

DAVID K. CROCKETT

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EDUCATION

Degree	Institution	Concentration	Dates
Ph.D.	University of Arizona	Marketing; Minor: Sociology	1994-2000
M.B.A.	University of Wisconsin-Whitewater	Marketing	1992-1994
B.S.B.A.	University of Missouri at Columbia	Marketing	1988-1992

STATEMENT OF RESEARCH INTERESTS

My primary research interest is in sociological aspects of consumer behavior, particularly the consequences of social inequality. My research investigates the creation, manifestation, and resolution of class and racial inequality in the marketplace, and addresses public policy initiatives designed to alleviate inequality. My research has appeared in the *Journal of Consumer Research*, the *Journal of Public Policy & Marketing*, the *Journal of Business Research*, the *Journal of Consumer Culture*, the *Journal of Research for Consumers*, the *American Marketing Science Review*, the *Journal of Macromarketing*, and *Preventive Medicine*.

PROFESSIONAL ACADEMIC APPOINTMENTS

University of South Carolina, Associate Professor of Marketing	2008-Pres
University of South Carolina, Assistant Professor of Marketing	2002-2008
Harvard Business School, Post-Doctoral Research Fellow	2000-2002
Marquette University, Visiting Assistant Professor of Marketing	1998-1999
University of Arizona, Instructor	1995-2000

PUBLISHED RESEARCH

Refereed Journal Articles

Crockett, David and Nicholas Pendarvis (2017), "A Research Agenda on Political Ideology in Consumer Research: A Commentary on Jung et al.'s 'Blue and Red Voices'," *Journal of Consumer Research*, available at: <https://doi.org/10.1093/jcr/ucx083>.

Crockett, David (2017), "Paths to Respectability: Consumption and Stigma Management in the Contemporary Black Middle Class," *Journal of Consumer Research*, available: <https://doi.org/10.1093/jcr/ucx049>.

Crockett, David and Lenita Davis (2015), "Commercial Mythmaking at the Holy Land Experience," *Consumption Markets & Culture*, available: <http://dx.doi.org/10.1080/10253866.2015.1081849>.

Russell, Cristel A., Hope J. Schau, and David Crockett (2013), "Cultural Diversity in Television Narratives: Homophilization, Appropriation, and Implications for Media Advocacy," *Journal of Public Policy & Marketing* 32(1) (Spring).

Crockett, David, Hillary Downey, A. Fuat Firat, Julie L. Ozanne, and Simone Pettigrew (2012), "Conceptualizing a Transformative Research Agenda," *Journal of Business Research* 66 (August), 1171-1178.

Williams, Jerome D., David Crockett, Robert L. Harrison, and Kevin D. Thomas (2011), "The Role of Food Culture and Marketing Activity in Health Disparities," *Preventive Medicine*, available: <http://www.ncbi.nlm.nih.gov/pubmed/22227280>.

Ozanne, Julie, Simone Pettigrew, David Crockett, A Fuat Firat, Hilary Downey, and Melanie Pescud (2011), "The Practice of Transformative Consumer Research: Some Issues and Suggestions," *Journal of Research for Consumers* (19), available: http://www.jrconsumers.com/academic_articles/issue_19_2011?f=45671.

Crockett, David, Laurel Anderson, Sterling A. Bone, Abhijit Roy, Jeff Jianfeng Wang, and Garrett Coble (2011), "Immigration, Culture, and Ethnicity in Transformative Consumer Research," *Journal of Public Policy & Marketing* 30(1) (Spring), 47-54.

Crockett, David (2008), "Marketing Blackness: How Advertisers Use Race to Sell Products," *Journal of Consumer Culture* 8(2) (July), 245-268.

Bernthal, Matthew, David Crockett, and Randall Rose (2005), "Credit Cards as Lifestyle Facilitators," *Journal of Consumer Research* 32(1) (June), 130-145.

Crockett, David and Melanie Wallendorf (2004), "The Role of Normative Political Ideology in Consumer Behavior," *Journal of Consumer Research* 31(3) (December), 511-528.¹

Crockett, David, Sonya A. Grier, Jacqueline A. Williams (2003), "Coping with Marketplace Discrimination: An Exploration of the Experiences of Black Men," *Academy of Marketing Science Review* (4), available: <http://www.amsreview.org/articles/crockett04-2003.pdf>.

Rindfleisch, Aric and David X. Crockett (1999), "Cigarette Smoking and Perceived Risk: A Multidimensional Investigation," *Journal of Public Policy and Marketing* 18 (Fall) 159-171. [Please note that the erroneous middle initial was removed in a correction that appears in the *Journal of Public Policy & Marketing* 20(2) (Spring), p.2.]

Crockett, David and Melanie Wallendorf (1998), "Sociological Perspectives on Imposed Dress Codes: Clothing as Attempted Suppression of Class and Group Symbolism," *Journal of Macromarketing* 18 (Fall), 115-131.

