

Jessica N. Canfield

September 2022

Lundquist College of Business
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CURRENT POSITION

University of Oregon, Lundquist College of Business

Marketing — Ph.D. Candidate, ABD, Ph.D. expected June 2023

Dissertation Proposal Defended June 2022

Title: “A Broad and Multifaceted Examination of Advertising Against News on Brand Safety and Ad Performance”

Committee: Conor Henderson (Chair), John Clithero, Joshua Beck, David Markowitz

EDUCATION

University of Oregon, Lundquist College of Business	2018-Present
M.S. in Marketing	2020

Gonzaga University	2015-2017
B.A. in Business Administration (Marketing & Economics), Magna Cum Laude	
B.A. in Economics, Magna Cum Laude	

Scripps College	2013-2015
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RESEARCH

Manuscripts Under Review

He, Yuanquiong, Zhou, Qi, Jessica N. Canfield, and Hong Yuan “Friends or Foes: Examining Effectiveness of Shared Native Ads on Social Media from the Perspective of Role Ambiguity”

- *Status: Preparing Manuscript for **Journal of Advertising***

Select Research in Progress

Canfield, Jessica N., Conor M. Henderson, John A. Clithero, Marc Mazodier “Advertising Against News Content”.

- *Status: Preparing Manuscript; Target Journal: **Journal of Marketing***

Canfield, Jessica N., Conor M. Henderson, John A. Clithero “The Triumph and Troubles of Community Branding According to Levels of Community Consensus”.

- *Status: two studies completed*

Tran, Chi, Jessica N. Canfield, Dave M. Markowitz “Consumer Engagement on Twitter Following Brand Responses to Mass Shootings”.

- *Status: Preparing Manuscript for **Journal of Marketing Research***

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Canfield, Jessica N., Conor M. Henderson, Jiao Zhang “Community Branding Conundrum—The Effect of Community Branding on Willingness to Pay for Luxury and Non-Luxury Good”.
- *Status: two studies completed*

Canfield, Jessica N. “A Conceptual Framework of Media Selection on Ad Performance”

Research Presentations

“Advertising in a Hyper-Partisan Environment,” The Advertising Research Foundation’s Values in Advertising or the Content Around It, Part II (December 2021), with Conor Henderson, John Clithero, and Mark Mazodier.

“Partisan Advertising and Context Effects,” The Advertising Research Foundation Cognition Council (November 2021), with Conor Henderson, John Clithero, and Mark Mazodier.

“The Triumph and Troubles of Community Branding According to Levels of Community Consensus,” American Marketing Association Conference (February 2020), with Conor Henderson and John Clithero.

Tran, Chi, Jessica N. Canfield, and Dave M. Markowitz “Consumer Engagement on Twitter Following Brand Responses to Mass Shootings” Poster presentation University of Oregon Center for Science Communication Research Winter Research Forum (February 2020).

HONORS & AWARDS

Academic scholarships

Smith Marketing Scholarship	2019-2020
University of Oregon Raymond Fellowship	2018-2019

SYMPOSIUMS & CONSORTIUMS

AMS Doctoral Consortium	2022
Mittelstaedt & Gentry Doctoral Symposium	2021
Discussant	

TEACHING

Teaching interests: marketing research, marketing strategy, marketing management, marketing analytics, marketing communication

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University of Oregon

- Instructor, Marketing Research: Summer 2019
 - Instructor, Marketing Management: Fall 2020 & Spring 2021 (taught asynchronously), Spring 2022
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ACADEMIC SERVICE

Conference Reviewer

- American Marketing Association (Winter 2020, Summer 2021, Summer 2022, Winter 2023)

Behavioral Research Lab Manager, Fall 2020 – Summer 2021

PROFESSIONAL AFFILIATIONS

- American Marketing Association
 - Association for Consumer Research
 - Academy of Marketing Science
 - Omicron Delta Epsilon, International Economics Honor Society
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REFERENCES

Conor Henderson

Associate Professor of Marketing

Charles H. Lundquist College of Business, University of Oregon

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John Clithero

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Bettina Cornwell

Professor of Marketing, Department Head

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