

Dr. Delancy H.S. Bennett
Assistant Professor of Marketing
Howard University, School of Business

Howard University
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Washington DC

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EDUCATION

- | | |
|------------------------------|---|
| Ph.D.
2014 | Business Administration
Isenberg School of Management, University of Massachusetts at Amherst,
Major Concentration: Marketing with a focus on
Consumer Behavior, Minor Concentration: Social Psychology |
| M.B.A.
2000 | Wake Forest University
Major Concentration: Marketing
with a focus on Brand Management |
| B.A.
1993 | University of North Carolina at Chapel Hill
Major Concentration: Journalism and Mass Communications (Advertising)
Major Concentration: Studio Art |

ACADEMIC APPOINTMENTS

Assistant Professor, Howard University, School of Business, Washington, DC,
August 2021 - Present

Adjunct Professor, Campus, Sacramento CA,
June 2024 – Present

Adjunct Professor, Furman University, Greenville, SC
June 2021 – September 2024

Instructor, The University of Massachusetts at Amherst, Amherst, MA
August 2011 – September 2024

Assistant Professor, Clemson University, College of Business, Clemson, SC
February 2014 - August 2021

Lecturer, Clemson University, College of Business, Clemson, SC
August 2013 - February 2014

Lecturer, The University of North Carolina at Charlotte, Charlotte, NC

August 2005 - August 2009

PROFESSIONAL WORK EXPERIENCE

Carolina Panthers (NFL Professional Sport Franchise)

Charlotte, NC

Senior Executive Marketing Manager

October 2006–

December 2006

Marketing Manager

June 2004–

September 2006

- Negotiate contract renewal for and oversee the management of a \$30 million sponsorship portfolio.
- Created and maintained strategic partnerships and implement activation of Panthers marketing plans for multiple premier sponsors including but not limited to Gatorade, Chrysler Dodge Jeep, Blue Cross Blue Shield, Carolina Medical Center (CMC Hospitals) Dairy Management Inc., Bojangles, Time Warner Cable, Outback Steakhouse, and Wendy's
- Plan and facilitate sports marketing events including game day promotions and player appearances as well as sponsor events including but not limited to Panthers Fit Squad, Outback Steakhouse Steve Smith G'Day Camp, Carolina Panthers Fan Fest, Gatorade NFL High School Coaches Camp, and Panthers Berry Milk Days
- Manage three direct reports on a daily bases and organize and oversee 200+ person work force during home games
- Assist in other major sponsor events including but not limited to Panthers Football 101 (for women), corporate flag football tournaments and the Panthers Caravan Tour

Adora, the Spa Collection (Direct Marketing Start Up Company) Greensboro, NC

Vice President of Marketing

November 2002 – December

2003

- Co-authored initial business plan including marketing plan and pricing strategies
- Developed PR plan that resulted in a listing as "One of the Best 500 Home Based Business" by Entrepreneur Magazine (June 2003)

Unilever HPC North America

Greenwich, CT /

Chicago, IL

August 2000-October 2002

Senior Associate Brand Manager, Suave Master Brand (Chicago IL, August October 2001-October 2003)

- Managed \$12 million Master Brand marketing programs (consumer promotions, public relations, one to one, Hispanic, interactive, and customer focused) targeted to drive cross-category trial and awareness and build brand equity
- Led the 2003 Master Brand business plan including the formulation of business objectives, strategies, promotion platform, tactics, and channel planning that resulted in Senior Management approval of a \$23 million marketing budget (not including media expenses)
- Managed the launch of Suave Seasonals, 14 Hair and Skin Care SKUs that resulted in \$5 million of incremental net sales

- Led agency review for the brand's PR firm resulting in the re-creation of the 2002 PR plan
 - Directed the evaluation and re-launch of the brand's Hispanic marketing program
 - Implemented trade advertising campaign to increase customer feature and display support
- Associate Brand Manager, "all" Laundry Detergent (Greenwich CT, August 2000-October 2001)
- Managed \$21 million consumer promotions, media, and medical marketing budgets
 - Directed graphics re-stage for 8 powder SKUs and conducted analysis that led to the elimination of 3 powder SKUs
 - Led the launch of "all" Fresh Rain powder SKU (fastest launch in business history) resulting in \$4 million net sales value in 2002
 - Functioned as brand representative for cross-functional liquids and powders work team
 - Conducted analysis on the physical and financial feasibility of launching standard density products
 - Participated in 2001 and 2002 annual product forecast and analysis, brand positioning, and channel planning

R J Reynolds Tobacco Company

Winston-Salem, NC

Brand Management Intern, Winston Cigarettes

Summer 1999

- Created a national field marketing program to leverage the NASCAR sponsorship to profitably build market share
 - Formulated program objective, strategies, and tactics for a \$31.2 million program forecasted to cannibalize 1.3 million competitive consumers over a 3 year period and created a marketing program to leverage Winston Racing Series sponsorship

B& C Associates (Public Relations Firm)

High Point, NC

Assistant to the Vice President

August 1997-

January 1998

- Authored and implemented public relations programs that position clients as responsible corporate citizens in minority communities

Hieroglyphics Printing, Inc. (Self Employed)

Greensboro, NC

Founder and President

April 1995-August 1997

The Dispatch Newspaper (New York Times Company)

Lexington, NC

Advertising Executive

February 1994-August

1995

RECENT PROFESSIONAL DEVELOPMENT

Externship with HubSpot

Summer – Fall 2023

Marketing Analytics Externship with Merkle (Cardinal Path), the world's leading partner for Google Marketing Platform services and solutions

Summer 2022

Studied marketing analytic best practice under the tutelage of Wesley Hall, Merkle's

Director of Analytics Implementations, and other senior leadership. Gained knowledge to bridge the gap between what is taught in the classroom and what is used in practice.

