



Todd J. Bacile, Ph.D.

Loyola University New Orleans
College of Business / Associate Professor of Marketing and
Merl M. Huntsinger Distinguished Professorship in Investments and Finance
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CURRICULUM VITAE SUMMARY

- ◆ *Research summary*: Published research on digital marketing topics and service marketing topics, often at the intersection point of these two areas. Research published or forthcoming in the *Journal of Service Research*, *Journal of Interactive Marketing*, *Journal of Business Research*, *Journal of Services Marketing*, *Journal of Service Management* and others, as well as several conference proceedings and abstracts.
- ◆ *Teaching summary*: Winner of two university-wide teaching awards at two universities and multiple departmental teaching awards, due to my digital marketing courses. Student evaluations exceed College mean values. Experience teaching both offline and online classes in six-week, eight-week, and full semester duration.
- ◆ *Service summary*: Member of up to 10 different formal committees (many concurrently), informal committees, advisor to 30 students per semester, and *Chairperson* of several departmental job searches. *Area Coordinator* for the marketing and management areas. Annually coordinate Google Analytics consulting reports for local and national non-profit and for-profit organizations.

EDUCATION

- ◆ Florida State University (2013), Doctor of Philosophy, Marketing (Tallahassee, FL)
- ◆ Mississippi State University (2008), Master of Business Administration (Starkville, MS)
- ◆ Wayne State University (1998), B.S., Business Administration, Management (Detroit, MI)

HONORS, AWARDS, & CERTIFICATIONS

- ◆ Earned a Digital Marketing Professional certification from Digital Marketing Institute, 2021
- ◆ Graduate Teaching Award, 2021 (Loyola University New Orleans, College of Business)
- ◆ Faculty Research Award, 2020 (Loyola University New Orleans, College of Business)
- ◆ Graduate Teaching Award, 2019 (Loyola University New Orleans, College of Business)
- ◆ Graduate Teaching Award, 2018 (Loyola University New Orleans, College of Business)
- ◆ Faculty Research Award, 2018 (Loyola University New Orleans, College of Business)
- ◆ Faculty Senate Outstanding Teaching Award, 2017 (Loyola University-wide award)
- ◆ Earned a certification from Google for web analytics / Google Analytics, 2016-2022
- ◆ Earned a certification from Google for search engine marketing / AdWords, 2015-2018
- ◆ Faculty Research Award, 2015 (Loyola University New Orleans, College of Business)
- ◆ Won “Best Research Paper Award”, 2014 (Direct/Interactive Marketing Research Summit)
- ◆ Won *Ralph Stair Prize in Innovative Education*, 2013 (Florida State University-wide award)
- ◆ Received the *O.C. and Linda Ferrell Doctoral Collegiality Award*, 2011 (Florida State University – College of Business, Department of Marketing)

RESEARCH INTERESTS

- ◆ **Digital Marketing:** My research focuses on strategic managerial implications of digital marketing initiatives. Specifically, I examine the differences of application and strategy when moving from traditional marketing channels and experiences to digital tools and resources.
- ◆ **Services Marketing:** Co-production and co-creation; Customization; Service recovery; Consumer complaining behavior; Other-consumers influencing a service encounter; Digital service encounters; Online incivility in digital service encounters.

RESEARCH: REFEREED JOURNAL ARTICLES

Wolter, Jeremy S., Todd J. Bacile, and Pei Xu (2023), “How Online Incivility Affects Consumer Engagement on Brands’ Social Media Pages,” *Journal of Service Research (forthcoming)*, <https://journals.sagepub.com/doi/abs/10.1177/10946705221096192?journalCode=jsra>

Bacile, Todd, J. (2023), “Observers’ complaint language perceptions: a new measure to aid social media service recovery evaluations,” *Journal of Marketing Theory and Practice (forthcoming)*, <https://www.tandfonline.com/doi/abs/10.1080/10696679.2022.2144382>

Bacile, Todd J. (2020), “Digital customer service and customer-to-customer interactions: investigating the effect of online incivility on customer perceived service climate,” *Journal of Service Management*, Vol. 31 No. 3, pp. 441-464. <https://www.emerald.com/insight/content/doi/10.1108/JOSM-11-2018-0363/full/html>

