

EFUA OBENG

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Research Interests

Retailing, Marketing strategy, Prosocial consumer behavior, Stakeholder theory

Education

The University of Pittsburgh in Pittsburgh, PA
Ph.D. in Business Administration (marketing concentration), 2013
Co-Advisors: Jeff Inman and John Hulland

Duke University in Durham, NC
M.A. in Liberal Studies, 2008
Advisor: Sherman James

The University of North Carolina at Chapel Hill in Chapel Hill, NC
B.S. in Business Administration, 2006
Spanish Language Minor

Professional Positions

1. Associate Professor of Marketing, July 2020 – Present
Howard University
2. Assistant Professor of Marketing, August 2014-June 2020
Howard University
3. Visiting Assistant Professor of Marketing, August 2013- June 2014
Salisbury University
4. Research Assistant, August 2008-May 2013
The University of Pittsburgh

Journal Publications

1. Meeker, Amy (March-April 2020). "Why Soliciting Donation at The Cash Register Can Backfire: Use These Strategies to Ensure That It Doesn't," *Harvard Business Review*, t21-t25 based on the research of **Efua Obeng**, Casey Newmeyer, Katie Kelting, and Stefanie Robison.
2. Newmeyer, Casey and **Efua Obeng**, John Hulland (2019), "Joining forces for doing good: getting the international cause-alliance right", *International Marketing Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IMR-04-2019-0122>
3. **Obeng, Efua** (2019). "Bullseye: An argument for effectively managing retail stakeholder relationships," *Journal of Retailing and Consumer Services*, 49 (July), 327-335.
4. **Obeng, Efua** and Chinintorn Nakhata, Hsiao-Ching Kuo (2019). "Paying it Forward: The Spillover Effect of Service Quality on Respond to Charity at Checkout," *Journal of Business Research*, 98, 250-260.
5. Aoki, Kei, and **Efua Obeng**, Aberdeen Leila Borders, Deborah Lester (2019). "Can Brand Experience Increase Customer Contribution: How to Create Effective Sustainable Touchpoints With Customers," *Journal of Global Scholars of Marketing Science*, 29(1), 51-62.

JGSMS 2019 Best Paper Award Recipient

6. **Obeng, Efua** and Ryan Luchs, J. Jeffrey Inman, and John Hulland (2016). "Survival of The Fittest: How Competitive Service Overlap and Retail Format Impact Incumbents' Vulnerability to New Entrants," *Journal of Retailing*, 92(4), 383-396. *lead article*
7. **Obeng, Efua** and John Prescott, John Hulland, Robert J. Gilbert, James L. Maxham III (2015). "Retail Capability Systems," *Academy of Marketing Science Review*, 5(3-4), 103 -122.

Working Papers

1. "Would You Like to Donate a Today? How Donation Requests at Checkout Impact Customer Satisfaction" finalizing for submission to the *Journal of Consumer Psychology*

2. "If You Can't Beat Them, Join Them: The Amazon Effect," data analysis stage
3. "WeTailing: Does Coopetition Really Pay Off for Retailers?," data analysis stage

Published Proceedings

1. **Obeng, Efua** and Casey Newmeyer (2017), "Solicitations for Charity at Checkout and Consumer Responses: An Abstract," in Stieler M. (eds) Creating Marketing Magic and Innovative Future Marketing Trends. Developments in Marketing Science: Proceedings of the Academic of Marketing Science. Springer, Cham.
2. **Obeng, Efua** and John Hulland, James Maxham, Robert Gilbert (2010), "Leveraging Resources to Enhance Retail Success: A Benchmarking Study," Proceedings, 2010 American Marketing Association Summer Educators' Conference.

Press Citations

1. Fisher, Betty Lin (2016). <http://www.ohio.com/business/taking-action/betty-lin-fisher-charity-requests-at-the-checkout-do-you-love-or-hate-them-1.731124>
2. Newmeyer, Casey (2016). <https://www.philanthropy.com/article/Opinion-Checkout-Charity-Can/238591>
3. McCann, Adam (2019). <https://wallethub.com/blog/best-labor-day-sales/24014/#expert=efua-obeng>

Presentations

1. "Bullseye: An Argument for Effectively Managing Retail Stakeholder Relationships" at the Recent Advances in Retailing and Consumer Services Conference in Tallin, Estonia (July 2019).
2. "Capturing the Black Wallet," Nestle Diverse Consumer Event in Arlington, Virginia (July 2019).

