

Lora Mitchell Harding

Jack C. Massey College of Business
Belmont University
1900 Belmont Boulevard, Nashville, TN 37212

Phone • (615) 460-8133
Fax • (615) 460-6487
Email • lora.harding@belmont.edu

Academic Positions

Assistant Professor of Marketing, 2011-present
Jack C. Massey College of Business, Belmont University

Education

Ph.D., Marketing, 2011
Kellogg School of Management, Northwestern University

M.S., Marketing, 2011
Kellogg School of Management, Northwestern University

B.B.A., Marketing and Promotions (double major), 1999
Belmont University

Academic Honors and Awards

Outstanding Service Award, Massey College of Business, Belmont University, 2015

Summer Research Grant, Belmont University, Summer 2011, 2012, 2014

Travel Grant, Northwestern University Graduate School, January 2011

Invited Participant, Doctoral Internationalization Consortium in Marketing, University of Texas at Austin, July 2009

Haring Symposium Fellow, Indiana University, April 2008

Northwestern University Graduate Fellowship, 2005-present

Belmont University Presidential Scholarship (full tuition, books, room, and board), 1995-1999

Outstanding Business Student of the Year, Belmont University, 1998-1999 • Awarded to top undergraduate business student

Marketing Award of Excellence, Belmont University, 1998-1999 • Awarded to top undergraduate marketing student

Summa Cum Laude, Belmont University, 1995-1999

Honors Program, Belmont University, 1995-1999

Papers under Revision/Review

1. **Harding, Lora Mitchell**, Monika Lisjak, and Angela Y. Lee, “The Persuasive Power of Regulatory Nonfit,” revising for resubmission (3rd round) to *Journal of Consumer Research*.

Working Papers

2. **Harding, Lora Mitchell** and Ashlee Humphreys, “Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction,” manuscript in preparation for *Journal of Consumer Research*.
3. **Harding, Lora Mitchell**, “Bull Fighter or Spin Doctor? When Cues of Brand Liking Lose Their Truth Value,” manuscript in preparation for *Journal of Consumer Research*.
4. Huggins Kyle A., **Harding, Lora Mitchell**, Bates, Kenneth W., and White, Darin W., “Carrying the Torch: Re-evaluating Intergenerational Brand Loyalty,” manuscript in preparation for *Journal of Marketing*.

Selected Work in Progress

5. **Harding, Lora Mitchell**, and Karen M. Stilley, “Burning a Mental Hole in Your Pocket: Blocked Purchase Goals and the Creation of Mental Spend Accounts,” five studies completed.
6. **Harding, Lora Mitchell**, “Perceived Brand Liking and Brand Attraction: The Moderating Roles of Cue Extremity and Relationship Norms,” two studies completed.
7. **Harding, Lora Mitchell** and Carlos J. Torelli, “Luxury is as Luxury Does: When Friendly Brand Actions Backfire,” one study completed.
8. **Harding, Lora Mitchell**, Monika Lisjak, and Angela Y. Lee, “Incidental Engagement from Regulatory Nonfit,” one study completed.
9. **Harding, Lora Mitchell**, and Brian Sternthal, “Tripping the Metacognitive Trigger: Unexpected Retrieval Difficulty,” one study completed.
10. **Harding, Lora Mitchell**, and Brian Sternthal, “The Retrieval Ease Sleeper Effect: Evaluation Timing as a Moderator of Ease- vs. Content-Based Product Judgments,” collecting data.

Conference Publications and Proceedings

1. **Harding, Lora Mitchell** (February 2015), “Bull Fighter or Spin Doctor? When Cues of Brand Liking Lose Their Truth Value,” in *Advances in Consumer Psychology*, Phoenix, AZ: Society for Consumer Psychology.

