

## **Kealy Carter**

Darla Moore School of Business  
University of South Carolina  
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### **EDUCATION**

University of South Carolina, Darla Moore School of Business, Columbia, SC  
Ph.D. in Business Administration (Marketing Concentration) 2014  
Advisors: Dr. Satish Jayachandran and Dr. Subhash Sharma

University of South Carolina, Darla Moore School of Business, Columbia, SC  
International Master of Business Administration (IMBA) 2007  
*Darla Moore Fellow*

American University, School of International Service, Washington, DC  
Bachelor of Arts, *Summa Cum Laude*, in International Studies. University Honors. 2002  
American University NCAA Division I Women's Tennis Team 1999-2002

WHU Koblenz, Otto Beisheim Graduate School of Management, Koblenz and Berlin, GERMANY  
EU Business Strategy and Market Integration 2006

TESOL (Teaching English to Speakers of Other Languages) Certified 2009

### **PRIMARY RESEARCH INTERESTS**

Sustainability (Consumer and Firm topics)  
Marketing Strategy  
    Inter-organizational Relationships (B2B Marketing)  
    Marketing and Operations Interface

### **DISSERTATION**

Title: "Consumer Perceptions of and Response to Sustainable Products"  
Co-Chairs: Dr. Satish Jayachandran and Dr. Subhash Sharma  
Committee: Dr. William O. Bearden and Dr. Andrew Spicer (External Member)  
Defense Date: October 2014

### **PUBLICATIONS**

Durvasula, Srinivas, Subhash Sharma and Kealy Carter (2012), "Correcting the *t* statistic for Measurement Error," *Marketing Letters*, 23 (3), 671-682.

Carter, Kealy and Satish Jayachandran (2012), "Consumers and Sustainability at Walmart: A Student's Perspective," case study, The Walmart Sustainability Case Project, University of South Carolina and University of Arkansas (December 4).

## MANUSCRIPTS SUBMITTED FOR PUBLICATION

Carter, Kealy, Satish Jayachandran and Priyali Rajagopal, “Consumer Perceived Product Sustainability.”  
Status: Revising to Resubmit to *Journal of Marketing Research*

David, Meredith E. and Kealy Carter, “I Love the Product but Will You? The Role of Interpersonal Attachment Styles in Social Projection.”

Status: Submitted January 2017 to *Journal of Personality and Social Psychology*

## MANUSCRIPTS IN PROGRESS

Carter, Kealy and Satish Jayachandran, “Construal Level, Firm Sustainability Reputation and Sustainable Consumption.”

Status: Finalizing manuscript, presented at 2014 Marketing & Public Policy Conference, part of 2017 Winter AMA special session “Investigating the Performance Implications of Sustainable Business Practices across Different Stakeholder Types”

Target: *Journal of Marketing*

Carter, Kealy and Meredith E. David, “Sustainamorphism: The Role of Attachment Style and Anthropomorphism in Sustainable Consumption.”

Status: Two studies completed, presented at 2015 American Marketing Association Winter Marketing Educators’ Conference - Sustainability Track

Target: *Journal of Consumer Research*

Carter, Kealy and A. Meike Eilert, “Perceived Buyer Opportunism and Supplier Adoption of Buyer-Initiated Sustainability Practices.”

Status: Redefining scope of project, presented at 2012 American Marketing Association Summer Marketing Educators’ Conference

Target: *Journal of Marketing*

David, Meredith E. and Kealy Carter, “An Assessment of Chronic Attachment Style Measures.”

Status: Four studies completed, finalizing manuscript

Target: *Journal of Consumer Psychology*

## CONFERENCE PRESENTATIONS (asterisks denote presenter)

Carter, Kealy\* and Meredith E. David, “Sustainamorphism: The Role of Attachment Style and Anthropomorphism in Sustainable Consumption,” Presented at 2015 American Marketing Association Winter Marketing Educators’ Conference - Sustainability Track, February 13-15, San Antonio, TX

Carter, Kealy\* and Satish Jayachandran (2014), “Action Identification, Firm Sustainability Reputation and Sustainable Consumption,” Presented at the American Marketing Association 2014 Marketing & Public Policy Conference, June 5-7, Boston, MA.

Carter, Kealy\* and A. Meike Eilert (2012), “Perceived Buyer Opportunism and Supplier Adoption of Buyer-Initiated Sustainability Practices,” Poster presented at the 2012 meetings of the American Marketing Association Summer Marketing Educators’ Conference, August 17-19, Chicago, IL.

Carter, Kealy\* (2012), "Multi-Channel Success: The Integration of Marketing and Operations Capabilities and the Impact on Firm Performance," Presented at the Southeast Marketing Symposium, February 2-4, 2012, Knoxville, Tennessee

## **PRIMARY TEACHING INTERESTS**

Marketing Strategy, Marketing Research, Sustainable Marketing, Sales

## **TEACHING EXPERIENCE**

University of South Carolina, Moore School of Business, Columbia, SC  
Marketing Department

*Clinical Assistant Professor* Fall 2015 – Present

Marketing Strategy & Planning (MKTG 465)  
Marketing Research (MKTG 352, MKTG 702)  
Marketing Scholars (MKTG 453)  
Marketing Management (MKTG 701)  
Marketing Practicum (MKTG 750)

*Full-time Lecturer* Fall 2014 – Summer 2015

Marketing Strategy & Planning (MKTG 465)  
Marketing Research (MKTG 352, MKTG 702)  
Marketing Scholars (MKTG 453)  
Marketing Practicum (MKTG 750)

*Instructor*, Marketing Strategy & Planning (MKTG 465) Spring 2013

*Advisor*, Center for Marketing Solutions MBA Marketing Research Project Dec. 2013 – Feb. 2014

## **UNIVERSITY AND TEACHING SERVICES**

Darla Moore School of Business, University of South Carolina

- Director, Sustainability Initiative Fall 2016-Present
- Faculty Advisor, Net Impact Student Organization Fall 2016-Present
- Member, Selection Committee for the Page Prize for Sustainability Issues in Business Curricula Fall 2015-Present
- Advisory Board Member, Center for Marketing Solutions Fall 2013-Present
- Coordinator, Behavioral Research Laboratory Sessions Fall 2013 – Spring 2014
- Member, Dean Search Committee, Darla Moore School of Business Fall 2013

## **INDUSTRY EXPERIENCE**

Marketing Product Manager: FedEx, Memphis, TN (2007-2009)

Led the Strategic Marketing & Product Planning efforts for FedEx 2Day® Freight and FedEx 3Day® Freight services with \$330 million in annual revenue

Manager, Sales: CHEP, Köln, Germany (internship March-August 2006)

Guided a major European Sales initiative to convert a Distributor to the CHEP program from the initial stages through to a final sales pitch to be used with the customer and supported Marketing and Sales efforts to drive growth in Germany

Planning Manager, Midwest Region: CHEP, Orlando, FL (2003-2005)

Led a cross-functional team of Planning, Operations, and Logistics professionals to oversee the movement of seven million pallets per month and the operations of 56 service centers, manufacturing facilities and Total Pallet Management sites with an annual regional budget of \$120 million

Logistics Coordinator, Asset Recovery: CHEP, Orlando, FL (2003)

Arranged transportation with third-party transporters to recover pallets at non-participating locations

Credit and Collections Analyst: CHEP, Orlando, FL (2002-2003)

Concentrated on special projects within the department, including a modification of the cash posting process, a focus on the invoicing process, and a combined effort with Sales to resolve past due Account Receivable balances