Bacile, Todd J., Krallman, A., Wolter, J.S. and Beachum, N.D. (2020), “The value disruption of uncivil other-customers during online service recovery,” *Journal of Services Marketing*, Vol. 34 No. 4, pp. 483-498. <https://www.emerald.com/insight/content/doi/10.1108/JSM-05-2019-0209/full/html>

Wolter, Jeremy S., Todd J. Bacile, Jeffrey S. Smith, and Michael Giebelhausen (2019), “The Entitlement/Forgiveness Conflict of Self-Relevant and Self-Neutral Relationships During Service Failure and Recovery,” *Journal of Business Research*, 104, 233-246. <https://doi.org/10.1016/j.jbusres.2019.07.008>

Bacile, Todd J., Jeremy S. Wolter, Alexis M. Allen, and Pei Xu (2018), “The Effects of Online Incivility and Consumer-to-Consumer Interactional Justice on Complainants, Observers, and Service Providers During Social Media Service Recovery,” *Journal of Interactive Marketing*, 44, 60-81. <https://doi.org/10.1016/j.intmar.2018.04.002>

Fox, Alexa, Todd J. Bacile, Chinintorn Nakhata, and Aleshia Weible (2018), “Selfie-Marketing: Exploring Narcissism and Self-Concept in Visual User-Generated Content on Social Media,” *Journal of Consumer Marketing*, 35 (1), 11-21. <https://www.emerald.com/insight/content/doi/10.1108/JCM-03-2016-1752/full/html>

Bacile, Todd J., Christine Ye, and Esther Swilley (2014), “From Firm-Controlled to Consumer-Contributed: Consumer Co-Production of Personal Media Marketing Communication,” *Journal of Interactive Marketing*, 28 (2), 117-133. <https://doi.org/10.1016/j.intmar.2013.12.001>

Bacile, Todd J. (2013), "The Klout Challenge: Preparing Your Students for Social Media Marketing," *Marketing Education Review*, 23 (1), 87-92. <https://doi.org/10.2753/MER1052-8008230114>

Bacile, Todd J. and Ronald E. Goldsmith (2011), "A Services Perspective for Text Message Coupon Customization," *Journal of Research in Interactive Marketing*, 5 (4), 244-257. <https://doi.org/10.1108/17505931111191474>

RESEARCH: MANUSCRIPTS IN-PROCESS

Bacile, Todd J., Ayse Banu Elmadag, and Mehmet Okan, "How Customer-to-Customer Schadenfreude Influences Observer Purchase Intent during Social Media Customer Service," targeted at the *Journal of Interactive Marketing*, status: Study 1 is complete; Study 2's data collection is complete and analysis is in progress.

Bacile, Todd J., Alexa Fox, Ayse Banu Elmadag, and Mehmet Okan, "Perceived Effort of the Firm in Digital Customer Service," targeted at the *Journal of Services Marketing*, status: Data collection is complete and analysis is in progress.

Harrison, Kristina, and Todd J. Bacile, "Value Co-Destruction in Food Well-Being Programs for Retailers and Consumers" targeted at *Journal of Retailing*, status, manuscript was rejected at *Journal of Service Research*; edits are underway based on reviewer feedback.

Ritz, Wendy, Joie Hain, and Todd J. Bacile, "Aligning Digital Marketing and Social Selling Strategies to B2B Firm Performance," targeted at *Business Horizons*, status: first draft is in development.

Fox, Alexa and Todd J. Bacile, "Service Recovery Personalization: Examining Trust and Contempt," targeted at the *Journal of Services Marketing*, status: pilot data collection is undergoing analysis; currently in the early planning stages.

Bacile, Todd J., Jeremy S. Wolter, Alexa Fox, and Felipe Massa "Not All Online Complaints are Created Equal: A Motivational Analysis of Online Complainants," targeted at the *Journal of Service Management*, status: qualitative data is currently undergoing analysis with several sections of the paper currently under development.

Bacile, Todd J., "Other-Customers Creating Emotionally Charged Service Encounters during Social Media Service Recovery," targeted at the *Journal of Interactive Marketing*, status: early planning stages and literature review are currently underway.

Bacile, Todd J., "Brain Activity during Service Failure and Recovery: An fMRI Analysis of Consumer Responses," targeted at *Journal of the Academy of Marketing Science*, status: early planning stages and literature review are currently underway.

BOOK CHAPTERS AND PUBLICATIONS

Goldsmith, Ronald E. and Todd Bacile (2015), "Chapter 8: Social Influence and Sustainable Behavior," in *Social Influence and Sustainable Consumption*, Elizabeth B. Goldsmith, ed. Switzerland: Springer, 127-154.

