

Mason R. Jenkins

Belk College of Business
University of North Carolina at Charlotte
Charlotte, NC 28223

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CV Last Updated: August 6, 2024

PROFESSIONAL APPOINTMENTS

2024 – present	Clinical Associate Professor of Marketing Belk College of Business, University of North Carolina at Charlotte
2021 – 2024	Clinical Assistant Professor of Marketing Belk College of Business, University of North Carolina at Charlotte
2019 – 2021	Visiting Assistant Professor of Marketing D’Amore-McKim School of Business, Northeastern University

EDUCATION

2019	PhD Psychology Northeastern University
2016	MA Psychology Northeastern University
2011	BA Psychology & English University of North Carolina at Chapel Hill

PUBLICATIONS

Jenkins, Mason R., Paul W. Fombelle, & Mary L. Steffel (2021), “I’m sorry for not being sorry: An argument for withholding an apology after service failures,” *MSI Reports*, Report No. 21-130.

Fombelle, Paul W., Clay M. Voorhees, **Mason R. Jenkins**, Karim Sidaoui, Sabine Benoit, Thorsten Gruber, Anders Gustaffson, & Ibrahim Abosag (2020), “Customer deviance: A framework, prevention strategies, and opportunities for future research,” *Journal of Business Research*, 116, 387-400.

Jenkins, Mason R., & Nancy S. Kim (2018), “How robust is the influence of causal explanation on clinical judgments? Assessments in structured clinical interviews,” *Journal of Psychology*, 152(2), 96-109.

Larrauri, Jose, Lisalynn D. Kelley, **Mason R. Jenkins**, Eric C. Westman, Nestor A. Schmajuk, M. Zachary Rosenthal, and Edward D. Levin (2014), “Meclizine enhancement of sensorimotor gating in healthy male subjects with high startle responses and low prepulse inhibition,” *Neuropsychopharmacology*, 39(3), 651-659.

MANUSCRIPTS UNDER REVIEW/REVISION

Jenkins, Mason R., Paul W. Fombelle, and Mary L. Steffel, "When apology is not the best policy: The negative impact of proactive apologies for service failures," **invited for 3rd round review at *Journal of Consumer Research*.**

Smith, Keith, Matthew O'Hern, **Mason R. Jenkins**, Paul W. Fombelle, and Charles Noble. "Innovation co-creation: A systematic review & relational synthesis," **invited for 3rd round review at *Journal of the Academy of Marketing Science*.**

Voorhees, Clay M., Nicole Boylan, Carlos Bauer, Paul W. Fombelle, & **Mason R. Jenkins**. "Conceptualizing post-sales relationship management in B2B markets: Review, synthesis, and recommendations for future research," **invited for 2nd round review at *Journal of Business Research*.**

Kim, Moon-Young, Sangkil Moon, and **Mason R. Jenkins**. "Consumer-perceived differences between best- and second-best-rated product reviews," **under review at *European Journal of Marketing*.**

SELECTED RESEARCH IN PROGRESS

Sunil Erevelles, **Mason R. Jenkins**, and Layne McGuire. "Unethical Customer Returns and Desire for Inequity". Manuscript in preparation to be submitted to *Journal of Business Ethics*.

Paul W. Fombelle, Clay M. Voorhees, Joan Kim, **Mason R. Jenkins**, and Shanyu Kates. "Social norms guide tipping behavior in novel contexts". Manuscript in preparation to be submitted to *Journal of Retailing*.

Wade Mansell and **Mason R. Jenkins**, "Essentialist beliefs and creativity." Primary data collection.

Jonathan Beck and **Mason R. Jenkins**, "Overconfidence in consumer beliefs about digital privacy." Primary data collection.

GRANTS, AWARDS, AND HONORS

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|------|---|
| 2024 | Best Teaching Award: Marketing Department
Belk College of Business, UNC Charlotte |
| 2022 | Belk College of Business Summer Research Grant (\$10,000)
"Artificial Intelligence-Based Recommendations Increase Resistance to Psychological Determinism" |
| 2020 | 2020 AMA Winter Academic Conference
Best Paper in Track: Service Sciences and Retailing
"When Apology is Not the Best Policy: The Negative Impact of Apologies on Consumer Judgment and Behavior" with Paul W. Fombelle and Mary L. Steffel |
| 2019 | Ph.D. Network Travel Scholarship
Northeastern University |

