

Morgan M. Bryant, PhD

Howard University School of Business
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PROFILE

Researcher and scholar with consumer-centric research interests grounded in online buyer behavior and decision-making. Interest and experience with qualitative and quantitative research methods, particularly focused on social media platforms. Strong emphasis on consumer analytics and research methods, supplemented by 13+ years of prior professional experience in consumer market research and strategic decision analysis.

Research Interests

- Social Media Influences on Consumer Behavior and Decision-Making
- Social Commerce
- Consumer-to-Consumer Social Media Interactions
- Consumer Policy Analysis

Teaching Interests

- Market Research
- Marketing Analytics
- Social Media Marketing/Analysis
- Principles of Marketing

EDUCATION

College of Family and Consumer Sciences, The University of Georgia **Athens, GA**
Ph.D. Consumer Economics (*Concentration: Marketing & Consumer Analytics*)

Fox School of Business, Temple University **Philadelphia, PA**
M.S. Healthcare Financial Management

School of Business & Industry, Florida A&M University **Tallahassee, FL**
M.B.A. Finance
B.S. Business Management, *Magna cum Laude*

PUBLICATIONS

Bryant, Morgan, (*Forthcoming*) Green Spaces, New Faces: Racialized Histories and the Marketing of Urban Renewal. *Journal of Historical Research in Marketing*

Amy Watson, Riley, Jen, **Morgan M. Bryant**, Kate Nicewicz and Tiffanie Turner-Henderson (*Forthcoming*) A Framework for Strategic Business School Decision Making in the Marketing System of Higher Education: (re)Negotiating Self-Interest, Mutuality, and Morality to Transform the Value Exchange. *Business Horizons*

Slay-Carr, Cheryl and **Morgan M. Bryant** (2026) Endangered Black Music: Who Creates, Who Benefits, Who Tells the Story? Museums and Cultural Stewardship” *American Journal of Arts Management*

Turner-Henderson, Tiffanie, **Morgan M. Bryant**, Jen Riley, Amy Watson, and Kate Nicewicz (2025) Strategic AI Integration in Marketing Education: Elevating Personal Branding and Career Readiness. *Marketing Education Review* 1-14, <https://doi.org/10.1080/10528008.2025.2551972>

Bennett, Aronté Marie, Rachel Ann Connor, **Morgan M. Bryant**, and Sue Metzger (2024) What is She Wearing and How Does He Lead?: An examination of gendered stereotypes in the public discourse around women political candidates. *Technological Forecasting and Social Change* 205. <https://doi.org/10.1016/j.techfore.2024.123454>

Bryant, Morgan M. and Jen Riley (2024). “Can You Find the Marketing in the Music: An Interactive Concept-Matching Activity.” *Marketing Education Review* 34(2). <https://doi.org/10.1080/10528008.2024.2337344>

Bryant, Morgan M., Jen Riley, Tiffanie Turner-Henderson, and Dexter Purnell, (2024) Ready, Set, GO! Deploying the Social Listening Stoplight Activity to Teach Marketing Analytics Using Qualitative Techniques. *Journal of Marketing Analytics* 12. <https://doi.org/10.1057/s41270-024-00292-4>

Riley, Jen, **Morgan M. Bryant,** Kate Nicewicz, Amy Watson, and Tiffanie Turner-Henderson (2024) A System Under Stress: An Exploration of the Destabilization of Higher Education's System Settings. *Journal of Macromarketing* 44(2). <https://doi.org/10.1177/02761467231222540>

Bryant, Morgan M., Rituparna Basu (2023). People, Profiles, and Purchases: A Consumer Analytics Evaluation of Integrated Social Commerce Sites. *Cogent Business & Management* 10(3). <https://doi.org/10.1080/23311975.2023.2285037>

Bryant Reeder, Morgan (2023) The Consumer Decision Journey. In E. Baskin (Ed.), *Business Foundations*. Sage. <https://doi.org/10.4135/9781071909287>

Bryant Reeder, Morgan, Janée N. Burkhalter and Natalie T. Wood (2022) “Scandal, Wine, and Shopping, Oh My!: The Social Customer Journey for the Camille 23 oz Wine Glass.” *Journal of Digital and Social Media Marketing*, 10(2), 159-172. <https://doi.org/10.69554/RLHV6657>

Bryant, Morgan M. (2021). Using QDAS Tools in Social Commerce Research. In J. Lester & T. Paulus (Eds.), *Doing Qualitative Research with Digital Tools*. Sage.

