



Marketing faculty had lots of good news to share—from publications to media appearances—here is a sampling of recent happenings.



Quinlan students worked with Chicago Ideas Week for Dr. Neier Beran’s marketing research class.



Alex Krasnikov visited with Intellectual Property professionals abroad.



Katherine Sredl was recently appointed Visiting Scholar, Faculty of Economics and Business, at the University of Zagreb.

In the News...

Stacy Neier Beran Students in Stacy’s Mark311 course were featured on the Quinlan homepage for their [collaboration](#) with Chicago Ideas Week.

Katherine Sredl Katherine’s [research](#) on how globalization impacts markets was featured on the Quinlan homepage.

Mary Ann McGrath Mary Ann appeared on CGTN’s [report](#) about Black Friday.

Alex Krasnikov Alex’s [work](#) with intellectual property organizations was featured on Quinlan homepage.

Linda Tuncay Zayer Linda appeared on the syndicated TV [program](#), *Business First AM*, to discuss gender and branding

Gerri Henderson Gerri was quoted in the [Washington Post](#) in regard to the NFL protests and the backlash against Papa John’s Pizza.

Sara Gramata Sara was featured on CGTN’s [piece](#) on the business of college football.

Cliff Shultz Cliff engaged in several media interviews with regard to Vietnam, including the [Financial Business News Channel](#).

Digital Corner: Research studies demonstrate how consumers use digital platforms for weight loss, experiences of risk, body image trends, and in higher ed

Marketing faculty members are publishing their work at the intersection of digital and consumer behavior. Gerri Henderson’s co-authored [research](#) published in the *Journal of Interactive Marketing* on the positive role of social media on weight loss was featured in a range of media outlets, including [WebMD](#), the [Observer](#), [Men’s Fitness](#), among others. Jenna Drenten and Linda Tuncay Zayer’s [research](#) on the role of digital virtual consumption in consumers’

experience of risk was published this month in the *Journal of the Association for Consumer Research*. Jenna also had her work on social media and body image appear in the edited book by Angeline Close Scheinbaum, *The Dark Side of Social Media* and featured in [the Conversation](#). Linda, Stacy Neier Beran, and Puri Alcaide-Pulido published their work on the role of social media in higher education in the same edited book.

Quinlan collaborations: from post-conflict markets to gift-giving

Katherine Sredl partnered with Cliff Shultz, along with Ružica Brečić on research which was published in the *Journal of Macromarketing*, entitled, “The Arizona Market: a Marketing Systems Perspective on Pre- and Post-War Developments in Bosnia, with Implications for Sustainable Peace and Prosperity.” Jenna Drenten’s work on gift-giving, inspired by her sister and co-authored by Kristy McManus and Lauren Labrecque Warr, was recently published in *Consumption Markets & Culture* and featured on *the Conversation* among other media outlets.



Sara Gramata and Cliff Shultz were among the Quinlan faculty and staff who traveled to the Loyola Vietnam Center to create new marketing courses for the Vietnam campus.

Joan Phillips has a forthcoming paper with Thomas Reynolds in the *Journal of Advertising Research* entitled, “The Strata Model Predicting Advertising Effectiveness: A Neural Network Approach.”

In the classroom and beyond: mentorship, community engagement, Ignatian pedagogy

Marketing faculty continue to engage in mentorship, student engagement and outreach to the community. Sara Gramata, who recently was honored as Chi Omega’s best professor of the semester, worked with clients such as Sacred Heart Schools and Boys Hope/Girls Hope as well as DuNord YMCA camp in Minnesota as part of her courses. Jenna Drenten advised undergraduate student Anna Pristach as part of the Johnson Scholarship research

program supported by Loyola’s Gannon Center. Stacy Neier Beran was awarded a \$5,000 Ignatian Pedagogy grant from FCIP for her project, “A macro heart for micro enterprise: Leveraging Ignatian Pedagogy for Microenterprise Consulting.” She also advised students for Gfk’s NextGen Marketing Research competition. For the 5th year running, there are two LUC finalists (winner TBD). Lastly, Stacy will also join the Board of Directors for Acero Charter Schools.

More research publications and honors

Congratulations to Jenna Drenten who has a sole authored paper forthcoming in *Young Consumers*, entitled, “When Kids are the Last to Know: Embodied Tensions in Surprising Children with Vacations.” Cliff Shultz had a number of co-authored papers published with regard to sustainable development in *Environmental Management*, market orientation in Vietnam in the *Journal of Strategic Marketing*,

as well as an invited solo piece in the *Journal of Macromarketing* entitled “Marketing: The Next 40,000 Years.” He also published two book chapters in *Rewriting the Marketing Handbook: Accumulated Wisdom from the Ivory Trenches* and the *Handbook of Community Well-being*. Linda Tuncay Zayer also published two co-authored book chapters related to gender and consumer behavior, appearing in the *Routledge Handbook on Consumption* and the *Routledge Companion to Consumer Behavior*.