Harvard Case Method Teaching Workshop

Howard University, February 25th, 2022

Led by Dr. Dr. Willis Emmons, Director of the C. Roland Christensen Center for Teaching And Learning at Harvard Business School, this training focused on how to leverage the Harvard Case Method in undergrad and graduate classes.

Confirmation Diversity and Inclusion: Building Connection and Community in Physical, Online, and Hybrid Classrooms

Harvard University, August 27, 2020

Facilitated by Harvard Business Review Editor, Amy Bernstein, and Alexandra Sedlovskaya, Assistant Director of the Christensen Center for Teaching and Learning at Harvard Business School, the program focused on how to build a classroom community that supports and encourages difficult conversations about issues of diversity and inclusion.

Promoting Racial Equity: A Guide for Business Leaders

Northwestern University, August 19, 2020

The program focused on advancing racial equity in corporations and was led by Dr. Alvin B. Tillery, Jr., Director of the Center for the Study of Diversity and Democracy and Associate Professor of Political Science at Northwestern University.

Tiger Advanced Trailblazer Program

Clemson University, August 2019 – May 2020

Facilitated by Dr. Margaret Ptacek, Dr. Cynthia Sims, and Dr. Angela Carter, this provost's mentoring initiative was fostered to develop academic leadership and further institutional diversity. The nine-month, on-campus program utilized both internal experts on leadership development as well as external experts through a partnership with the American Council on Education (ACE) to train members in the areas of leadership and inclusion. Upon being accepted into the program, members also created service programs focused on increasing diversity, equity, and inclusion at the University.

AWARDED FUNDING AND GRANTS

I-Lead Program 2023. Funded by the Department of Education, I-LEAD aims to prepare STEM students at Howard University for executive positions at highly regarded, global technology companies by providing mentoring and training in leadership, business, and human relations law **(\$900,000 for three years)**. Dr. Mohsen Mosleh (PI), with (Co-PIs) Dr. Hassan Salmani, Dr. Sonya Smith, and Dr. John Tharakan (HU College of Engineering and Architecture), E. Christi Cunningham, J.D (HU School of Law), Dr. Delancy Bennett, Dr. Lenora Gant, and Dr. Lynne Kelly (HU School of Business)

PhD Project 2018, A Call to Action. Funds awarded from the Clemson University College of Business Dean's Office to increase recruitment efforts with the PhD Project **(\$5,000)** 2018, Delancy Bennett and Helen Diamond Steele

NFL Expansion: An Insider's Perceptive to the Creation of a Professional Sports Team (Lunch and Learn with former Panthers minority owner and team president Mark Richardson), Clemson College of Business Student Advisory Board **(\$2,000)** 2018, Delancy Bennett

Clemson University Robert H. Brooks Sports Science Institute Dan Duncan Sports Marketing Research Fellowship for Rising Prices, Falling Stars Research Paper, **(\$1,300)** 2017, Delancy Bennett (PI) and Jennifer Siemens (Co-PI)

Clemson University Robert H. Brooks Sports Science Institute Seed Grant for Collaborative Marketing & Vehicle Engineering for the Deep Orange 9 Motorsports Project, **(\$26,267)** 2017, Mary Anne Raymond (PI), Jennifer Siemens (Co-PI), Delancy Bennett (Co-PI), and Robert Prucka (Co-PI)

2015 PhD Pipeline Partnership Funding Proposal. Funds awarded from the College of Business Dean's Office to include Clemson as a partnering sponsor of the PhD Pipeline **(\$4,500)**, Delancy Bennett (PI)

2015 Clemson Sports Immersion Tour (SIT 360). Funds awarded for the creations of a three-day, two-night visit with all the major and minor league sports teams in Charlotte NC. **(\$2,500)**, Department of Marketing, Delancy Bennett (PI)

2014 Clemson Sports Immersion Tour (SIT 360). Funds awarded for the creations of two-day, one-night visit with all the major and minor league sports teams in Charlotte NC. **(\$1,500)**, Department of Marketing, Delancy Bennett (PI)

OTHER HONORS, AWARDS, AND SPECIAL RECOGNITIONS

Researcher of the Year, Howard University School of Business. 2024

Winner Best Paper in Consumer Behavior (Quantitative), Society for Marketing Advances November Conference for the paper "Understanding What Drives Cryptocurrency Purchase Intentions," 2023

Honoree, Clemson University Football Program's Faculty Appreciation Dinner, 2020, 2016, 2015

Selected to the 2019-2020 Tiger Advanced Trailblazer Program: Provost's Mentoring Initiative for Academic Leadership

Best Referred Paper Award, 2019, Marketing Management Association's Fall Educators Conference for the paper "When the Student Becomes the Teacher: Enhancing Marketers' Understanding of Minority Consumers While Increasing Minority Students' Understanding of Marketing"

Ph.D. Project "Changing the Landscape: Changing the Face of Business Academia," National recognition for service with K-12 and college students, 2019

Finalist, Teacher of the Year, Clemson University College of Business, 2018-2019

Guest Professor of the Game, Clemson University Football; Paw Journey Program, 2017

