

Mar 2022

## **BUFFY N. MOSLEY**

Department of Marketing  
Mays Business School  
Texas A & M University  
College Station, TX 77843

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### **ACADEMIC POSITION**

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August 2020 – present      Assistant Professor of Marketing  
Mays Business School  
Texas A&M University, College Station, TX

### **EDUCATION**

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2020                      **Ph.D., Marketing**  
Goizueta Business School, Emory University, Atlanta, GA

2013                      **Master of Business Administration (MBA), Marketing**  
Georgia State University, Atlanta, GA  
Toulouse Business School, Toulouse, France

2007                      **B.S. Computer Science**  
Spelman College, Atlanta, GA

### **RESEARCH INTEREST**

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Focus: Image Analysis, Digital Content, Online Word of Mouth, Social Media  
Methods: Econometric Data Analysis, Text Analysis, Automated Algorithms, Experiments

### **JOURNAL PUBLICATIONS**

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Kent, Robert, **Buffy N. Mosley** and David A. Schweidel (2019). Advertisements in DVR Time: The Shelf Life of Recorded Television Commercials In Drama, Reality, and Sports Programs. *Journal of Advertising Research*, 59(1), 73-84.

## **PAPERS UNDER REVIEW**

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[Some information is suppressed to preserve double blind review process]

- Moderating Role of SBC on Social Media Content, *3<sup>rd</sup> round revision*

## **WORKING PAPERS & WORK IN PROGRESS**

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[Some information is suppressed to preserve double blind review process]

- Influence of Emotionality of Visual Content on Consumer Engagement
- Sentiment Volatility and New Media Bias
- Influence of Visual Content on Digital Media Platforms

## **SOCIETAL IMPACT STATEMENT**

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My research aims to produce scholarly work that is managerially relevant and broadens the understanding of digital marketing and image analysis. I strive to meet the following objective: (1) understand how consumers engage with digital media platforms, (2) discover innovative approaches to understanding visual content via automated algorithms, (3) provide effective marketing strategies that provide sustainable business solutions. A fundamental component among my research projects is the underlying aim to understand the digital data, online WOM content, and how brands can use consumers' responses to make better business decisions. In terms of professional service, I aim to bridge the knowledge gaps academia and between practitioners. In terms of teaching, I consider the greater societal impact of data intelligence. When teaching, I address how ethics should be considered in summarizing data and responsible data analytics requires a commitment to representing the data in a way that presents the true nature of the data.

## **AWARDS AND HONORS**

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- AMA-Sheth Doctoral Consortium Fellow, New York University, 2019
- Sheth Fellowship, Emory University, 2017
- Goizueta Business School Doctoral Fellowship, Emory University, 2015-2020
- National Science Foundation (NSF) Scholar, Northeastern University, 2005
- NASA Women in Science Exploration (WISE) Scholar, Spelman College, 2003-2007

## **INVITED PRESENTATIONS**

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- University of Southern California, Los Angeles, CA
- Stern School of Business, New York University, 2019
- Mendoza College of Business, University of Notre Dame, 2019
- Darla Moore School of Business, University of South Carolina, 2019
- Haslam College of Business, University of Tennessee Knoxville, 2019

## **TEACHING EXPERIENCE**

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### **Assistant Professor,**

Data Visualization

Fall 2020, Mays Business School, Texas A & M University

### **Teaching Assistant, Emory University**

Digital and Social Media Strategy (MBA and BBA), Guest Lecturer for Inyoung Chae  
Fall 2016, Goizueta Business School, Emory University

### **Teaching Associate**

Digital and Social Media Strategy (MBA and BBA), Guest Lecturer for Inyoung Chae  
Fall 2017, Goizueta Business School, Emory University

### **Instructor**

Entrepreneurial Incubator, Instructor

Emory College of Arts and Sciences, Summer 2016

Algebra I & II, Geometry, Computer Science, High School Teacher  
South Atlanta High School, Fall 2007-Winter 2011

## **INDUSTRY EXPERIENCE**

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- Digital Campaign Manager, 2014 – 2016, Cox Communications, Manheim, Atlanta, GA
- Digital Marketing Consultant, 2012-2014, Nico Creative Group, Atlanta, GA

## **PROFESSIONAL ASSOCIATIONS**

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- American Marketing Association (AMA)
- INFORMS Society of Marketing Science (ISMS)
- Academy of Marketing Science (AMS)