Monographs, Book Chapters, and Business Cases

Crockett, David and Michelle F. Weinberger (forthcoming), "Critical Reflections on Consumer Identity," Chapter 3 in Eric J. Arnould and Craig J. Thompson, ed., *Consumer Culture Theory*, Thousand Oaks, CA: Sage.

Venkatesh, Alladi, David Crockett, Samantha Cross, and Steven Chen (2017), *Ethnography for Marketing and Consumer Research* (Foundations and Trends in Marketing Monograph Series), Hanover, MA: Now Publishers, available: <http://dx.doi.org/10.1561/17000000043>.

Crockett, David (2010), "Social Class" in Richard Bagozzi and Ayalla Ruvio, ed., *Volume 3: Consumer Behavior* in *Wiley International Encyclopedia of Marketing*, New York: John Wiley & Sons, Ltd.

Crockett, David (2009), "Livin' Just Enough for the City": An Essay on the Politics of Acquiring Food, Shelter, and Health in Urban America, pp. 286-303, in Theodore Koditschek, Sundiata Keita Cha-Jua, and Helen A. Neville, eds., *Race Struggles*, Urbana-Champaign, IL: University of Illinois Press.

Greyser, Stephen A. and David Crockett (2002), "The Museum of Fine Arts, Boston/Fleet Financial Group Sponsorship of *Monet in the 20th Century*," *Harvard Business School* (Case #9-502-059) (March) 1-20.

¹ This article received an Honorable Mention for the 2005 Robert Ferber Award.

WORKS IN PROCESS & WORKING PAPERS

Works in Process

Pendarvis, Nicholas, David Crockett, Bikram Ghosh, and Stacey Mumbower, “Collective Frames & Sociality: The Evolution of Collective Action in the Marketplace.” (*Invited revision at Journal of Consumer Research. Resubmitted: October 15, 2017*)

Working Papers

Pendarvis, Nicholas and David Crockett, “Unwritten Rules about Breaking the Rules.” (*In preparation for submission. Target: JCR. To be submitted summer 2018.*)

Jayachandran, Satish, David Crockett, and Nicholas Pendarvis, “Competitive Arousal: Lessons from NBA Trades.” (*Data collection and analysis. Target submission: JAMS,*)

INVITED PANELS, TALKS & CONFERENCE PRESENTATIONS (2012-Present)

University of Arizona, December 2017

- Building Frames that Resonate: The Movement to Prevent Gun Violence

Consumer Culture Theory Conference, June 2017

- Building Frames that Resonate: The Movement to Prevent Gun Violence

Skema Business School, University of Lille (France), March 2017

- Invited Presentation – Collective Frames & Sociality

Concordia University (Montreal), November 2016

- Invited Presentation – Paths to Respectability

Clemson University, October 2016

- Invited Presentation – Paths to Respectability

Cass Business School, City University of London, April 2015

- Invited Presentation – Paths to Respectability

William A. Kern Conference, April 2014

- Invited Presentation – Commercial Mythmaking at the Holy Land Experience
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Chicago-Area Consumer Culture Community (C4), April 2013

- Invited Presentation – “Paths to Prestige: The Making of a Middle Class through Consumption”

Anthropology of Markets & Consumption Conference, University of California-Irvine, March 2013

- Invited Presentation – “Paths to Prestige: The Making of a Middle Class through Consumption”

Institute for African American Research, Research Fellow Presentation, University of South Carolina, November 2012

- Invited Presentation – “Consumer Culture and the Black Middle Class”

TEACHING

MBA Courses

Consumer Behavior, MKTG 704 (University of South Carolina)

- Elective course (International MBA Program)

Readings & Research (Client Project: Center for Marketing Solutions, BADM 780 (University of South Carolina)

- Elective course (International MBA Program)
- Project-based course to develop marketing communications creative brief for CMS client

Integrated Marketing Communications, MKTG 705 (University of South Carolina)

- Elective course (International MBA Program and Professional MBA Program): Voted 2010 PMBA Outstanding Elective Professor, Voted 2011 IMBA Outstanding Elective Professor

Listening to the Voice of the Marketing, MKTG 712, 799 (University of South Carolina)

- Second-year elective course (International MBA Program)
- Project-based course on ethnographic/qualitative research methods

Society and Enterprise (Harvard Business School)

- First-year required course
- Case-based course on business, the social sector, and government partnerships

Undergraduate Courses (University of South Carolina)

Marketing Practicum, MKTG 453

Principles of Marketing, MKTG 350

Principles of Marketing Research, MKTG 352

Undergraduate Courses (Other Universities)

Principles of Marketing (Marquette University, University of Arizona)

Consumer Behavior (University of Arizona)

Marketing and Public Policy (University of Arizona)

SERVICE

University-Wide Service (Appointed/Invited)