PEER-REVIEWED PROCEEDINGS

Chirinos, Carlos, and **Morgan M. Bryant** (2024) Pro-social Topics in Popular Music and Their Role in Marketing Social Change in the U.S. *Proceedings of the 2024 AMA Marketing and Public Policy Conference*. Washington, D.C.

Honorable Mention: Best Paper Award

Slay Carr and **Morgan M. Bryant** (2023) What’s Going On?: Current Economic and Cultural Influences of Black Music in the Music Industry. *Proceedings of the 44th International Summit of the Music & Entertainment Industry Educators Association*. Las Vegas, NV <https://doi.org/10.25101/23.13>

Bryant, Morgan M. and Eric Holt (2020) “The Crossover: Evaluating Mainstream Consumption of Urban Music Concerts.” *Proceedings of the 42nd International Summit of the Music & Entertainment Industry Educators Association*. Virtual <https://doi.org/10.25101/20.15>

Bryant, Morgan M. (2020). “People, Profiles, and Purchases: A Consumer Analytics Evaluation of Integrated Social Commerce Sites.” *American Council for Consumer Interests Annual Conference Proceedings*. Virtual

Bryant, Morgan M., Janée N. Burkhalter and Natalie Wood (2019) “Drinking from Olivia Pope’s Wine Glass: Fan Communities & the Impact of Parasocial Relationships on Consumption Behaviors” *Proceedings of the 41st International Summit of the Music and Entertainment Industry Educators Association*. Nashville, TN <https://doi.org/10.25101/19.15>

Bryant, Morgan M. and Eric Holt (2018) “Award Tour: An Applied Analytics Review of Mainstream Consumption of Urban Music Concerts.” *Society for Marketing Advances Annual Conference Proceedings*. West Palm Beach, FL.

Bryant, Morgan M. and Thompson, Scott A. (2016). “Ratings, Reviews, and Revenues: Do Gender Signals Play a Role in Influencing Consumer Behavior and Shop Performance on Social Commerce Sites? An Examination Using Etsy.com.” *Society for Marketing Advances Annual Conference Proceedings*. Atlanta, GA

MANUSCRIPTS IN DEVELOPMENT

Bryant, Morgan M., Jen Riley and Amy Watson, (2nd Revise & Resubmit). “Integrating Diversity, Equity, Inclusion, Belonging and Access in the Marketing Curriculum: A Recipe for Faculty to Build Inclusive Content.” *Marketing Education Review*

Nunziato, Joshua, Carlos Chirinos, and **Morgan M. Bryant** (Under Review) Don't You Know That Cash Ain't the Only Price? Rethinking Willingness to Pay as a Distributive Criterion for Taylor Swift Concert Tickets . *Journal of the Association for Consumer Research*

Riley, Jen, **Morgan M. Bryant**, Tiffanie Turner-Henderson, and Amy Watson (Under Review) What’s Missing from Sales Education? An Analysis of Negotiation Skills, Taught & Learning Outcomes for Sales Students. *Marketing Education Review*

Watson, Amy, Kate Nicewicz, Jen Riley, and **Morgan M. Bryant** (data analysis) “I’ve had enough” of Taylor Swift Attention at NFL Games: Product Co-Optation and Target Audience Dissonance in New Market Development. Targeting: *International Journal of Advertising*

Chirinos, Carlos, and **Morgan M. Bryant** (preparing for submission) Pro-social Topics in Popular Music and Their Role in Marketing Social Change in the U.S. Targeting: *Journal of Public Policy & Marketing*

Bryant, Morgan M., Jen Riley, Tiffanie Turner-Henderson Amy Watson, and Kate Nicewicz, (Preparing for Submission) Understanding Digital Purchasing Post-Pandemic: A Systemic Literature Review of Consumer Privacy Concerns in E-commerce, M-commerce, and Social Commerce.

