

Courtney M. Droms

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**EDUCATION**

Ph.D., Business Administration, Marketing Emphasis  
Moore School of Business, University of South Carolina, 2009

BSBA, Marketing and International Business  
McDonough School of Business, Georgetown University, 1999

**ACADEMIC EXPERIENCE**

2011 – Present     Assistant Professor, Marketing  
College of Business, Butler University

2007 – 2011       Assistant Professor, Marketing  
Langdale College of Business, Valdosta State University

- 2008 – 2009 *Rea and Lillian Steele Outstanding Teaching Award for the Langdale College of Business*
- 2009 – 2010 *Outstanding Teaching Award for the Marketing Department*

**PUBLICATIONS**

Naylor, Rebecca Walker, Courtney M. Droms, and Kelly L. Haws (2009), “Eating with a Purpose: Consumer Response to Functional Food Health Claims in Conflicting Versus Complementary Information Environments,” *Journal of Public Policy & Marketing*, 28 (2), 221-233.

**MANUSCRIPTS UNDER REVIEW**

Droms, Courtney M., “Take It Back: Dynamic Consumer Goals in Retail Customer Service Transactions,” Under review at the *Journal of Retailing and Consumer Services*.

Droms, Courtney M., “When I Go Out to Eat I Want to Enjoy Myself: An Investigation Into Consumers’ Use of Nutrition Information.” Under review at *Health Marketing Quarterly*.

Droms, Courtney M., “Teaching a Multi-faceted Course in Health Marketing to Undergraduate Students,” Under Review at *The Journal of Health Administration Education*.

**CONFERENCE PRESENTATIONS**

Droms, Courtney M. and William G. Droms (2010), “How Much Risk Can You Handle?: The Development of a New Risk Tolerance Questionnaire,” Marketing and Public Policy Conference, Denver, CO.

Droms, Courtney M. (2009), “An Investigation into Individual’s Repeated Attempts at Behavior Change,” Association for Consumer Research Conference, October, Pittsburgh, PA.

- Fowler, Aubrey R. and Courtney M. Droms (2009), "Consumer Transformation: A Hero's Journey," Association for Consumer Research Conference, October, Pittsburgh, PA.
- Droms, Courtney M. (2009), "An Investigation into Individual's Repeated Attempts at Behavior Change," Marketing and Public Policy Conference, May, Washington, DC.
- Droms, Courtney M. (2008), "An Investigation into Individual's Repeated Attempts at Behavior Change," Association for Consumer Research Conference, October, San Francisco, CA.
- Standifer, Roosevelt, Courtney M. Droms, Joan K. Teach, and Ann-Marie Wolff (2008), "Got Focus?: The FOCUS Game," ISAGA 2008 Conference, Kaunas, Lithuania.
- Droms, Courtney M. (2008), "An Investigation into Individual's Repeated Attempts at Behavior Change," Society for Consumer Psychology Conference, February, New Orleans, LA.
- Naylor, Rebecca Walker, Courtney M. Droms, and Kelly L. Haws (2007), "Eating with a Purpose: Consumer Response to Functional Food Health Claims," Society for Consumer Psychology Conference, February, Las Vegas, NV.
- Droms, Courtney M. (2006), "When I Go Out to Eat I Want to Enjoy Myself: An Investigation Into Consumers' Use of Nutrition Information," Marketing and Public Policy Conference, June, Los Angeles, CA.
- Droms, Courtney M. (2005), "Do We Eat What We See?: The Effects of Repeated Exposure to and Availability of Fast Food on Consumption," Decision Sciences Institute Annual Meeting, November, San Francisco, CA.
- Droms, Courtney M. (2005), "When I Go Out to Eat I Want to Enjoy Myself: An Investigation Into Consumers' Use of Nutrition Information," Association for Consumer Research Conference, October, San Antonio, TX.

## **OTHER RESEARCH IN PROGRESS**

- Droms, Courtney M. and David K. Crockett, "An Investigation into Consumer's Repeated Attempts at Behavior Change."
- Droms, Courtney M., Kurt A. Carlson, and William G. Droms, "How Much Risk Can You Handle?: The Development of a New Financial Risk Perception Questionnaire."
- Bui-Nguyen, Mýla, Georgiana Craciun, and Courtney M. Droms, "An Investigation into the Effects of Consumer Ambivalence in Health Decision Making."