Hofacker, Charles F. and Todd J. Bacile (2011), *Electronic Marketing: Communicating, Selling and Connecting People with Networks and Software*. Raleigh, NC: Lulu.

RESEARCH: REFEREED CONFERENCE PROCEEDINGS & ABSTRACTS

Bacile, Todd J., Ayse Banu Elmadag, and Mehmet Okan (2022), "Enjoying Another's Misfortune: The Effects of Perceived Schadenfreude in Customer-to-Customer Dialogue during Social Media Service Recovery," *Society for Marketing Advances*, Charlotte, NC.

Bacile, Todd J. and Grazielly Martinez (2020), "Alternative Linguistic Styles in Customer Complaints via Social Media," *Society for Marketing Advances*, Austin, TX (virtual conference).

Bacile, Todd J., Alexandra Krallman, Jeremy S. Wolter, and Nicole Beachum, "The Influence of Other-Customers in Online Service Recovery," (2019), to be presented at *Society for Marketing Advances*, New Orleans, LA.

Bacile, Todd J., Jeremy S. Wolter, Alexis M. Allen, Pei Xu, and Tara Luck Mariano (2018), "Customer-to-Customer Interactional Justice: A New Challenge for Service Recovery via Social Media," presented at *Academy of Marketing Science*, New Orleans, LA.

Min, Dong-Jun and Todd J. Bacile (2017), "A Polyadic Customization-Engagement Paradox of Hypertargeting in Social Media: Can Exclusive Personalization be Detrimental to Consumer-to-Consumer Engagement?," presented at *Marketing EDGE Summit*, New Orleans, LA.

Wolter, Jeremy S., Todd J. Bacile, and Pei Xu (2017), "The Untamed Frontier of Brands' Social Media Pages: How Uncivil Consumer Replies lead to Perceived Injustice, Perceived Ostracism, and Consumer Disengagement," presented at *26th Annual Frontiers in Service Conference*, New York, NY.

Bacile, Todd J., Jeremy S. Wolter, Alexa K. Fox, and Felipe Massa (2016), "All Online Complaints Are Not Created Equal: Corporate Social Media Pages as Customer Service Channels," presented at *Academy of Marketing Science*, Orlando, FL.

Wolter, Jeremy S., Jeffrey Smith, and Todd J. Bacile (2016), "How Customer-Company Identification and Self-Construal Predict Service Recovery Expectations and Complaints," presented at *Academy of Marketing Science*, Orlando, FL.

Bacile, Todd J., Alexa K. Fox, Jeremy S. Wolter, Felipe Massa, and Emily Treen (2016), "Not Just 'One and Done': Toward an Understanding of the Online Complaining Phenomenon," presented at *Direct / Interactive Marketing Research Summit*, Los Angeles, CA.

Bacile, Todd J., Alexa K. Fox, Jeremy S. Wolter, and Felipe Massa (2016), "Service Recovery via Corporate Social Media Channels: An Online Complaining Alternative to Third-Party Review Sites," presented at *Consumer Satisfaction/Dissatisfaction & Complaining Behavior Conference*, New Orleans, LA.

Bacile, Todd J. and Alexa K. Fox (2015), "Customer Service versus Word-of-Mouth: An Exploratory Motivational Analysis of Online Complainers," presented at *Direct / Interactive Marketing Research Summit*, Boston, MA.

*****Winner of Best Research Paper Award in Conference:**

Bacile, Todd J., Alexis Allen, and Charles F. Hofacker (2014), "Enter the Badvocate: A Unique Consumer Role Emerging within Social Media Complaint and Recovery Episodes," presented at *Direct / Interactive Marketing Research Summit*, San Diego, CA.

Bacile, Todd J., Charles Hofacker, and Allyn White (2014), "Emerging Challenges in Social Media: Service as Marketing Communication Signals," published in the *International Journal of Integrated Marketing Communications*, 6 (1), 34-51 (in partnership with the *Direct / Interactive Marketing Research Summit*).

Bacile, Todd J., Charles F. Hofacker, and Allyn White (2014), "Service Encounters via Social Media: The Presence of Positive and Negative Signals," presented at *Society for Marketing Advances*, New Orleans, LA.