Riley, Jen, Kate Nicewicz, and **Morgan M. Bryant** (retooling) “Creating a Sustainable Marketing Classroom: Leveraging QR Codes as a Driver of Automation and Engagement.” *Journal for Advancement of Marketing Education*

PEER-REVIEWED PRESENTATIONS AT PROFESSIONAL MEETINGS

Watson, Amy, Kate Nicewicz, Jen Riley, and **Morgan M. Bryant** (2025) “I’ve had enough” of Taylor Swift Attention at NFL Games: Product Co-Optation and Target Audience Dissonance in New Market Development. *Society for Marketing Advances Annual Conference*. Las Vegas, NV

Bryant, Morgan M., Angela Gist-Mackey, Jen Riley, and Amy Watson, (2025) Crossing the Line: Siphoning Black & Brown Excellence for Profit. *2025 Race in the Marketplace (RIM) Research Forum*. Cape Town, South Africa

Bryant, Morgan M., Jen Riley, Tiffanie Turner-Henderson Amy Watson, and Kate Nicewicz, (2024) Understanding Digital Purchasing Post-Pandemic: A Systemic Literature Review of Consumer Privacy Concerns in E-commerce, M-commerce, and Social Commerce. *Society for Marketing Advances Annual Conference*. Tampa, FL

Turner-Henderson, Tiffanie, Jen Riley, **Morgan M. Bryant**, Amy Watson, and Kate Nicewicz (2024) Strategic AI Integration in Marketing Education: Elevating Personal Branding and Career Readiness. *Society for Marketing Advances Annual Conference*. Tampa, FL

Chirinos, Carlos, and **Morgan M. Bryant** (2024) Pro-social Topics in Popular Music and Their Role in Marketing Social Change in the U.S. *2024 AMA Marketing and Public Policy Conference*. Washington, D.C. **Honorable Mention: Best Paper Award**

Bryant, Morgan (2024). Green Spaces, New Faces: Branded Advertising Signals, Economic Development Projects, and Public Policy Implications. *Northeast Business and Economics Conference*, Philadelphia, Pennsylvania.

Slay Carr and **Morgan M. Bryant** (2023) *Endangered: The State of Black Music*. 2023 *Theory, Politics, and the Arts Conference*. Lexington, KY

Slay Carr and **Morgan M. Bryant** (2023) What's Going On?: Current Economic and Cultural Influences of Black Music in the Music Industry. 44th *Music and Entertainment Industry Educators Association Summit*. Las Vegas, NV

Riley, Jen, **Morgan M. Bryant**, Kate Nicewicz and Amy Watson (2023) Special Session: Teaching with the Times: How to keep your classroom content fresh and your students engaged. 2023 *AMA Winter Academic Conference*, Nashville, TN.

Bryant Reeder, Morgan, and Jen Riley (2022). "Finding the Marketing in the Music: A Playlist Matching Activity." *Society for Marketing Advances Annual Conference*, Charlotte, NC

Washington, Montressa, **Morgan Bryant Reeder**, and LaCalvince Simpson (2022) Panel: DEI Insights in Case Development. *Annual Society for Case Research Conference*, New Orleans, LA.

Bryant Reeder, Morgan (2022) Green Spaces, New Faces: Economic Development, and Luxury Branded Advertising Signals in Online Real Estate Listings. *Marketing & Public Policy Annual Conference*, Austin TX

Bryant Reeder, Morgan, LaCalvince Simpson, and Debbie DeLong (2022) Panel: Diversity, Equity, and Inclusion in Marketing. *2022 Marketing Management Association Conference*. St. Louis, MO.

Bryant, Morgan M., Eric Rhiney, and Chris Ward (2020) Panel: Innovations in Marketing Courses. *2020 Marketing Management Association Conference: A Virtual Experience!*

Bryant, Morgan M. and Eric Holt (2020) "The Crossover: Evaluating Mainstream Consumption of Urban Music Concerts." *Music and Entertainment Industry Educators Association Summit*. Virtual

Bryant, Morgan M. (2020). "People, Profiles, and Purchases: A Consumer Analytics Evaluation of Integrated Social Commerce Sites." *American Council for Consumer Interests Annual Conference*. Virtual.