3. "Word of Mouth, Trust and The Prosocial Consumer: The Role of Purchase Situation," at the 2019 Marketing and Public Policy Conference in Washington, DC (June 2019).
4. "The Relationship Between Brand Experience and Word-of-Mouth (WOM)," at the American Marketing Association's Winter Educators' Conference in Austin, TX (February 2019)¹
5. "Can Brand Experience Increase Customer Contribution: How to Create Effective Sustainable Touchpoints With Customers," at Atlantic Marketing Conference in New Orleans, LA (September 2018)
6. "Paying it Forward: The Reciprocal Effect of Service Quality on Charity at Checkout" at Frontiers in Service Conference in Austin, TX (September 2018)
7. "Trust, WOM, and the Prosocial Consumer," at Howard University Junior Faculty Writing and Creative Works Summer Academy (July 2018)
8. "Understanding The Intersection Between Exchange Norms and Donation Requests," at SERVSIG 2018 Opportunity for Services in a Challenging World in Paris, France (June 2018)
9. "Would You Like to Donate \$1? The Impact of Service Quality on Charity at Checkout" at the Academy of Marketing Science Conference in New Orleans, Louisiana (May 2018)
10. "Bullseye: An Argument for Managing Stakeholder Tensions" at the American Marketing Association Winter Educators' Conference in New Orleans, Louisiana (February 2018)
11. "When a Moral Request Is Perceived To Be Immoral? How Donation Requests at Checkout Violate Social Contract Theory" at QUIS 15 in Porto, Portugal (June 2017)
12. "Paying it Forward: The Reciprocal Effect of Service Quality on Charity at Checkout" at QUIS 15 in Porto, Portugal (June 2017)
13. "Charity at Checkout: The Implications for Retailers" at the Academy of Marketing Science Conference in Lake Buena Vista, Florida (June 2016)

¹ Denotes poster presentation

14. "Survival of The Fittest: How Competitive Overlap and Retail Format Impact Incumbents' Vulnerability" at the American Marketing Association's Winter Educators' Conference in Las Vegas, Nevada (February 2016)
15. "Charity at Checkout" at the American Marketing Association's Winter Educators' Conference in San Antonio, TX (February 2015)
16. "Survival of The Fittest: How Competitive Overlap and Retail Format Impact Incumbents' Vulnerability" at the American Marketing Association's Summer Educators' Conference in Boston, MA (August 2013)
17. "Leveraging Resources to Enhance Retail Success: A Benchmarking Study" at the American Marketing Association's Summer Educators' Conference in Boston, MA (August 2010)

Honors, Affiliations, & Awards

- Howard University Junior Faculty Writing and Creative Works Summer Academy, 2018
- Target© Valuing Diversity Grant, 2015-2017
- Howard University School of Business Summer Faculty Research Grant, 2015-2017 and 2019
- Howard University Summer Faculty Research Grant, 2015
- Case Western Reserve Intramural Research Grant with Casey Newmeyer, 2013-2014
- The American Marketing Association Valuing Diversity Ph.D. Scholarship, 2010
- Sunoco Fellowship (The University of Pittsburgh), 2009-2010
- American Marketing Association (Member), 2008-present
- Ph.D. Project (Member), 2008-present
- GAR Foundation Fellow (The University of Pittsburgh), 2008-2009

Professional Activities

1. Ad-hoc reviewer for the: *Journal of Marketing Theory and Practice*, *Journal of Business Research*, *Journal of Global Scholars of Marketing Science*, Marketing and Public Policy Conference, *Academy of Marketing Science Review*, AMA Winter Educators Conference, and AMA Summer Educators Conference
2. Member, PhD Project

3. Member, American Marketing Association

Teaching Experience

Howard Entertainment

- The Economics of Film and Entertainment (Undergraduate)
- Film Marketing (Undergraduate)

Howard University

- Marketing Management (MBA)
- Principles of Marketing (Undergraduate)
- Retail Management (Undergraduate)
- Sports Marketing (Undergraduate)

Salisbury University

- Principles of Marketing (Undergraduate)

The University of Pittsburgh

- Principles of Marketing (Undergraduate)

Certifications

- Harvard Case Teaching Certification I, March 2018
- Blackboard Distance Learning Certification, May 2016