2. **Harding, Lora Mitchell**, and Ashlee Humphreys (February 2015), “Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction,” American Marketing Association Winter Marketing Educators’ Conference, San Antonio, TX.
3. **Harding, Lora Mitchell** (February 2015), “Bull Fighter or Spin Doctor? When Cues of Brand Liking Lose Their Truth Value,” American Marketing Association Winter Marketing Educators’ Conference, San Antonio, TX.
4. **Harding, Lora Mitchell**, and Ashlee Humphreys (June 2012), “Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction,” in *Consumer-Brand Relationships 2012*, eds. Jill Avery, Michael Breazeale, Marc Fetscherin, and Susan Fournier, Boston, MA: Consumer-Brand Relationships Annual Conference, 19–20.
5. **Harding, Lora Mitchell**, and Ashlee Humphreys (2011), “Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction,” in *Advances in Consumer Psychology*, Vol. 3, eds. Naomi Mandel, David Silvera, and Maura Scott, Atlanta, GA: Society for Consumer Psychology, 284–285.
6. **Harding, Lora Mitchell**, and Ashlee Humphreys (2009), “Self-Brand Attraction: An Interpersonal Attraction Approach to Brand Relationships,” in *Advances in Consumer Research*, Vol. 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.
7. **Harding, Lora Mitchell**, Monika Lisjak, and Angela Y. Lee (2009), “The Persuasive Power of Regulatory Nonfit,” in *Advances in Consumer Research*, Vol. 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.
8. **Harding, Lora Mitchell**, and Ashlee Humphreys (2009), “Self-Brand Attraction: An Interpersonal Attraction Approach to Brand Relationships,” in *Advances in Consumer Psychology*, Vol. 1, eds. Alexander Chernev, Michal Herzstein, and Shailendra Pratap Jain, San Diego, CA: Society for Consumer Psychology, 51–52.
9. **Harding, Lora Mitchell**, Monika Lisjak, and Angela Y. Lee (2009), “The Persuasive Power of Regulatory Nonfit: The Moderating Role of Involvement in Regulatory Fit Effects,” in *Advances in Consumer Psychology*, Vol. 1, eds. Alexander Chernev, Michal Herzstein, and Shailendra Pratap Jain, San Diego, CA: Society for Consumer Psychology, 223–225.
10. **Harding, Lora Mitchell**, Monika Lisjak, and Angela Y. Lee (2008), “The Persuasive Power of Regulatory Nonfit: The Moderating Role of Involvement in Regulatory Fit Effects,” in *Midwestern Psychological Association Program*, 80th annual meeting, 50.
11. Brendl, Miguel, John Lynch, Valerie Folkes, **Lora Mitchell Harding**, and Brian Sternthal (2007), “Rigor in Information Processing Research,” in *Advances in Consumer Research*, Vol. 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 23–25.

Conference Presentations

1. **Harding, Lora Mitchell***, and Ashlee Humphreys (February 2015), “Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction,” American Marketing Association Winter Marketing Educators’ Conference, San Antonio, TX.
** Session chair*
2. **Harding, Lora Mitchell**, and Ashlee Humphreys (June 2012), “Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction,” Consumer-Brand Relationships Annual Conference, Boston, MA.
3. **Harding, Lora Mitchell**, and Ashlee Humphreys (February 2011), “Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction,” Society for Consumer Psychology Annual Conference, Atlanta, GA.
4. **Harding, Lora Mitchell**, Monika Lisjak, and Angela Y. Lee (October 2009), “The Persuasive Power of Regulatory Nonfit,” Association for Consumer Research Annual Conference, Pittsburgh, PA.
5. **Harding, Lora Mitchell**, and Ashlee Humphreys (June 2009), “Self-Brand Attraction: An Interpersonal Attraction Approach to Brand Relationships,” KAMP (Kellogg Behavioral Presentation Series), Northwestern University, Evanston, IL.
6. **Harding, Lora Mitchell**, and Ashlee Humphreys (February 2009), “Self-Brand Attraction: An Interpersonal Attraction Approach to Brand Relationships,” Society for Consumer Psychology Annual Conference, San Diego, CA.
7. **Harding, Lora Mitchell**, Monika Lisjak, and Angela Y. Lee (February 2009), “The Persuasive Power of Regulatory Nonfit: The Moderating Role of Involvement in Regulatory Fit Effects,” Society for Consumer Psychology Annual Conference, San Diego, CA.
8. **Harding, Lora Mitchell**, Monika Lisjak, and Angela Y. Lee (May 2008), “The Persuasive Power of Regulatory Nonfit: The Moderating Role of Involvement in Regulatory Fit Effects,” Midwestern Psychological Association Annual Conference, Chicago, IL.
9. **Harding, Lora Mitchell**, Monika Lisjak, and Angela Y. Lee (April 2008), “The Persuasive Power of Regulatory Nonfit: The Moderating Role of Involvement in Regulatory Fit Effects,” KAMP (Kellogg Behavioral Presentation Series), Northwestern University, Evanston, IL.

Conference Posters

1. **Harding, Lora Mitchell** (February 2015), “Bull Fighter or Spin Doctor? When Cues of Brand Liking Lose Their Truth Value,” Society for Consumer Psychology Annual Conference, Phoenix, AZ.