Bryant, Morgan M., Janée N. Burkhalter and Natalie Wood (2019) "Drinking from Olivia Pope's Wine Glass: Fan Communities & the Impact of Parasocial Relationships on Consumption Behaviors" *Music and Entertainment Industry Educators Association Summit*. Nashville, TN

Bryant, Morgan M. and Eric Holt (2018) "Award Tour: An Applied Analytics Review of Mainstream Consumption of Urban Music Concerts." *Society for Marketing Advances Annual Conference*. West Palm Beach, FL.

Bryant, Morgan M. (2018). "Social Media for Social Services: Can Traditional Social Media Communication Policies Be Applied to Public Service Agencies?" Poster Session, *American Council on Consumer Interests Annual Conference*. Clearwater, FL.

Bryant, Morgan M. (2017). "Microphone Check: Can Traditional Social Media Communication Policies Be Applied to Public Service Agencies? An Examination of the Social Media Presence of the Charlotte Housing Authority," Poster Session, *Marketing and Public Policy Conference*, American Marketing Association. Washington, DC.

Bryant, Morgan M. (2016). "Ratings, Reviews, and Revenues: Do Gender Signals Play a Role in Influencing Consumer Behavior and Shop Performance on Social Commerce Sites? An Examination Using Etsy.com." *Society for Marketing Advances Annual Conference*. Atlanta, GA

Bryant, Morgan M. (2016). "Mobile Devices and Mobile Populations: Technology and Social Media Usage in Housing Choice Voucher Provision," Poster Session, *Summer Marketing Educators' Conference*, American Marketing Association. Atlanta, GA.

Bryant, Morgan M. and Janée N. Burkhalter (2014). “New Year, New You: Innovation via Word-of-Mouth Communications,” Special Session, *Summer Marketing Educators’ Conference*, American Marketing Association. San Francisco, CA.

INVITED & INTRAMURAL PRESENTATIONS

Bryant, Morgan M. (2025) “Teaching in Harmony: Using AI to Balance Faculty Workloads” *46th Music and Entertainment Industry Educators Summit*. Washington, D.C.

Bryant, Morgan M. (2024) “Atlanta’s Reel Influence: A Spotlight on Black Filmmakers and Producers” *45th Music and Entertainment Industry Educators Summit*. Atlanta, GA

Thomas, Marcus and **Morgan M. Bryant** (2023) “Scaffolding DEIJB in Music Business Program Learning Outcomes.” *44th Music and Entertainment Industry Educators Association Summit*. Las Vegas, NV

Slay Carr, Cheryl and **Morgan Bryant Reeder**. (2022) “Homegrown Culture: Quintessentially American. The State of Black Music.” *2022 National Museum of African American Music Black Music Summit*. Nashville, TN

Bryant Reeder, Morgan. (2021) “What They Do: Consuming Culture in a Culture of Consumption. How Companies Market to Diverse Audiences.” *SJU Diversity Equity & Inclusion Faculty Lecture Series*, Philadelphia, PA

Bryant, Morgan M. (2020) “Fighting to Address Social Inequality in the Wake of the COVID-19 Pandemic” Moderator in discussion with Rangri Brazil on behalf of the *SJU Arrupe Center*, Philadelphia, PA

Bryant, Morgan M. (2019) “Public Speaking & Presenting: The Art of Storytelling” *Proximo Nivel Philadelphia Hispanic Chamber of Commerce Young Professionals Conference*. Philadelphia, PA

Bryant, Morgan M. Janée N. Burkhalter and Natalie Wood (2019) “Drinking from Olivia Pope’s Wine Glass: Fan Communities & the Impact of Parasocial Relationships on Consumption Behaviors” *Early Career Faculty Development Workshop*. Washington University, St. Louis, MO.

Bryant, Morgan M. (2018). “Consumer Identity and eCommerce: Social Commerce Applications in the Consumer Sciences”, *Orman-Harris Lecture Series*, University of Alabama, Tuscaloosa, AL

Bryant, Morgan M. (2017). “Social Media and Consumer Analytics: Applications in the Hospitality & Tourism Industry”, *Hospitality Industry Sales and Marketing Guest Lecture*, Rochester Institute of Technology, Rochester, NY

Bryant, Morgan M. (2017). “Understanding Consumer Implications and Applications of Social Media”, *Consumer Economics Guest Lecture*, The University of Georgia, Athens, GA

Bryant, Morgan M. (2016). “Methods and Tools for Analyzing Social Data”, *ICON Panel*, The University of Georgia, Athens, GA.