- 2018 **Marketing Science Institute Grant (\$5,000)**
"I'm Sorry for not Being Sorry: An Argument for Withholding an Apology After Service Failures," with Paul W. Fombelle
- 2014 – 2019 **Full-tuition Graduate Assistantship**
Northeastern University, Department of Psychology
- 2014 **Clark Rivinoja Memorial Junior Scientist Award**
Duke University Medical Center, Cognitive Behavior Research and Treatment Program
- 2013 **2nd Place, Poster Competition: Clinical Science Day**
Duke University Medical Center

CONFERENCE PRESENTATIONS

Jenkins, M., & Beck, J. (2022). Consequences of Artificial Intelligence-Based Recommendations on Consumer Judgment and Purchase Behavior. Poster presented at the Society for Judgment and Decision Making, San Diego, California. November 2022.

Jenkins, M., Fombelle, P., & Steffel, M. (2020). When Apology is Not the Best Policy: The Negative Impact of Apologies on Consumer Satisfaction and Repurchase Behavior. Paper presented at the Society for Consumer Psychology, Huntington Beach, California. March 2020.

Jenkins, M., Fombelle, P., & Steffel, M. (2020). When Apology is Not the Best Policy: The Negative Impact of Apologies on Consumer Satisfaction and Repurchase Behavior. Paper presented at the American Marketing Association Winter Academic Meeting, San Diego, California. February 2020.

Jenkins, M., Fombelle, P., & Steffel, M. (2019). I'm Sorry for Not Being Sorry: An Argument for Withholding an Apology Following Service Failures. Paper presented at the Society for Judgment & Decision Making annual meeting, Montreal, Canada. November 2019.

Jenkins, M., Fombelle, P., & Steffel, M. (2019). I'm Sorry for Not Being Sorry: An Argument for Withholding an Apology Following Service Failures. Paper accepted for presented at the Frontiers in Service Conference, Singapore. August 2019.

O'Hern, M., Smith, K.M., **Jenkins, M., & Fombelle, P.W.** (2019). Innovation Co-Creation: A Relational Synthesis & Systematic Review. Paper presented at the R&D Management Conference. Paris, France. June 2019.

Jenkins, M., & Kim, N.S. (2019). Causal depth of counterfactual thinking predicts increased negative affect. Poster presented at the 90th Eastern Psychological Association meeting. New York City, NY. March 2019.

Jenkins, M., & Kim, N.S. (2018). Causal structure and event controllability influence counterfactual thinking about the self and others. Poster presented at the Society for Judgment & Decision Making annual meeting, New Orleans, LA. November 2018.

Jenkins, M., Fombelle, P., Steffel, M. (2018). I'm Sorry for Not Being Sorry: An Argument for Withholding an Apology Following Service Failures. Paper presented at the Frontiers in Service Conference, Austin, TX. September 2018.

Smith, K., O'Hern, M., **Jenkins, M., & Fombelle P.** "Product Co-Creation: A Relational Synthesis & Systematic Review". Paper presented at the BI-*Journal of the Academy of Marketing Science* Thought Leaders Conference on Generalizations in Marketing: Systematic Reviews and Meta-Analyses, Oslo, Norway. June 2018.

Jenkins, M., & Fombelle, P. (2018). I'm Sorry for Not Being Sorry: An Argument for Withholding an Apology Following Service Failures. Paper presented at the American Marketing Association Winter Academic Meeting, New Orleans, LA. February 2018.

Jenkins, M., Kim, N.S., Frank, M., & Udupa, N. (2017). Causal depth of counterfactual thinking predicts increased negative affect. Poster presented at the Society for Judgment & Decision Making annual meeting, Vancouver, BC. November 2017.

Fombelle, P., & **Jenkins, M.** (2017). I'm sorry but I'm not sorry: Towards an argument for not apologizing for service failures. Presentation at the Center for Service Leadership Annual Meeting, Phoenix, AZ. January 2017.

Jenkins, M. & Kim, N.S. (2016). Causal Explanations and Clinical Judgments in Structured Clinical Interviews. Poster presented at the Society for Judgment & Decision Making annual meeting, Boston, MA. November 2016.

Nunez, C., Fang, C., Herr, N., Smotherman, S., Howard, M., Kim, J., **Jenkins, M.,** Rosenthal, M.Z. (2016). Moderators of Habituation in a Laboratory Emotion Regulation Paradigm: The Role of Diagnostic, Trait, and State Anxiety. Poster presented at the 50th Annual Convention of the Association for Behavioral and Cognitive Therapies, New York City, NY. October 2016.