2. **Harding, Lora Mitchell** (February 2015), “Bull Fighter or Spin Doctor? When Cues of Brand Liking Lose Their Truth Value,” American Marketing Association Winter Marketing Educators’ Conference, San Antonio, TX.
3. **Harding, Lora Mitchell**, and Ashlee Humphreys (October 2009), “Self-Brand Attraction: An Interpersonal Attraction Approach to Brand Relationships,” Association for Consumer Research Annual Conference, Pittsburgh, PA.

Invited Presentations

Brands and Brand Relationships Accelerator Conference, Boston University (2015)
Belmont University, College of Business Administration (2010)
Georgia State University, Marketing Department (2010)
Illinois Institute of Technology, Stuart School of Business (2010)
Illinois State University, Marketing Department (2010)
University of Michigan-Dearborn, Marketing Department (2010)
Northwestern University, Marketing KAMP Series (2009)
Northwestern University, Marketing KAMP Series (2008)

Teaching Experience

MBA, Massey Graduate School of Business, Belmont University

Marketing Management, 2011-present

Undergraduate, Jack C. Massey College of Business, Belmont University

Integrated Marketing Communications, 2014-present

Market Research, 2011-present

Principles of Marketing, 2011-2014

University, College, and Department Service

University, Belmont University

University Undergraduate Awards Committee, 2013-present

Brainstorming Committee for Belmont’s 125 Year Anniversary Celebration, 2015

Market Research Consultant for Belmont Community Relations and Office of the Provost, 2012-2014

Developed an online survey to capture administrator, faculty and staff community engagement efforts on behalf of Belmont University; administered on an annual basis

Honors Thesis Committee Member (Megan Patterson), 2013-2014

Jack C. Massey College of Business, Belmont University

Undergraduate Curriculum and Catalog Continuous Improvement Committee (CIC) (elected), 2012-present

Chair, 2014-present

Technology CIC, 2012-2013

Intellectual Contributions CIC, 2011-2012

Collegiate DECA Faculty Advisor, 2014-present

Massey Behavioral Research Lab Director, 2012-present

Launched lab in 2012 to serve experimental research faculty; administered twice a semester

Qualtrics Brand Administrator for MCB, 2012-present

Hood Presentation

Neda Long, Professional MBA (Outstanding PMBA Student of the Year; top 10% ETS exam), 2014

Letters of Recommendation

Katy Hansen (Advertising Account Executive Summer Internship Program at Ogilvy & Mather Atlanta), 2015

Evin Edens (application to Master of Sport Administration program at Belmont University; accepted), 2014

Jennifer Stevens, undergraduate (applications to PhD programs; accepted to Mississippi State University), 2013-2014

Kierstin Jodway, undergraduate (Belmont Senior Class Gift Scholarship), 2013

Madison Lee, undergraduate (position as GrammyU Student Representative), 2013

Benjamin Tripp, undergraduate (Pioneer College Scholarship), 2012

Gina Milliken, undergraduate (Belmont Class Gift Scholarship), 2012

Gina Milliken, undergraduate (Goodlark Educational Foundation Scholarship), 2012

Eli J. Finkel, Associate Professor of Psychology, Northwestern University (letter in support of promotion), 2011

Professional Reference

Katy Hansen, undergraduate, 2015

Jennifer Gustafson, undergraduate alumna, 2015

Maddi Croft, undergraduate, 2015

Adriana Uribe, undergraduate, 2015

Jennifer Gustafson, undergraduate, 2013 (recommendation secured job offer with 20/20 Research)

Kelsey Anderson, undergraduate, 2013

Ryan Slone, Professional MBA, 2012

Tyler Parks, undergraduate, 2012

Josh Smith, Professional MBA, 2011

Gina Milliken, undergraduate, 2011

Marketing Department, Jack C. Massey College of Business, Belmont University

Faculty Search Committee

Conducted interviews at American Marketing Association Winter Marketing Educators' Conference, 2015

Curriculum Development

Developed five undergraduate curriculum and catalog proposals, 2014
Digital Marketing Major (undergrad), 2011-present

Marketing Representative

Preview Day, March & October 2012, September 2014
Be Belmont Day, February 2013, March 2014
Freshman Business Experience Welcome Event, October 2012

Marketing Department, Kellogg School of Management, Northwestern University

Panelist, Kellogg Doctoral Programs Visit Day, 2011

Marketing Subject Pool Manager, 2007-2008

Doctoral Program Representative, 2007

At the request of faculty, consolidated and presented feedback from marketing doctoral students regarding recommended changes to the qualifying exam (these recommendations were implemented and are still in place).

Doctoral Colloquium Series Coordinator, 2006-2007

A forum where marketing doctoral students meet quarterly to discuss topics of interest.