Dan Duncan Sports Marketing Research Fellow, 2016-2018

Honorary Inductee, Delta Sigma Pi Business Fraternity, Clemson University 2015

American Marketing Association, Valuing Diversity Scholarship, 2011

Harold E. Hardy Scholarship, Isenberg School of Management, 2011

Teacher of the Year Award, Zeta Tau Alpha, UNC--Charlotte, 2009

Honorary Inductee, Alpha Kappa Psi Business Fraternity, UNC--Charlotte 2008

PUBLISHED BOOKS AND TEACHING MATERIALS

1. Book Chapter: Navigating Cryptocurrency Knowledge: Unlocking Generation Z Perceptions and Behavior. Nwamka Anaza, Ashok Bhattarai, Bhaskar, Upadhyaya Subedi, Delancy Bennett, and Cecilia Ruvalcaba, in Cryptocurrency and Blockchain: Consumer Research and Business Insights, Brett Martin, Polymeros Chrysochou and Carolyn Strong, De Gruyter (Spring 2024)
2. Text Book: Sports Marketing: A Comprehensive Approach to Contemporary Issues, Theories, and Practices. Delancy Bennett, Geraldo Matos and James Blair, Stukent Simulations and Publications (Publication date: Fall 2022)
3. Simulation: Mimic Sports Marketing. Delancy Bennett, Stukent Simulations and Publications (Publication date: Spring 2023)
[Sports Marketing Simternships™ - Stukent : Stukent](#)

RESEARCH INTERESTS

My research focuses on celebrity credibility including the effects of street credibility, coolness, celebrity-based fantasy, celebrity-price interactions, and narrative transportation. Additional work focuses on the intersection of passive and active learning pedagogies. More recent work has investigated marketing agility, marketing and management issues during the COVID 19 pandemic, and detailed novel phenomena within marketing practice that is absent from the current literature such as subscription boxes and the emergence of a cashless society.

1. Delancy Bennett. (2025), A Need For Marketing Agility; A Step-By-Step Netnographic Approach to Gleaning Consumer Insights From Big Data Within the Context of the Restaurants Industry During Covid 19. *Journal of Business and Behavioral Sciences* (forthcoming).
2. Geraldo Matos, Delancy Bennett, Mitchelle Hamilton, Cecilia Ruvalcaba, Bhaskar Upadhyaya, and Nwamaka Anaza. (2025). Creating cool: The crafting, development, and management of cool brands. *Journal of Global Fashion Marketing*, 16(2), 131–155.
3. Elan Burton, Delancy Bennett, Linda Burton (2024) Creating the New Normal: A Historical Approach to Understanding Marketing Agility and its Implications Across Business, Healthcare, and Social Welfare in a Post Pandemic World. *Atlantic Marketing Journal* 13(2), 9.
4. Delancy Bennett (2024) Knowledge Isn't Everything: Development and Evaluation of Theory of Planned Behavior Questionnaire for Healthy Beverage Consumption. *Global Journal of Management and Marketing* 8(1).
5. Delancy Bennett, Geraldo Matos, Nwamaka Anaza, Cecilia Ruvalcaba, and Mitchel Hamilton (2022) Is this Real Life, is it Just Fantasy? The Development of a Multi-Dimensional Fantasy Scale. *Journal of Consumer Marketing* 40(3), 261-272.
6. Nwamaka Anaza, Bhaskar Upadhyaya Subedi, Delancy Bennett, Meryl P. Gardner, and Cecilia Ruvalcaba (2023) Is It FOMO or is it ME? (2023) The Influence of Personality Traits on Cryptocurrency Consumption. *Psychology and Marketing*, 41(1), 184-202.
7. Delancy Bennett and Cecilia Ruvalcaba (2023) I think I can, I think I can; A Qualitative Investigation of Celebrity Endorsement and Meaning Transfer's Role in Building Consumer Self Confidence. *Journal of Global Scholars of the Marketing Science* 1-23.

8. Nwamaka Anaza, Delancy Bennett, Yana Andonova and Emeka Anaza (2022), DPS 2.0: On the Road to a Cashless Society. *Marketing Letters* (2022): 1-12. DOI: 10.1007/s11002-022-09641-8
9. Delancy Bennett, Namakwa Anaza, and Yana Andonova (2021), Big Names and Small Price Tags: An Analysis of Celebrity Endorsement on Consumers' Perceptions of Price, Quality, and Intent to Purchase. *Journal of Marketing Theory and Practice*. DOI:10.1080/10696679.2021.1896952
10. Yana Andonova, Namakwa Anaza, and Delancy Bennett (2020), Riding the Subscription Box Wave: Understanding the Landscape, Challenges, and Critical Success Factors of the Subscription Box Industry. *Business Horizons*. DOI: 10.1016/j.bushor.2021.02.024
11. Delancy Bennett, Gerry Matos, and Yana Andonova (2020), Minority Students Corporate Engagement Programs: Addressing the Ad Industry's Problem with Minorities. *Journal of Education for Business*. DOI: 10.1080/08832323.2020.1851638
12. Delancy Bennett (2020), Connections: An Insider's Guide for Working in Sports. *Sports and Entertainment Review*.
13. Elan Burton, Delancy Bennett, and Linda Burton (2020), COVID-19: Health Disparities and Social Determinants of Health. *International Social Work*. DOI: 0020872820944985.
14. Delancy Bennett, Yana Andonova, Nwamaka Anaza, and Elan Burton (2020), Remote Working 2.0: Balancing Work and Family During the Coronavirus Pandemic. *California Management Review. Insights*. <https://cmr.berkeley.edu/2020/04/remote-work/> Julian
15. Saint Clair, Mitch Hamilton, Omar Woodham, and Delancy Bennett (2019), Is It Expensive? The Dual Effect of Construal Level on Price Judgments. *Journal of Marketing Theory and Practice*, 27(3), 298-311. DOI: 10.1080/10696679.2019.1615843
16. Delancy Bennett, Gerry Matos, and Yana Andonova (2019), Allow Me To (Re) Introduce Myself: An Experiential Learning Rebranding Project Within the Context of Professional Sport. *Marketing Education Review*, 1-6. DOI: 10.1080/10528008.2019.1609992
17. Delancy Bennett and Mary Anne Raymond (2019), From the Classroom to the Boardroom: Corporate Engagement Programs That Integrate Theory and Practice Onsite with Business Executives. *Marketing Education Review*, 29(1), 88-103. DOI: 10.1080/10528008.2019.1575170