Fang, C., **Jenkins, M.,** Herr, N., Smotherman, S., Howard, M., Kim, J., Rosenthal, M.Z. (2016). Geospatial Mapping Generalization of Emotion Regulation in an Outpatient Sample. Poster presented at the 50th Annual Convention of the Association for Behavioral and Cognitive Therapies, New York City, NY. October 2016.

Jenkins, M., & Kim, N.S. (2016). The Impact of Diagnostic Method on Clinical Judgments of Psychological Health and Need for Treatment. Poster presented at the 50th Annual Convention of the Association for Behavioral and Cognitive Therapies, New York City, NY. October 2016.

Jenkins, M., & Kim, N.S. (2016). Judgments During Interviews: Extending the Understanding-Normality Effect. Paper presented at the 87th Eastern Psychological Association meeting. New York City, NY. March 2016.

Jenkins, M., Dalrymple, S., Ozturk, I., Wohl, N., Chang, A., Quain, K., & Kim, N.S. (2015). The Impact of Medical Jargon on Perceptions of Disease: A Comparison of Medical Students and Lay People. Poster presented at the Northeastern University Research, Innovation, and Scholarship Expo (RISE). Boston, MA. April 2015.

Fang, C., Neacsiu, A.D., **Jenkins, M.**, Rosenthal, M.Z., (2014). Physiological reactivity and habituation following emotional induction using personalized stressors for people who report high emotion dysregulation. In Neacsiu, A. (Chair), Dysregulation of Specific Emotions in Psychopathology: Novel Findings from Multimethod Transdiagnostic Studies. Symposium presented at the 48th annual convention of the Association of Cognitive and Behavioral Therapies. Philadelphia, PA. November 2014.

Fang, C., Kim, J., Larrauri, J., **Jenkins, M.**, & Rosenthal, M. Z. (2014). Toward a Brief Emotion Regulation Intervention: Comparing the Effects of Personalized Music, Pictures, and Silence. Poster presented at the 48th Annual Convention of the Association for Behavioral and Cognitive Therapies, Philadelphia, PA. November 2014.

Tull M.T, Dixon-Gordon K. L., Gratz K. L., Suvak M., Sloan D. M., Litz B.T., Hofmann S. G., McCloskey M. S., Jenkins A., Fettich K. C., Berman M., McDermott M. J., Tull M. T., Gratz K. L., Rosenthal M., Herr N. R., Larrauri J., Kelley L., Neacsiu A. D., **Jenkins M.** (2013). New Frontiers in the Study of Emotion Regulation: Innovative Laboratory-Based Methods of Emotional Responding and Regulation. Presentation at the 47th Annual Convention of the Association for Behavioral and Cognitive Therapies, Nashville, TN. November 2013.

Jenkins, M., Larrauri, J., Fisher, R., Fang, C.M., Rodriguez, M., Rosenthal, M. (2013). Differences in Emotional Responding to Personalized and Standardized Calming Digital Media. Poster presented at the 47th Annual Convention of the Association for Behavioral and Cognitive Therapies, Nashville, TN. November 2013.

Larrauri, J.A., Kelley, L.D., **Jenkins, M.**, Westman, E.C., Schmajuk, N.A., Rosenthal, M.Z., Levin, E.D. (2013). Meclizine Enhancement of Sensorimotor Gating in Healthy Male Subjects with High Startle Responses and Low Prepulse Inhibition. Poster presented at the Duke University Medical Center Clinical Science Day, Durham, NC. October 2013.

Jenkins, M. & Lowman, J. (2011). Examining the Zero-Price Effect from an Evolutionary Perspective. Poster presented at UNC Office of Undergraduate Research Spring Symposium, Chapel Hill, NC. April 2011.

Jenkins, M. & Lowman, J. (2011). Examining the Zero-Price Effect from an Evolutionary Perspective. Poster presented at the North Carolina Psychological Association, Chapel Hill, NC. April 2011.

