer Marketing**, undergraduate (2018-2020)
- **Social Media Strategy for Small Business**, Atlanta Women's Entrepreneurship Initiative (2019)

RELEVANT COURSEWORK

Qualitative Methods- Leigh Anne Liu; Marketing Strategy- Denish Shah; Consumer Behavior- Ryan Hamilton and Morgan Ward; CB-SEM Workshop- Barry Babin; Meta-Analysis Workshop- Barry Babin; Structural Equation Modeling- Ed Rigdon; Multivariate Analysis- Soquin Lui; Effective Teaching- Satish Nargundkar; Design of Experiments- Mark Keil; Data Mining- Satish Nargundkar; Theory Construction- Arjay Kholi; Regression Analysis- Yi Zhao; Machine Learning- Alireza Aghasi; Econometrics I- Rusty Tchernis; Data Programming- Rafal Angryk; Fundamentals of Analytics- Marina Montiel

PROFESSIONAL EXPERIENCE

Top Right Partners, Atlanta, GA

2018

Marketing Coordinator

Completed competitive analyses for a go-to-market/brand positioning strategy for clients, created marketing content for blog initiatives that improved Top Right SEO, lead generation, client engagement.

Robinson College of Business, Atlanta, GA

2017

Graduate Research Assistant

Prepare class content, and perform administrative duties as a Teaching Assistant for graduate-level classes, and proposed a marketing strategy that improved parent enrollment for Primrose schools.

Sonesta Resorts, Hilton Head Island, SC

2016

Hospitality Intern

Performed daily operations and management of a 300-room resort hotel, proposed new event to executives, managed intern team for resort-wide 'Christmas in July' themed event.

The Uncommon Fashion Group, Atlanta, GA

2015

Junior Account Manager

Represented brand EightSixty in Las Vegas, NYC, Atlanta trade show markets. Awarded highest sales performer.

Southern House and Garden, Tuscaloosa, AL

Assistant Event Coordinator

Performed the daily operations and management of an eleven-acre wedding venue, assisted team for events ranging \$16,000- \$250,000, and organized and delivered services under client budget. Designed a new wedding package 'The Southern Soiree'.

PRESENTATIONS

"Consuming for Content? Understanding Social Media Centric Consumption"

Clemson University Research Symposium (2022)

"Unanticipated Antecedents and Unintended Consequences of Social Media Marketing"

Marketing Strategy Policy (2021)

ACADEMIC AFFILIATIONS & SERVICE

American Marketing Association

Association for Consumer Research

Faculty Advisor, AMA Club, Palm Beach Atlantic University