Bryant, Morgan M. (2016). “Current Issues in Consumer Protection: Uber, Self-Driving Cars, and the Sharing Economy”, *Consumer Policy Guest Lecture*. The University of Georgia. Athens, GA.

Bryant, Morgan M. (2016). “Conversations on Consumer Analytics: Data Visualization and Communication of Data”, *FHCE Showcase Week*. The University of Georgia. Athens, GA.

ACADEMIC FELLOWSHIPS AND HONORS

ANA Educational Foundation Visiting Professors Program, 2025
St. Joseph's University Office of Teaching & Learning Teaching Innovation Grant [\$1,200], 2025-2026
St. Joseph's University Pedro Arrupe Center for Business Ethics Teaching Fellowship [\$4,000], 2025-2026
Raymond Horn Scholar-Practitioner Award - 2025
The Case Centre Case Study Fellowship [£1,000] - 2022
AACSB & PhD Project Case Study Fellowship [\$500] - 2022
American Council on Consumer Interests Writing Retreat Fellowship - 2021
American Council on Consumer Interests Small Grants Program [\$2,500] – 2021 not funded
St. Joseph's University Haub School of Business Michael J. Morris Grant for Scholarly Research [\$1,200], 2021 - 2022
St. Joseph's University Pedro Arrupe Center for Business Ethics Research Fellowship [\$5,000], 2020-2021
St. Joseph's University Faculty Research and Development Grant [\$8,000], 2020
Olin School of Business Early Career Professional Development Fellow, 2019
American Council on Consumer Interests Conference Scholarship, 2018
AMA Marketing & Public Policy Doctorial Consortium Fellow, 2018
Rochester Institute of Technology Future Faculty Development Fellow, 2017
Society of Marketing Advances 29th Doctoral Consortium Fellow, 2017
College of Family & Consumer Sciences, University of Georgia, Creswell Fund Conference Grant, 2016, 2017, 2018
Southern Regional Education Board, Doctoral Scholar Fellowship, 2015 – 2018
The University of Georgia, Graduate Feeders Award Assistantship, 2015 - 2017

PROFESSIONAL SERVICE

UNIVERSITY SERVICE

St. Joseph's University Office of Teaching & Learning Advisory Council - Member, 2024 - 2026
St. Joseph's University Academic Technology Advisory Council - Member, 2024 - 2026
Haub School of Business AI Committee - Member 2024 - 2026
St. Joseph's University University Council - Member 2024 -Present; Parliamentarian 2023 - 2024
Haub School of Business Strategic Planning Committee, 2022 - 2026
Haub School of Business Policy Course Committee, 2022 - 2026
Haub School of Business Undergraduate Planning Committee, 2020 - 2022
St. Joseph's University Day of Dialogue Planning Committee, 2020 - 2022
St. Joseph's University Women's Center Advisory Board, 2020 - 2022
St. Joseph's University Faculty Senate – Parliamentarian 2019 - 2021
College of Entertainment & Music Business Strategic Planning Committee, Belmont University – Member 2018 - 2019

REVIEWS FOR JOURNALS & CONFERENCES

Marketing Education Review Journal - 2024
Society for Marketing Advances Annual Conference - 2024, 2022
International Journal of Management Practice, 2020 - Present
Journal of Consumer Affairs, Inaugural Member, Junior Editorial Board 2019 - 2025
Journal of Electronic Commerce Research & Applications, 2019- Present
American Marketing Association Summer & Winter Conferences, 2015 – 2017

PROFESSIONAL MEMBERSHIPS

DEI Liaison & Interim Treasurer, Music & Entertainment Industry Educators Association
Member, PhD Project Marketing Faculty
Member, American Council on Consumer Interests
Member, American Marketing Association
Member, Society for Marketing Advances
Member, Association for Consumer Research
Member, Marketing Science Institute

PROFESSIONAL EXPERIENCE

Howard University School of Business

Fall 2026 - Present

Associate Professor of Marketing

Teaching undergraduate and graduate courses in principles of marketing, consumer behavior, and marketing strategy. Research focuses on consumer behavior in digital and entertainment-driven contexts, diversity and access in marketplace experiences, and innovative and inclusive marketing education.

