

July 2023

BUFFY N. MOSLEY

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

Email: bmosley@mays.tamu.edu

ACADEMIC POSITION

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

EDUCATION

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

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

JOURNAL PUBLICATIONS

Mosley, Buffy, David A. Schweidel, and Kunpeng Zhang. "When Connection Turns to Anger: How Consumer–Brand Relationship and Crisis Type Moderate Language on Social Media." *Journal of Consumer Research* (2023): ucad027.

Kent, Bob, **Buffy N. Mosley**, and David A. Schweidel. "Advertisements in DVR time: The shelf life of recorded television commercials in drama, reality, and sports programs." *Journal of Advertising Research* 59.1 (2019): 73-84

WORKING PAPERS & WORK IN PROGRESS

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

- Influence of Visual Content on Consumer Engagement
- Influence of Visual Content on Digital Media Platforms
- News Media Coverage of COVID-19 Vaccinations
- Marketing News and News Media Bias

SOCIETAL IMPACT STATEMENT

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

- Tenure Project Fellow, Wharton Business School, 2023
- 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

- Special session: *Topical Advancements in the Digital Landscape*, AMA Winter Academic Conference, 2023
- 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
- Marketing Science, University of Southern California, Los Angeles, CA, 2018

TEACHING EXPERIENCE

MKTG 404: Data Visualization, *Assistant Professor* Mays Business School, Texas A & M University, 2020-current

Digital and Social Media Strategy (MBA), *Guest Lecturer*, Goizueta Business School, Emory University, Fall 2016

Digital and Social Media Strategy (BBA), *Guest Lecturer*, Goizueta Business School, Emory University, Fall 2016

Digital and Social Media Strategy (MBA), *Teaching Associate*, Goizueta Business School, Emory University, 2017

Digital and Social Media Strategy (BBA), *Teaching Associate*, Goizueta Business School, Emory University, 2017

Entrepreneurial Incubator, *Instructor*, Emory College of Arts and Sciences, Summer 2016

Algebra I & II, *High School Teacher*, South Atlanta High School, 2007- 2011

Geometry, *High School Teacher*, South Atlanta High School, 2007- 2011

Computer Science, *High School Teacher*, South Atlanta High School, 2007- 2011

INDUSTRY EXPERIENCE

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

PROFESSIONAL ASSOCIATIONS

- American Marketing Association (AMA)
- Tenure Project

- INFORMS Society of Marketing Science (ISMS)
- Academy of Marketing Science (AMS)