18. Delancy Bennett, William Diamond, Elizabeth Miller, and Jerome Williams (2018), Understanding Bad-boy Celebrity Endorser Effectiveness: The Fantasy-based Relationship, Hedonic Consumption, and Congruency Model. *Journal of Current Issues & Research in Advertising*, 1-19. DOI: 10.1080/10641734.2018.1519469
19. Delancy Bennett (2017), The Effect of Sports Tourism Promotions on Purchase Intent for High, Medium and Low-Level Vested Sports Tourists Within the Context of the NBA's Charlotte Hornets. *Journal of Tourism and Hospitality* 6(2) March. DOI: 10.4172/2167-0269.1000275

Papers Under Review

1. Are All Drivers Rated Equal? Exploring Consumer Discrimination within the Sharing Economy: My Performance Should Not Depend on My Skin, Nwamaka Anaza, Bhaskar Upadhyaya Subedi, Delancy Bennett, Meryl P. Gardner, Jennifer Butler (Psychology and Marketing, Revise and Resubmit)

Working Papers

1. Street Credibility: An Empirically Based Construct Definition and Proposed Research Agenda, Delancy Bennett, (final edits, *Target TBD*)
2. Counter-stereotypical Marketing: Beneficial or Detrimental? A Model of Conceptual Contingency Learning, Julian Saint Clair, Mitch Hamilton, and Delancy Bennett, (editing)
4. Going Gangsta: The Voluntary Consumption of an Involuntary Subculture, Delancy Bennett, (writing stage)
5. Internationally Known, Nationally Recognized and Locally Accepted: Validating Ohanian's Celebrity Endorsement Scale Across Six Continents, Delancy Bennet (data analysis stage)
6. Crock Pot Killed My Dad and Peloton Murdered My Man! An investigation of consumer affinity towards brands that caused the demise of fictional Characters. Delancy Bennett, Geraldo Matos, Dana Williams Johnson, and Kapriata Jinkins (initial stages of research)
7. Consuming the Chicano Identity: How symbolic consumption preserves Chicano culture in a Japanese community, Cecilia Ruvalcaba, Delancy Bennett, Amaka Anaza, Tony (editing)
8. Training the Trainer with Externships: Reaching Out to Bridge the Skills Gap, Delancy Bennett, Yana Andonova, Geraldo Matos, and Cecilia Ruvalcaba (editing)

9. The Frida Phenomenon and the Tau of Tupoc: Meaning Transfer of “Delebrities”: Geraldo Matos, Delancy Bennett, Dana Williams Johnson, Kapriata Jinkins (data analysis stage)
10. Omission and Commission; Cecilia Ruvalcaba, Anaza Nwamaka, Tony Stovall, Delancy Bennett (editing stage)

Refereed Conference Panels, Presentations Proceedings, and Published Abstracts

1. Bhaskar Upadhyaya Subedi, Nwamaka ,Anaza Delancy H.S. Bennett and Cecilia Ruvalcaba (2023), “Understanding What Drives Cryptocurrency Purchase Intentions,” Proceedings of the 2023 Society for Marketing Advances Conference, November, Fort Worth, Texas
WINNER BEST PAPER IN “CONSUMER BEHAVIOR (QUANTITATIVE)”
2. Bhaskar Upadhyaya Subedi, Ashok Bhattarai, Nwamaka Anaza, Cecilia Ruvalcaba, and Delancy H.S. Bennett (2023), “The Role of Cryptocurrency Knowledge on Gen Z Cryptocurrency Consumption,” Proceedings of the 2023 Society for Marketing Advances Conference, November, Fort Worth, Texas
3. Geraldo Matos, Cecilia Ruvalcaba, and Delancy H.S. Bennett (2023), “The Frida Phenomenon: Meaning Transfer of Dead Celebrities,” Proceedings of the 2023 Association for Consumer Research Conference, October.
4. Ruvalcaba, Cecilia, Stovall, Tony, Bennett, Delancy H.S. and Anaza, Nwamaka (2023), “Best Efforts or Worst Practices: How Marketer’s Diversity, Equity, and Inclusion Efforts May Marginalize Minority Consumers,” Proceedings of the 2023 American Marketing Association Summer Academic Conference, August.
5. Ruvalcaba, Cecilia, Bennett, Delancy H.S. and Anaza, Nwamaka (2023), “Consuming the Chicano Identity: How symbolic consumption preserves Chicano culture in a Japanese community,” Proceedings of the 2023 American Marketing Association Summer Academic Conference, August.
6. Blair, James, Matos, Geraldo, Bennett, Delancy (2022), How to Develop Experiential Experiences in Sports Marketing Classes. Society of Marketing Advances Fall Conference, Charlotte NC
7. Anaza, Nwamaka, Subedi, Bhaskar, Bennett, Delancy Gardner, Meryl P., Butler, Jennifer (2022), Confronting Bias in Sharing Economies: My Performance Should Not Depend on My Skin. Society of Marketing Advances Fall Conference, Charlotte NC