Bacile, Todd J., Charles F. Hofacker, and Alexis Allen (2013), "Emerging Challenges in Social Media: Social Complaints, Service Recovery, and Dysfunctional Consumers," presented at *Direct / Interactive Marketing Research Summit*, Chicago, IL.

Bacile, Todd J. and Charles F. Hofacker (2012), "Adapting Principles of Service Quality to Personal Media Marketing Communication," presented at *American Marketing Association Summer Educators' Conference*, Chicago, IL.

Bacile, Todd J. (2012), "The Klout Challenge: Preparing Your Students for Social Media Marketing," presented at *Society for Marketing Advances*, Orlando, FL.

Bacile, Todd J. (2012), "Social Media Assessment for Marketing Students: The Klout Challenge," presented at *Academy of Marketing Science - World Marketing Congress*, Atlanta, GA.

Bacile, Todd J. and Charles F. Hofacker (2011), "The Co-Production of Marketing Communications Distributed through Personal Technology: A Service Customization Perspective," presented at *American Marketing Association Summer Educators' Conference*, San Francisco, CA.

Bacile, Todd J. and Melissa Nieves (2011) "An Investigation into Corporate Ethical Behavior in Social Media," presented at *Society for Marketing Advances Conference*, Memphis, TN.

Bacile, Todd J., Christine Ye, Esther Swilley, and Charles F. Hofacker (2011), "An Investigation of Consumer Co-Production on Mobile Coupon Redemption," presented at *American Marketing Association Winter Educators' Conference*, Austin, TX.

Bacile, Todd J. (2010), "Mobile Coupons: Is a Picture Worth a Thousand Words?," presented at *Society for Marketing Advances Conference*, Atlanta, GA.

CONFERENCE PANELS & SPECIAL SESSIONS

* Denotes Panel / Special Session Chair and Organizer

* Ritz, Wendy, Joie Hain, and Todd J. Bacile (2022), "Toward a Research Agenda for the Future of Social Selling," special session panel held at *Society for Marketing Advances*, Charlotte, NC.

* Bacile, Todd J., Debra A. Laverie, Caroline Muñoz, and Natalie T. Wood (2019), "Using Digital Marketing Certifications in your Classes: Best Practice Recommendations," special session panel held at *Society for Marketing Advances*, New Orleans, LA.

* Bacile, Todd J., Caroline Muñoz, and Natalie T. Wood (2019), "Get Your Students Certified: Using Third-Party Digital Marketing Certifications in Your Marketing Courses," special session panel held at the *Marketing Education Association Conference*, Phoenix, AZ.

* Bacile, Todd J., Debra A. Laverie, Richard C. Hanna, Rebeca Perren, and Kristin Stewart (2018), "Digital Marketing Certifications for Your Students: A Panel Discussing Recommendations and Challenges for Faculty," special session panel held at the *American Marketing Association's Summer Educator's Conference*, Boston, MA.

* Bacile, Todd J., William F. Humphrey Jr., Debra A. Laverie, and Janna M. Parker (2018), "How to Implement a Digital Marketing Course to Help Students Earn Industry Certifications," special session panel held at the *Society for Marketing Advances*, West Palm Beach, FL.

* Bacile, Todd J., Scott Cowley, William F. Humphrey Jr., and Debra A. Laverie (2018), "Incorporating Digital Marketing Certifications into the Classroom: Best Practice Recommendations and Challenges to Overcome for Faculty," special session panel held at the *Marketing Management Association's* Spring conference, Chicago, IL.

INVITED PRESENTATIONS

Bacile, Todd J., Jeremy S. Wolter, Alexis M. Allen, and Pei Xu (2017), "How Rude! The Impact of Online Incivility on Perceptions of Justice in Social Media Customer Service Encounters," presented at the University of New Orleans, New Orleans, LA.

Bacile, Todd J., Christine Ye, Esther Swilley, and Charles F. Hofacker (2011), "An Investigation of Customization on Mobile Coupon Redemption," presented at *Southeastern Marketing Symposium*, University of Mississippi, Oxford, MS.