TEACHING EXPERIENCE

Instructor of Record:

Belk College of Business, University of North Carolina at Charlotte

"Overall, this instructor was effective." 1-5, where 5 = strongly agree

<u>Course</u>	<u>Semester</u>	<u>Effectiveness</u>
Consumer Behavior	Spring 2024	5.0 and 4.6/5.0

Consumer Behavior and Strategy (MBA)	Spring 2024	4.8/5.0
Marketing Strategy Consultancy	Spring 2024	4.6/5.0
Global Marketing Strategy (MBA)	Spring 2024	4.4/5.0
Principles of Marketing	Fall 2023	4.7, 4.6, and 4.5/5.0
Consumer Behavior	Fall 2023	4.7/5.0
Consumer Behavior	Spring 2023	4.8 and 4.9/5.0
Consumer Behavior and Strategy (MBA)	Spring 2023	4.8/5.0
Marketing Strategy Consultancy	Spring 2023	4.8/5
Global Marketing Strategy	Spring 2023	n/a
Principles of Marketing	Fall 2022	4.6, 4.7, and 4.7/5.0
Consumer Behavior	Fall 2022	4.7/5.0
Principles of Marketing	Summer 2022	5.0/5.0
Consumer Behavior	Summer 2022	4.8/5.0
Consumer Behavior	Spring 2022	4.7 and 4.7/5.0
Marketing Strategy Consultancy	Spring 2022	4.6/5.0
Consumer Behavior and Strategy (MBA)	Spring 2022	4.3/5.0
Global Marketing Strategy (MBA)	Spring 2022	n/a
Consumer Behavior	Fall 2021	4.7/5.0
Principles of Marketing	Fall 2021	4.4, 4.1, and 4.2/5.0

Instructor of Record:

D'Amore-McKim School of Business, Northeastern University

"The overall quality of the instructor was excellent." 1-5, where 5 = always effective

<u>Course</u>	<u>Semester</u>	<u>Effectiveness</u>
Introduction to Marketing	Spring 2021	4.7 and 5.0/5.0
Introduction to Marketing	Fall 2020	4.6, 4.9 and 4.9/5.0
Introduction to Marketing	Spring 2020	4.5, 4.6, and 4.7/5.0
Introduction to Marketing	Fall 2019	4.6 and 4.9/5.0

Instructor of Record:

Department of Psychology, Northeastern University

"The overall quality of the instructor was excellent." 1-5, where 5 = always effective

<u>Course</u>	<u>Semester</u>	<u>Effectiveness</u>
Lab in Research Design	Summer 2017	4.6/5.0

Teaching Assistant

Department of Psychology, Northeastern University

<u>Course</u>	<u>Semester</u>
Lab in Cognition	Spring 2016, Fall 2017, and Fall 2018
Lab in Psycholinguistics	Spring 2017 and Spring 2018
Lab in Research Design	Fall 2016

ADVISING

Dissertation Co-Chair for DBA Students, UNC Charlotte
Alicia Thomas (2023-2025)

Dissertation Committee Member for DBA Students, UNC Charlotte
Mike Lee (2022-2023), Margaret McGuire (2022-2023), Rita Winborne (2022-2023)

Advisor for Undergraduate Research Assistants, Northeastern University
Aidan Walters (2020-2021), Stephen Grillo (2019-2020)

MEDIA COVERAGE

[Is a company apology always necessary?](#) *Marketing News*, Spring 2020, 8-9.

PROFESSIONAL SERVICE

2024 – present Ad Hoc Reviewer for *Journal of Service Research*
2020 – present Reviewer for AMA Summer Academic Conference
2019 – present Editorial Review Board member for *Journal of Business Research*
2018 – present Reviewer for AMA Winter Academic Conference
2016 – present Ad Hoc Reviewer for *Translational Issues in Psychological Science*
2014 – 2019 Mentor, Graduate School Interest Mentorship Program
Department of Psychology, Northeastern University

UNIVERSITY SERVICE

University of North Carolina at Charlotte

2023 Faculty Hiring Committee
2022 – present University Academic Integrity Board Member
2021 – present Special Faculty Council, Belk College of Business

OTHER RESEARCH EXPERIENCE

2014 – 2019 Graduate Research Assistant
Causal Cognition Lab, PI: Nancy S. Kim
Northeastern University

2013 – 2014 Study Coordinator
Cognitive Behavioral Research and Treatment Program, PI: M. Zach Rosenthal
Duke University Medical Center

2011 – 2013 Research Assistant
Cognitive Behavioral Research and Treatment Program, PI: M. Zach Rosenthal
Duke University Medical Center

REFERENCES

Paul W. Fombelle

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D'Amore-McKim School of Business
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Clay M. Voorhees

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Culverhouse College of Business
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Mary L. Steffel

Associate Professor of Marketing
D'Amore-McKim School of Business
Northeastern University
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Anders Gustafsson

Research Professor
BI Norwegian Business School
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