8. Bennett, Delancy, Cecilia Ruvalcaba (2022), Thanks, that's just what I needed; How celebrity endorsements build consumer self-confidence. International Society of Marketing Spring Conference, Chicago IL
9. Burton, Elan, Bennett, Delancy, Burton, Linda (2022), Creating the New Normal: A Historical Approach to Understanding Marketing Agility and its Implications Across Business, Healthcare, and Social Welfare in a Post Pandemic World. International Society of Marketing Spring Conference, Chicago IL
10. Bennett, Delancy (2022), Beyond Takeout: How Big Data Can Deliver Customer-Oriented Marketing During the COVID-19 Pandemic. International Society of Marketing Spring Conference, Chicago IL
11. Bennett, Delancy (2021), Consumer Insights from Big Data: Marketing Strategies for Restaurant during the Coronavirus Pandemic and beyond. Society of Marketing Advances, Orlando FL
12. Blair, James, Matos, Geraldo, Bennett, Delancy, Lichty, Chuck (2021), Merging Theory with Practice when Teaching Sports Marketing Courses. Society of Marketing Advances, Orlando FL
13. Andonova, Yana, Anaza, Nwamaka, Hajjat, Fatima, Agogo, David, Bennett, Delancy (2021) Consumer Behavior: Adapting to the New Normal (Post-Covid Pandemic). Society of Marketing Advances, Orlando FL
14. Bennett, Delancy, Matos, Geraldo, Hamilton, Mitchell, and Pendarvis, Nicholas (2020), What is Street Cred? An exploration of street credibility in the marketplace. Advances in Consumer Research Conference, Paris, France
15. Rokunuzzaman, Mills, Adam, Mathur, Mini, and Bennett, Delancy (2019), Special Session Panel: Best practices in teaching marketing research. Society of Marketing Advances Conference, New Orleans, LA
16. Bennett, Delancy, Matos, Gerry, and Andonova, Yana (2019), When the student becomes the teacher: Enhancing marketers understanding of minority consumers while increasing students' understanding of marketing. Marketing Management Association Fall Educators Conference, Santa Fe, NM
WINNER: BEST REFEREED PAPER AWARD

17. Bennett, Delancy, Anaza, Nwamaka, and Andonova, Yana (2019), The effectiveness of celebrity endorsement on purchase behavior: Do celebrities raise the brand? Association of Marketing Theory & Practice Conference, Charleston, SC
18. Bennett, Delancy (2019), Defining Street Credibility; An exploration of the complex relationships between street credible endorsers and diverse consumer groups. American Marketing Association, Winter Conference, Austin, TX
19. Bennett, Delancy, Hamilton, Mitchell, Saint Clair, Julian, and Matos, Geraldo (2018), Narrative transportation via the world of fantasy: The development of a multidimensional fantasy scale. *Society for Marketing Advances Conference*, Boca Raton, FL
20. Gala, Prachi, Blair, James, Hunt, Ha Shane, Bennett, Delancy and Sarofim, Samer (2018), Special Session Panel: Incorporating experiential learning in the classroom: Activities and speakers. *Society for Marketing Advances Conference*, Boca Raton, FL
21. Bennett, Delancy, Roy, Don, Drea, John, DeGaris, Laurence, and Patino, Anthony (2017), Special Session; Sports and entertainment marketing: What's new? *the Society for Marketing Advances Conference*, Louisville, KY
22. Saint Clair, Julian, Hamilton, Mitchell, and Bennett, Delancy (2016), Fight fire with fire: Using one stereotype to overcome another via contingency information. Academy of Marketing Science (AMS) World Marketing Congress Paris, France
23. Saint Clair, Julian, Hamilton, Mitchell, and Bennett, Delancy (2016) Fight fire with fire: Using one stereotype to overcome another via contingency information. Society for Academy of Marketing Science Annual Conference, Orlando, FL
24. Bennett, Delancy, Siemens, Jennifer, and Thyrof, Anastasia (2016), Lower prices, rising stars, quality, and consumption: An analysis of celebrity endorsers' effect on willingness to buy prestige vs. value-priced products. American Marketing Association, Winter Conference, Las Vegas, NV
25. Bennett, Delancy, Diamond, William, Burton, Linda, Miller, Elizabeth, and Williams, Jerome (2015), Street credibility construct definition, antecedents, and results. Poster Presentation at the Consumer Culture Theory Conference, Fayetteville, AR
26. Bennett, Delancy, and Swain, Scott (2015), Sports Immersion Tour: Scoring big outside the classroom! American Marketing Association, Winter Conference, San Antonio, TX

27. Bennett, Delancy, and Diamond, William (2014), My Street Credibility is cooler than your cool: A qualitative approach to detangling the construct of Street Credibility and cool. Society of Consumer Psychology, Miami, FL
28. Bennett, Delancy, Williams, Jerome, and William Diamond (2013), Like Mike...Why I wanna be like Mike: An investigation of consumer race and lived experiences, celebrity credibility, and endorsed-product meanings. 15th Cross-Cultural Research Conference, Antigua, Guatemala
29. Matos, Geraldo, Dholakia, Nikhilesh, Leonard, Hillary A., and Bennett, Delancy (2013), What makes brands cool: An exploration of producer perspectives. European Association for Consumer Research Conference, Barcelona, Spain
30. Bennett, Delancy, and Diamond, William (2012), Street Credibility: What is it? Who has it? Why is it so appealing to diverse consumer groups? Association for Consumer Research Conference, Vancouver, BC
31. Bennett, Delancy, and Diamond, William (2011) Increasing healthy beverage consumption: Developing a quasi-experiment based on the Theory of Planned Behavior. AMA Marketing and Public Policy Conference, Washington, D.C.
32. Diamond, William, and Bennett, Delancy (2011) Using metaphors of weight loss to predict ratings of constructs in Protection Motivation Theory. AMA Marketing and Public Policy Conference, Washington, D.C
33. Zhao, Xinshu, Bleske, Glen, and Bennett, Delancy (1993) "Scoring Big When the Game's Over – Verifying Continuous On-line Audience Response System in Predicting Advertising Effectiveness," American Advertising Academy Conference