TEACHING EXPERIENCE / COURSES TAUGHT

The following are courses previously prepped and taught at the undergraduate and graduate levels:

Undergraduate Courses:

- Digital Marketing Analytics ***
(taught both offline and online formats)
- E-Marketing (numerous digital topics)
- Digital Marketing and Consumer Information Privacy
(taught both offline and online formats)
- Principles of Marketing
- Advanced Marketing Strategy

Graduate Courses:

- Strategic Marketing Management
(taught both offline and online formats)
- Digital Marketing and Analytics ***
(taught both offline and online formats)

*** Received teaching awards for these courses

TEACHING INNOVATIONS & EXPERIENTIAL LEARNING

As a professor who teaches digital marketing topics, I have a duty to my students to teach them new and innovative technology tools in use by marketers in real-life business application. Below is a brief summary of experiential learning projects I have created or adopted into my courses:

- **Google Analytics (2016-22):** Back in 2016, a local marketing agency informed me that it would hire any student who earned a Google certification. The idea of making my marketing students more employable was too tempting to pass up, so I created this class. It enables students to use Google's web metrics software called Google Analytics. This experiential learning course exposes students to actual website visitor data that is then interpreted by students using Google Analytics. Students learn different features of the platform, while preparing to pass a certification test offered by Google. This official certification transcends the classroom by making students attractive job applicants in a growing field. Students enjoy this class immensely, leading to extremely high evaluations. The following quote from a student exemplifies their opinion of this valuable experiential learning class:

"The Google certification process set this class apart from any other I have taken previously. I feel prepared to enter the workforce with the new skills and knowledge this class has instilled. I liked that the class consisted of different segments, each of which required different thinking styles and helped keep the class engaging."

- **Google Ads / AdWords (2015-16):** This class is similar to the Google Analytics course described above. The class gradually exposes students to Google Ads (a search marketing platform formerly called AdWords). Lessons designed to prepare students to pass the Google Ads certification test.
- **Stukent Search Marketing Simulation (2014-17):** This simulation was created by a company called Stukent to enable students to compete with their peers in an online search marketing ad competition. I was one of the first professors in the country to adopt this experiential learning tool for use in my class. Students work in teams, with each team acting as a fictitious online retailer. Teams use search marketing techniques to "sell" more products. The simulator takes each team's

decisions and calculates product sales each week. This is a competitive, yet fun learning atmosphere where students see how sales numbers relate to metrics and wise (or unwise) decision making.

- **The Klout Challenge (2011-14):** I created this innovative teaching project, which used a metric designed to measure person's social media influence. The metric (created by Klout.com) enabled brands to locate influential consumers on social media. Surprisingly, I noticed job recruiters used students' Klout scores as a filter for entry-level marketing jobs. This inspired me to create my project, "The Klout Challenge," which was designed as an experiential learning project. After lecturing about specific social media tools, students were then tasked to get people to engage with their own content on social media. As more people engaged with a student's content, his or her Klout score would increase. The final grade for this project was each student's actual Klout score, which also helped some students become more attractive to certain employers. The project was featured in the Chronicle of Higher Education, Inside Higher Ed, and other media outlets.

PROFESSIONAL SERVICE

Professional Activities

- ◆ Retained by Baker Hostetler LLP as an expert witness in digital marketing litigation (2022).
- ◆ Bacile, Todd J. and Kevin Miller, Chief Marketing Officer, The Fresh Market (2022), "Fireside Chat: The Marketing Trends You Should have Already Adopted and the Ones You Need to Adopt in 2022," *The Millennium Alliance* (virtual conference).

Academic Journal Editorial Review Boards

- ◆ Journal of Services Marketing (2019-2022)
- ◆ Marketing Education Review (2014 – 2022)

Reviewer: Journals

- ◆ 2021 – Journal of Services Marketing: Editorial Review Board (1 Manuscript)
- ◆ 2021 – Journal of Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2021 – Journal of Research in Interactive Marketing: Ad Hoc Reviewer (4 Manuscripts)
- ◆ 2021 – Marketing Education Review: Editorial Review Board (2 Manuscripts)
- ◆ 2021 – Journal of Marketing Theory and Practice: Ad Hoc Reviewer (2 Manuscripts)
- ◆ 2021 – Journal of Consumer Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2021 – Journal of Service Management: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2021 – Journal of Consumer Affairs: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2020 – Journal of Services Marketing: Editorial Review Board (3 Manuscripts)
- ◆ 2020 – Journal of Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2020 – Journal of Research in Interactive Marketing: Ad Hoc Reviewer (2 Manuscript)
- ◆ 2020 – Marketing Education Review: Editorial Review Board (2 Manuscripts)
- ◆ 2020 – Journal of Marketing Theory and Practice: Ad Hoc Reviewer (2 Manuscripts)
- ◆ 2020 – Journal of Consumer Marketing: Ad Hoc Reviewer (1 Manuscripts)
- ◆ 2020 – Journal of Service Management: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2019 – Journal of Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2019 – Journal of Services Marketing: Editorial Review Board (3 Manuscripts)