## **RESEARCH INTERESTS**

- Repeated attempts at behavior change
- Public health implications of consumption decisions
- Social marketing
- Consumer risk assessment
- Transformative consumer research

## **HONORS AND AWARDS**

Outstanding Teaching Award, Marketing Department, Langdale College of Business Administration, Valdosta State University, 2009-2010 Academic Year  
Grant Recipient, LCOBA Steele Summer Grant, Valdosta State University, June – July 2010  
Grant Recipient, Faculty Development/Instructional Improvement, Valdosta State University, May 2010  
Rea and Lillian Steele Outstanding Teaching Award, Langdale College of Business Administration, Valdosta State University, 2008-2009 Academic Year  
Grant Recipient, Faculty Development/Instructional Improvement, Valdosta State University, October 2009  
Grant Recipient, Faculty Development/Instructional Improvement, Valdosta State University, May 2009  
Grant Recipient, Faculty Development/Instructional Improvement, Valdosta State University, October 2008  
Grant Recipient, Faculty Development/Instructional Improvement, Valdosta State University, February 2008

## **TEACHING EXPERIENCE**

Spring 2011 Marketing Research, Health Care Marketing, Marketing of Services  
Fall 2010 Marketing Research (2 Sections), Health Care Marketing  
Summer 2010 Marketing Research  
Spring 2010 Health Care Marketing (4.7 / 5.0), Marketing Research (2 Sections, Avg. 4.6 / 5.0)  
Fall 2009 Marketing of Services (4.7 / 5.0), Marketing Research (2 Sections Avg. 4.8 / 5.0)  
Summer 2009 International Marketing (Teaching in Karlsruhe, Germany – Instructor Rating 4.9 / 5.0)  
Spring 2009 Health Care Marketing (4.7 / 5.0), Marketing Research (2 Sections Avg. 4.7 / 5.0)  
Fall 2008 Health Care Marketing (4.7 / 5.0), Marketing Research (2 Sections Avg. 4.65 / 5.0)  
Summer 2008 Marketing Research (Instructor Rating: 4.6 / 5.0)  
Spring 2008 Introduction to Marketing (4.4 / 5.0), Marketing Research (2 Sections Avg. 4.55 / 5.0)  
Fall 2007 Health Care Marketing (4.6 / 5.0), Marketing Research (2 Sections Avg. 4.65 / 5.0)

## **TEACHING INTERESTS**

Consumer Behavior, Marketing Research, Principles of Marketing, Social Marketing, Health Marketing, Personal Selling, International Marketing, Marketing of Services.

## **UNIVERSITY SERVICE**

Member, Langdale College of Business Administration Dean's Search Committee, 2010  
Member, Faculty Research and Scholarship Committee, Valdosta State University, 2009-2011  
Member, LCOBA Student Recruitment and Retention Committee, 2009-2011  
Member, LCOBA Health Care Advisory Committee, Valdosta State University, 2008-2011  
Member, LCOBA International Business Major Committee, Valdosta State University, 2008-2011  
Faculty Graduation Marshall, Valdosta State University, 2008-2011  
Faculty Advisor, Sigma Alpha Omega Sorority, VSU Chapter, 2008-2011  
Member, AOL Teamwork Committee, Valdosta State University, 2007-2011  
Member, LCOBA Traditions Committee, Valdosta State University, 2007-2011  
Interviewer, Georgetown Alumni Admissions Program, Georgetown University, 2007-present

## **PROFESSIONAL SERVICE**

Ad Hoc Reviewer, *Journal of Health Administration Education*

Ad Hoc Reviewer, *Journal of Public Policy and Marketing*

Reviewer, 2010 Society for Consumer Psychology Dissertation Competition.

Reviewer, 2010 European Association for Consumer Research Conference, United Kingdom

Reviewer, 2010 Marketing and Public Policy Conference, Denver, CO

Reviewer, 2010 Society for Consumer Psychology Conference, Tampa, FL

Reviewer, 2010 American Marketing Association Winter Educator's Conference, St. Petersburg, FL

Reviewer, 2009 Society for Consumer Psychology Dissertation Competition.

Reviewer, 2009 Association for Consumer Research Conference, Pittsburgh, PA

Reviewer, 2009 Society for Consumer Psychology Conference, San Diego, CA

Session Chair, 2008 Society for Consumer Psychology Conference, New Orleans, LA

Reviewer, 2008 Society for Consumer Psychology Conference, New Orleans, LA

## **MEMBERSHIPS**

Association for Consumer Research

American Marketing Association

Society for Consumer Psychology

Beta Gamma Sigma