INVITED TALKS

- The Ph.D. Project 2015 Annual Conference, Conference Dinner Opening Remarks, November 18, Chicago, Illinois, "Your Hope, Your Rope, Your Sinew; Ph.D. Programs and the Challenges of Program Studies"
- The Ph.D. Project 2014 Marketing Doctoral Student Association Conference, August 3, San Francisco, CA, "Developing Diverse Methods: Qualitative Research, Meanings Beyond Measure"
- The Ph.D. Project 2014 Marketing Doctoral Student Association Conference, Panel Member, August 3, San Francisco, CA, "Teaching Tips 2.0: Making a Lasting Impression"
- Duke University's Ph.D. Pipeline 2014 Summer Conference, June 9, Durham, NC, "Four Quarters of Play; My Journey, Research Area, Methodology & More"

- The Ph.D. Project 2012 Annual Conference, Panel Member, November 16, Chicago, IL, "Balancing Ph.D. Studies and Family Life"
- The Ph.D. Project 2011 Annual Conference, Panel Member, November 17, Chicago, IL, "Balancing Ph.D. Studies and Family Life"
- DePauw University's Alpha Week, April 25, Greencastle, IN, "The Ten Commandments of Entrepreneurship: Lessons for Success in Business, Academics, and Life"
- Alpha Kappa Psi Business Fraternity Career Symposium, February 2009, Charlotte, NC, "Self-Branding, the Importance of Selling One's Self in Today's Market"
- Tec de Monterrey's Evolution of Business Symposium, October 30, 2008, Mazatlan, Mexico, "The Ten Commandments of Sports Marketing"
- Alpha Kappa Psi Business Fraternity Career Symposium, September 17, 2008, Charlotte, NC, "Self-Branding, the Importance of Selling One's Self in Today's Market"
- Alpha Kappa Psi Business Fraternity Career Symposium, March 6, 2008, Charlotte, NC, "The Importance of Networking" and "Tricks and Traps of the Trade: Searching for, Interviewing for, and Working at Your First Job"
- Tec de Monterrey and the University of North Carolina at the Charlotte Global Business Management Certificate Program, June 11, 2007, Charlotte, NC, "The Emergence of Sports Marketing."
- Tec de Monterrey and the University of North Carolina at the Charlotte Global Business Management Certificate Program, June 22, 2007, Charlotte, NC "The Browning of America: Effectively Marketing to the Growing Multicultural Audience."

INTERVIEWS AS AN EXPERT

Jordan Brand X Howard 2025; Jordan Elite Tournament Panel on Self Branding, Delancy Bennett, Carmelo Anthony and Mya Moore

Josh Needleman (2021), Charlotte Post and Currier, "Trevor Lawrence's endorsements show athletes can thrive in smaller markets"

https://www.postandcourier.com/sports/clemson/trevor-lawrences-endorsements-show-athletes-can-thrive-in-smaller-markets/article_196d1e8a-a845-11eb-b8c4-07c656893bc7.html

Amanda Coyne (2015), *Greenville News and Greenville News.com*

<http://www.greenvilleonline.com/story/news/2015/10/22/swamp-rabbits-hope-new-nameattracts-fans/74289570/>

Bernardo, Richie (2015), "2015's best & worst cities for soccer fans: Ask the experts,"

Wallethub.com <https://wallethub.com/edu/best-worst-cities-for-soccer-fans/14207/#delancybennett>

Kuzydym, Stephanie (2014), “Johnny Manziel has an off-the-field playbook that could be worth millions in endorsements,” ClevelandSun.com
http://www.cleveland.com/browns/index.ssf/2014/05/johnny_manziel_endorsement_cle.html#in_cart_m-rpt-1

Cleveland.com’s Sports Insider (2014), “Johnny Manziel's off the field worth,” Hosts Glenn Moore and Chris Fedor with special guest Dr. Delancy Bennett
http://www.cleveland.com/sportsinsider/index.ssf/2014/05/sports_insider_johnny_manziels.html

OTHER RELEVANT MEDIA COVERAGE

Seminar exposes sports marketing students to industry’s many opportunities
<https://newsstand.clemson.edu/seminar-exposes-sports-marketing-students-to-industrys-manyopportunities/>

College of Business invests in the future through Ph.D. Project
<https://newsstand.clemson.edu/college-of-business-invests-in-future-through-phd-project/>

First-generation graduate Chris Norman has plenty to smile about
<https://newsstand.clemson.edu/first-generation-graduate-chris-norman-has-plenty-to-smileabout/>

TEACHING EXPERIENCE

Over one hundred courses spanning over twenty topics

Howard University School of Business

Washington, D.C., August 2013- Present

<u>Subject Taught</u>	<u>Sessions Taught</u>	<u>Average Evaluation Score</u>
Sports Marketing	5	4.7
Principles of Marketing	5	4.3
Marketing Analytics	3	4.1
Marketing Strategy – XMBA	3	4.4
Marketing Management - MBA	2	4.0
Marketing Planning and Strategy	5	4.5

Campus

Sacramento, CA, June 2024 – Present

<u>Subject Taught</u>	<u>Sessions Taught</u>	<u>Average Evaluation Score</u>
Intro to Business	3	TBD

Furman University Masters in Strategic Design

Greenville, SC, June 2013- Present

<u>Subject Taught</u>	<u>Sessions Taught</u>	<u>Average Evaluation Score</u>
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Marketing Strategy	2	4.5
Brand Strategy and Creative Thinking	1	5.0
Entrepreneurship	1	

Clemson University College of Business

Clemson, SC, August 2013- Present

<u>Subject Taught</u>	<u>Sessions Taught</u>	<u>Average Evaluation Score</u>
Sports Promotions	4	4.4
Intro to Sports Marketing	18	4.6
Strategic Marketing Management	9	4.4
Brand Management--MBA	4	4.3
Advanced Marketing –MBA	1	N/A

Evaluations reflect scores for “Overall, this instructor was effective” on a 5-point scale.