Campus Climate Survey Task Force	2017-Pres
Black Faculty Caucus, Social Action Committee	2017-Pres
University Diversity Committee	2013-2015
Institute for African American Research, Advisory Board	2012-Pres
Safety Task Force	2011-2012
Values, Ethics, & Social Responsibility Task Force	2007-2008
University Athletics Advisory Committee	2007-2010
Faculty Senate Subcommittee (Special Issues—Faculty Manual)	2008-2009
New Faculty Orientation (Speaker)	2008

Darla Moore School of Business

Undergraduate Program Faculty Committee	2013-Pres
IMBA/AMBA Program Committee	2012
Springs Library Task Force	2012-2015, 2017
DMSB Dean's Review Committee (Appointed by Provost)	2011
New Building Visioning Committee	2010-Pres
Faculty Advisory Committee	2008-Pres
Committee to Promote Teaching Excellence and Student Learning	2008-2009, 2013-Pres
Student Grievance Committee ²	2004-2007
Library Committee	2004-2006
Computing Resources	2004-2005
Information Technology/Computing Resources	2006
Classroom Technology	2006

² Committee chair starting Fall 2006

Workplace Environment Task Force (Strategic Planning Sub-committee)	2007
Business at Moore Summer Program, Planning Committee & Faculty	2007-Pres

Marketing Department & Student Service

Undergraduate Research/Independent Study	2014-Pres
<ul style="list-style-type: none"> • Director, Magellan Scholars Grant (Haley Hughes, 2016) 	
Center for Marketing Solutions, Advisory Board	2013-Pres
Affirmative Action Advocate on Search Committees	2004-Pres
Departmental Search Committee: Faculty Hiring	2004-Pres
Departmental Search Committee: Ph.D. Program	Episodic
American Marketing Association/USC Collegiate Chapter	2003-Pres
<ul style="list-style-type: none"> • Case Competition Faculty Advisor (Nat'l Champion 2003-2004) 	
Dissertation Committees (Chair or Co-chair)	2008-Pres
<ul style="list-style-type: none"> • C. Droms (2008), R. Leak (2009), N. Pendarvis (2016) 	

Professional Service

Associate Editorship

- *Journal of Consumer Research* 2018-2021
- *Consumption, Markets & Culture* 2016-2019

Advisory Boards

- Consumer Culture Theory 2010-2012, 2017-Pres
- Transformative Consumer Research 2010-2016

Editorial Review Boards

- *Journal of Consumer Research* (annual appointment) 2008-Pres
- *Journal of Public Policy & Marketing* (annual appointment) 2009-2017
- *The Black Scholar* 2013-2016

Ad-Hoc Reviewer

- *Journal of Consumer Research* 2004-Pres
- *International Journal of Advertising* 2012-Pres
- *Journal of Public Policy and Marketing* 2000-Pres
- *Consumption, Markets, & Culture* 2007-Pres
- *Journal of Consumer Culture* 2008-Pres
- *Journal of Retailing* 2004-Pres
- *Sociological Inquiry* 2003

Academic Conferences

- Association for Consumer Research Conference (ACR) Program Committee 2007, 2010, 2011
 - ACR Ad Hoc Reviewer 2003-Pres
 - Consumer Culture Theory (CCT5) Conference Co-Chair (w/ Craig Thompson at Madison, WI) 2010
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- CCT Program Committee 2009, 2017
- CCT Ad-Hoc Reviewer 2007-Pres
- Marketing and Public Policy Conference (MPP) Ad Hoc Reviewer 2004-Pres

Diversity-Focused Professional Service

- Marketing Ethnic Faculty Association, President, Board of Directors 2009-2011, 2012-Pres
- Ph.D. Project/Marketing Doctoral Student Association 2002-Pres

Public/Community Service

- Simple Justice (Black Lives Matter) of Columbia 2017
- Campaign for a Commercial Free Childhood, Communications Task Force 2016
- South Carolina HIV Council (SCHC) Board of Directors, Interim Board President 2007-2012; 2017-Pres
- Carolina Collegiate Federal Credit Union, Board of Directors 2010-2016
- African American Collaborative Research Network, 2008-Pres
- NAACP National Board of Directors, Consultant 2001-2008

PROFESSIONAL AFFILIATIONS

American Marketing Association
 American Sociological Association
 Association for Consumer Research
 Black Faculty Caucus
 (University of South Carolina)
 Consumer Culture Theory Consortium
 Marketing Ethnic Faculty Association
 National Black M.B.A. Association
 The Ph.D. Project

HONORS AND AWARDS

American Marketing Association Foundation Williams-Qualls-Spratlen Award for Multicultural Mentoring Excellence	2017
Faculty Research Fellowship, Institute for African American Research	2011

International MBA Outstanding Elective Professor	2011
Professional MBA Outstanding Elective Professor	2010
Robert Ferber Award (Honorable Mention)	2005
AMA/Sheth Foundation Doctoral Consortium Fellow	1998
ACR/Sheth Foundation Award, Best Public Interest Dissertation Proposal	1998