Saint Joseph's University, Earvin K. Haub School of Business

Fall 2019 – Summer 2026

Associate/Assistant Professor of Marketing

Tenure-track Assistant Professor of Marketing in an AACSB-accredited school of business. Courses taught include an upper-level undergraduate Market Research, an introductory undergraduate Principles of Marketing course and a graduate Marketing Analytics course. Developed a new undergraduate upper level Marketing Analytics course.

Faculty Liaison for Diversity Equity & Inclusion

Fall 2020 – Spring 2022

Served as a member of the campus Council for Inclusion & Diversity, reporting to the Associate Provost for Diversity, Equity, & Inclusion. Provided advisory and oversight assistance to relevant student organizations as Chair of the SJU Women's Center Advisory Board and faculty assistant for LGBTQIA+ organizations (SJU Pride, etc.). Developed and managed reporting, KPI's, and metrics on programmatic outreach and efficacy of related campus organizations.

Belmont University, Curb College of Entertainment & Music Business

Adjunct Professor

Fall 2025 - Present

Developed and currently teaching graduate level data analytics and visualization courses for the online Masters of Arts in Media & Entertainment Industries

Faculty Fellow (Visiting Professor)

June 2018 - May 2019

One of four scholars selected for Provost's competitive Belmont Faculty Fellow program. Appointed to College of Music Business (*AACSB accredited*) to develop Consumer Analytics and Social Media Analysis course sequence. Developed Jamaican study abroad companion course in **Social Media & Consumers** and an **Introduction to Social Media Analysis** course using quantitative and qualitative social media analysis to understand consumer behavior in the music business and entertainment industries, while also teaching **Entertainment Industry Economics** at the undergraduate level

The University of Georgia

2015 – 2018

Graduate Assistant

Department of Financial Planning, Housing, and Consumer Economics

Spring/Maymester 2018 (Instructor): Developed and delivered six-week Department of Housing & Urban Development (HUD) compliant curriculum for the Griffin (GA) Housing Authority. Instruction included residential rental market readiness, financial well-being and consumer protection best practices. Students included 40+ adult learners, disabled veterans, and visual and hearing-impaired individuals.

Fall 2017 & Spring 2018 (Instructor): Consumer Analytics Research Methods I & II – Designed and delivered introductory and intermediate upper-level undergraduate/graduate courses in non-experimental research designs, measurement techniques, and methods of data collection used in consumer-focused social science research. Emphasis placed on applying techniques to consumer data in a variety of settings (industry, government/policy, nonprofit) for

decision-making. Students learned introductory and advanced applications of traditional consumer data and social media data analysis, along with best practices in data communication and visualization of analysis results.

Fall 2015 – Spring 2017 (Teaching Assistant): Course redesign for split (undergraduate/graduate) entry-level consumer analytics course. Course redesign included adding practitioner software, social media analytics, and data storytelling content. Course development assistant for graduate-level, master’s degree capstone in Consumer Policy Analytics. Responsible for the design and development of interactive data visualization and communication curriculum components of the course.

CORPORATE POSITIONS

The Atlanta Housing Authority, Atlanta, GA	2013 – 2015
Director, Strategic Planning (<i>Analytics & Market Research</i>)	
AutoTrader.com, Atlanta, GA	2011 – 2012
Director, Partner & Portfolio Management (<i>Product Management</i>)	
Merck Research Labs, Philadelphia, PA	2010 – 2011
Portfolio Director- Oncology, Neuroscience, & Vaccines (<i>Consumer Market Research</i>)	
IQVIA Consulting, Philadelphia, PA	2007 – 2010
Mgmt. Consultant, Strategy & Portfolio Analysis (<i>Consumer Market Research</i>)	
Johnson & Johnson, Philadelphia, PA	2005 – 2007
Sr. Analyst, Strategic Planning, Commercial Development, and Venture Capital	
CBIZ Valuation Group, Los Angeles, CA	2004 – 2005
Valuation Consultant, Financial Advisory Practice	
Medtronic Diabetes, Los Angeles, CA	2002 – 2004
Sr. Analyst, Research & Development	