The University of Massachusetts at Amherst, Isenberg School of Management

Instructor, Amherst, MA, August 2011 - Present

<u>Subject Taught</u>	<u>Sessions Taught</u>	<u>Average Evaluation Score</u>
Internet (Digital) Marketing	3	No Evaluations
Marketing Research	4	4.8
(Strategic) Marketing Management	1	4.8
Marketing Concepts (Principles)	1	No Evaluations

Evaluations reflect scores for “Overall rating of this instructor’s teaching” on a 5-point scale.

The University of North Carolina at Charlotte, Belk College of Business

Lecturer, Charlotte, NC, August 2005 - August 2009

<u>Subject:</u>	<u>Sessions Taught</u>	<u>Average Evaluation Score</u>
(Intro to) Sports Marketing	13	4.4
Business Policy (Management Strategy)	8	4.5
Marketing Concepts (Principles)	6	4.3
Consumer Behavior	5	4.4
Global Marketing	2	4.5
Entrepreneurship	1	4.5
MBA Management of Team Sports	1	(Team taught) No Evaluations

MBA Management of Sport Facilities, Events, and Individual Sports	1	(Team taught) No Evaluations
UNC Charlotte and Tec De Monterrey's Global Business Certificate	2	No Evaluations

Evaluations reflect scores for "Overall rating of this instructor's teaching" on a 5-point scale.

Sample of Partnering Corporations for In-class Projects

Washington Wizards	Greenville Triumph	Jimmy Johns
Charlotte Hornets	Clemson Football Program	Your Pie
Greenville Swamp Rabbits	Merkle Cardinal Path	Howard Women's Rugby

SERVICE

Howard University

Department of Marketing

Advisor Howard University Undergraduate chapter of the American Marketing Association, Fall 2021 - 2024

Co-creator and facilitator of the Howard Merkle Digital Marketing Bootcamp and Case Competition Fall 2022 - present.

Principles of Marketing Course Coordinator, Fall 2022 – 24

School of Business

Faculty Development & Research, Fall 2021 – present.

- Committee Co-Chair Fall 2022 – present.
- Conducted research and presented proposal for college wide journal list for tenure and promotion.

Graduate Programs Committee, Fall 2022 – present.

Library Committee, Fall 2021 – Spring 2022

Coach MBA Case Competition Team, National Black MBA Association Fall 2022, Fall 2023, Fall 2024, Fall 2025

WINNERS OF THE 2022 NATIONAL BLACK MBA CASE COMPETITION

University

Advisor Howard Texas Club, Fall 2024 - present

Advisor Howard North Carolina Club, Summer 2025 – present

Clemson University
Department of Marketing

Member, Department of Marketing Faculty Advisory Committee, Spring 2020 - present
Department Representative, Dean's Committee for Diversity and Inclusion, Spring 2019 – present.
Coordinator, Clemson Sports Marketing Alumni Panel, Fall 2019
Member, Masters of Marketing Science Rebranding Committee, 2017 - 2019
Panelist, Delta Sigma Pi Faculty Lunch, 2016 - 2017
Panelist, Delta Sigma Pi Breakfast with Faculty, 2016 - 2017
Department Representative, Beta Gamma Sigma Induction Ceremony, 2016 - 2017
Co-Advisor, Clemson University Marketing Club (CUMA), 2013 - 2016
Ph.D. Program Exploratory Committee Member, Marketing Department, Clemson University, 2014 - 2016
Coordinator, Clemson Sports Immersion Trip (SIT 360°), Charlotte 2015
Coordinator, Clemson Sports Immersion Trip (SIT 360°), Charlotte 2014
Alumni Relations Committee Member, Marketing Department, Clemson University, 2013 - 2014
Social Committee Member, Marketing Department, Clemson University, 2013 - 2014
Mentor/Volunteer, Association of Diversity in Sports, University of Massachusetts, 2010 Honors
Thesis Advisor, the University of North Carolina at Charlotte, 2008

College of Business

Faculty Representative, Experience Clemson, 2015, 2016, 2017, 2020
Faculty Representative, Men of Color Summit, 2018, 2019, 2020
Advisor, Minority Business Student Association (MBSA), Summer 2019 – Summer 2021
Co-Chair of the College of Business, Dean's Strategic Planning Committee for Diversity and Inclusion

- Co-Chair, Faculty and Staff Recruitment and Retention Subcommittee
- Member, Undergraduate, and Graduate Student Recruitment and Retention Subcommittee

University and Department Representative, Ph.D. Project, 2013- 2021
Mentor, Erwin Center for Branding, Clemson University Summer Scholar's Program, Summer 2018 and 2019
Instructor, Erwin Center for Branding, Clemson University Summer Scholar's Program, Summer 2018 and 2019
Speaker, Delta Sigma Pi Business Fraternity Lunch and Learn, 2015, 2018, 2021
Ph.D. Pipeline Campus Representative, 2013- 2017

Service to the University

Member, CU Council for Diversity and Inclusion, Fall 2020
Member, Continued Discussions around Diversity & Inclusion, Summer 2020 – Summer 2021

Member, President's Social Justice, and Equity Task Force, Summer 2020 - Summer 2021
 - Member, Programming and Training Subcommittee
 Member, CU 1000 Clemson History Module Task Force, Summer 2020 - Summer 2021
 Alternate Senator, Faculty Senate, May 2020 – Summer 2021
 Panelist, Tigers Advance: Trailblazers Informational Session, August 2020
 Member, Tigers Advance 2019 – 2020 Cohort
 - Team Member: Increasing Female Graduate Student Retention in STEM Fields
 - Project selected as one of four to continue with the next cohort of Trailblazers
 Member, Advisory Committee for the University Library System, Fall 2018 – Summer 2021
 Instructor, Clemson University Career Workshop/STEM Camp, 2014 – 2016