Professional Service

Ad-hoc Reviewer, American Marketing Association Winter Marketing Educators' Conference, 2015

Ad-hoc Reviewer, Consumer-Brand Relationships Annual Conference, 2012

Ad-hoc Reviewer, Association for Consumer Research Annual Conference, 2010

Ad-hoc Reviewer, Society of Consumer Psychology Annual Conference, 2009

Ad-hoc Reviewer, Association for Consumer Research Annual Conference, 2008

Volunteer, Association for Consumer Research Annual Conference, 2007

Professional Affiliations

American Marketing Association

Association for Consumer Research

Society of Consumer Psychology

Community Service

Advisor, Market research projects conducted by undergraduate students

Fall 2011

- CoLab Nashville, Nashville, TN
- Complete Nutrition, Nashville, TN
- Nagy Guitars, Nashville, TN
- Way Solutions, Nashville, TN

Spring 2012

- Comprehensive Media, Inc., Nashville, TN
- Edley's Bar-B-Que, Nashville, TN
- Spring Back Recycling, Nashville, TN
- Sweet CeCe's (locations franchised by TEAM Marketing Group, Inc.), Nashville, TN
- Warner Music Nashville, Nashville, TN
- What's-in-Store Jewelry Design and Wholesale, Nashville, TN

Fall 2012

- Love is Earth Manufacturing Company, Nashville, TN
- Porter Road Butcher, Nashville, TN
- Taco Mamacita, Nashville, TN
- The Jam Coffeehouse, Nashville, TN

Spring 2013

- Nashville Children's Theatre, Nashville, TN
- Neptune Diving and Ski, Nashville, TN
- Pest Elimination Services of Tennessee (PEST), Nashville, TN
- The Well Coffeehouse, Nashville, TN

Spring 2014

- Belmont University Athletic Department, Nashville, TN
- Blush Boutique, Nashville, TN
- HOTBOX Fitness, Nashville, TN
- The Urban Juicer, Nashville, TN

Fall 2014

- Atmalogy, Nashville, TN
- Bond Coffee Company, Nashville, TN
- San Antonio Taco Company, Nashville, TN
- The Cookery, Nashville, TN

Spring 2015

- Acme Feed & Seed, Nashville, TN
- King of Fresh, Nashville, TN
- Music City Roofers, Nashville, TN
- Nashville Cowboy, Nashville, TN

Industry Experience

Consumer Research Manager, The Buntin Group, Nashville, TN, 2002-2005

- Directed and managed consumer research projects (quantitative, qualitative and non-traditional) for clients and agency from project initiation to completion: designed research, developed and presented proposals, wrote screeners, questionnaires and discussion guides, managed vendor relationships, cleaned, tabulated and analyzed data, produced reports including strategic executive summaries, presented findings, consulted on business implications for clients.
- Conducted attitude and usage tracking studies (telephone and online), focus groups, taste tests, one-on-one interviews, ethnographic studies, syndicated research analysis. Clients included O'Charley's Restaurants, Tennessee Valley Authority (TVA), BlueCross BlueShield of Tennessee, Chinet disposable plates, United Methodist Church (international denomination), Tri-Star/HCA Hospitals.
- Developed strategy for new business pitches using secondary and custom consumer research (often ethnographic), which served as the foundation for agency creative, media and overall brand recommendations. Past pitches included Dollar General, Goodyear tires, Litespeed bicycles, Bass Pro Shops, Duck Head apparel, Servpro.
- Produced white papers on consumer and market research trends.
- Supervised research coordinator in organization and monitoring of field activities in addition to other tasks.

Advertising Executive, The Buntin Group, Nashville, TN, 2000-2002

- Chief client and internal agency liaison, project manager and account planner for accounts including TVA, United Methodist Church, O'Charley's Restaurants, Odom's Tennessee Pride Sausage.
- Directed and managed all client projects, monitoring and facilitating work progress to completion: developed strategic briefs, budgets and timetables, evaluated creative, media, PR and research output against client needs and objectives, monitored budgets and approved billing charges, provided responsible marketing counsel and planning.
- Supervised assistant account executives on respective accounts.

Assistant Advertising Executive, The Buntin Group, Nashville, TN, 1999-2000

- Coordinated all agency work for accounts including Kroger, O'Charley's Restaurants and Odom's Tennessee Pride Sausage.
- Generated all internal job and status related paperwork, developed budgets, timelines and creative strategies for various projects, wrote copy and taglines for print and radio, coordinated media traffic, developed internal presentations for new business opportunities.

The Buntin Group, founded in 1972, is a full-service advertising agency. Largest in Tennessee; top 20 in the Southeast; top 150 nationwide.