UNC CHARLOTTE

Service to the University

Member University Presidential Search Committee, 2008

Service to the Field of Marketing

- 2024 AMS Conference Advertising and Communications Track Chair, Spring 2023 – present
- Ph. D Dissertation Committee Member Spring 2023 - present: Bhaskar Upadhyaya Subedi, PhD Student, Department of Marketing, Southern Illinois University Carbondale.
Dissertation: The Power of Labels: How Plant-Based Certification Labels Affect Consumers' Willingness to Pay More for Non-Food Products
- Editorial Board Member, *Journal of Marketing Analytics* 2017 – present
- Judge, Sleep When You're Dead 48 Hour Brand Marathon, Furman University, March 2020, 2021, and 2022
- Reviewer for Marketing Journals (eight papers, ten reviews)
 - Reviewer for the *Journal of Marketing Theory and Practice* (two reviews)
 - Reviewer for the *Journal of Industrial Marketing Management* (four reviews)
 - Reviewer for the *Journal of Current Issues in Advertising Research* (one review)
 - Reviewer for *Marketing Education Review* (one review)
 - Reviewer for *Global Journal of Marketing Scholars* (one review)
- Session Chair, Academy of Marketing Sciences Conference, New Orleans, LA, May 2018
Reviewer for Society of Marketing Advances (SMA) 2018 Conference, (reviewed three full papers)
- Reviewer for American Marketing Association (AMA) 2019 Conference, (reviewed three papers)
- Member of Planning Meeting for Workshop Series on Intellectual Property, Entrepreneurship, Commercialization and Customer Discovery, and Design Thinking, Appalachian State University, Boone, NC June 2, 2017
- Reviewer for 2016 Winter AMA Conference
- Reviewer for 2015 SMA Conference
- Panelist, Teaching Tips 2.0: Making a Lasting Impression: The Ph.D. Project 2014 Marketing

- Doctoral Student Association Conference, San Francisco, CA, July 3, 2013
- Panelist, Marriage and Navigating the Ph.D. Program, the Ph.D. Project Annual Conference, Chicago, IL, November 2013
- Panelist, Marriage and Navigating the Ph.D. Program, the Ph.D. Project Annual Conference, Chicago, IL, November 2012
- Session Chair, AMA Summer Marketing Educators' Conference, Boston, MA, August 2010

Community Service as a Marketing Scholar

- Speaker, "Tips for eLearning Webinar" Delta Point of Greenville, August 19, 2020
- Invited Speaker, "Personal Branding," Jack and Jill of Greenville, January 19, 2020
- Invited Speaker, "Personal Branding Part 1," Jack and Jill of Greenville, January 21, 2018
- Invited Speaker, "Personal Branding Part 2," Jack and Jill of Greenville, February 4, 2018
- Mentor (as a marketing expert), R.C. Edwards Middle School Robotic Teams: Lego Popcorn and the Federal Block Investigators, 2018
- RDL Chapter of Alpha Phi Alpha's Charles T. Battle Scholarship Review Committee Member 2016, 2017 and 2018
- Mentor, First Lego League Robotics Team, R.C. Edwards Middle School 2016-2017
- Head Instructor, Harlem Children's Zone, Winter Capstone Program
- New York, NY, 2009-2011

Other Community Service

- Santa Clause, Greenville Chapters of Jack and Jill Innovators Winter Community Outreach 2021 and 2022
- Member, NAACP of Pickens County 2020 - present
- Odyssey of the Mind Coach, Clemson Elementary School, 2015-2016
- Step Team Coach, Clemson Elementary School, 2014 – 2015
- Committee Chair and Panel Member, Rho Delta Lambda Graduate Chapter of Alpha Phi Alpha
- Fraternity, Inc., Special Showing and Discussion of the Movie *Selma*, Anderson, SC, Spring 2015
- Development Committee Co-Chair, the Montessori School of Northampton
- Northampton, MA, 2011 - 2013
- Annual Spring Auction Fundraiser Committee Member, the Montessori School of Northampton,
- Northampton, MA, 2011 - 2012
- Volunteer Coordinator for Senior Grocery Delivery, Amherst Survival Center, North Amherst, MA, March 2010 - March 2012

PROFESSIONAL AFFILIATIONS

Academy of Marketing Science 2016 - present
 International Society of Marketing 2022 - present
 Society of Marketing Advances 2018 - present

American Marketing Association 2012 – present
Society of Consumer Psychology 2014-2015
Association of Consumer Research 2012 -2014
Ph.D. Project Minority Doctoral Student Association, 2009 - 2013
Member of the UMass Graduate Student Organization, 2009 – 2013
National Black MBA Association, 1998 – 2009

SPECIAL RECOGNITION

Father of the Year, Jack and Jill of America, Greenville Chapter, 2021-2022,
2020-2021, 2019-2020 and 2018-2019

POSITIONS OF DISTINCTION

Member, Board of Directors, Clemson Little Theater and Pendleton Playhouse, Pendleton SC,
2019 - 2021
Member, Board of Directors, BELLAS, Charlotte, NC, 2008 - 2009
Vice President, National Black MBA Association, Wake Forest University, Babcock School of
Graduate Management, August 1999 - May 2000
Representative, Student Government Association, Wake Forest University, Babcock School of
Graduate Management, May 1999 - May 2000
Academic Advisor, Xi Eta Chapter of Alpha Phi Alpha Fraternity Incorporated, Wake Forest
University, May 1999 - May 2000
Captain, Wake Forest University Case Competition Team, National Black MBA Southeastern,
and National Case Competitions, August 1998 - September 1999