- ◆ 2019 – Journal of Research in Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2019 – Marketing Education Review: Editorial Review Board (3 Manuscripts)
- ◆ 2018 – Journal of Interactive Marketing: Ad Hoc Reviewer (2 Manuscripts)
- ◆ 2018 – Journal of Services Marketing: Ad Hoc Reviewer (8 Manuscripts)
- ◆ 2018 – Journal of Service Research: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2018 – Journal of Marketing Education: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2018 – Journal of Research in Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2018 – Business and Society: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2018 – Marketing Education Review: Editorial Review Board (3 Manuscripts)
- ◆ 2017 - Journal of Interactive Marketing: Ad Hoc Reviewer (3 Manuscripts)
- ◆ 2017 – Journal of Services Marketing: Ad Hoc Reviewer (2 Manuscripts)
- ◆ 2017 - Marketing Education Review: Editorial Review Board (2 Manuscripts)
- ◆ 2017 - Journal of Consumer Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2017 – Journal of Research in Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2016 - Marketing Education Review: Editorial Review Board (3 Manuscripts)
- ◆ 2016 - Journal of Interactive Marketing: Ad Hoc Reviewer (3 Manuscripts)
- ◆ 2016 - Journal of Research in Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2015 - Marketing Education Review: Editorial Review Board (3 Manuscripts)
- ◆ 2015 - Journal of Services Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2014 - Journal of Service Management: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2014 - Internet Research: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2014 - Marketing Education Review: Editorial Review Board (1 Manuscript)
- ◆ 2013 - Journal of Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2011 - Journal of Interactive Marketing: Ad Hoc Reviewer (1 Manuscript)
- ◆ 2010 - The Service Industries Journal: Ad Hoc Reviewer (1 Manuscript)

Reviewer: Academic Conferences

- ◆ Academy of Marketing Science (2011-2019)
- ◆ Marketing EDGE Direct / Interactive Marketing Research Summit (2013-2017)
- ◆ Society for Marketing Advances (2011-2014; 2019-2020)
- ◆ American Marketing Association (2011-2013)

University Service:

- ◆ Faculty Director of Graduate Programs in the College of Business, Loyola University New Orleans (2020-2022)
- ◆ Faculty Area Coordinator for the Marketing, Management, and Ethics faculty (2019-2022)
- ◆ Center for Faculty Innovation Committee (member): Loyola University New Orleans (2020-2022)
- ◆ Standing Committee on Online Education (member): Loyola University New Orleans (2022)
- ◆ Graduate Council (member): Loyola University New Orleans (2020-2022)
- ◆ Undergraduate Curriculum Committee (member): Loyola University New Orleans (2014-22)
- ◆ Graduate Curriculum Committee (member): Loyola University New Orleans (2015-2022)
- ◆ College of Business Strategic Planning Committee: Loyola University New Orleans (2018-22)
- ◆ College of Business Leadership Committee: Loyola University New Orleans (2018-22)
- ◆ Honorary Degrees Committee (member): Loyola University New Orleans (2014-22)
- ◆ Faculty Search Committee (Member): Operations tenure-track position (2019)

- ◆ Faculty Search Committee (Chair): Marketing tenure-track position (2018)
- ◆ Faculty Search Committee (Chair): Marketing non-tenure-track position (2018)
- ◆ University Honors Advisory Board (member): Loyola University New Orleans (2017-18)
- ◆ Ignatian Scholarship Committee (member): Loyola University New Orleans (2017-18)
- ◆ College of Business Rank and Tenure Committee: Loyola University New Orleans (2017-18)
- ◆ AACSB Committee (member): Loyola University New Orleans (2014-17)
- ◆ Faculty Search Committee (Chair): Marketing tenure-track position (2015)
- ◆ Faculty Search Committee (Chair): Marketing non-tenure-track position (2015)
- ◆ Guest Speaker and Mentor: Florida State University MBA Student Association (2012)
- ◆ Guest Speaker: Florida State University Minority Students in Business (2012)
- ◆ Guest Speaker: Florida State University Veteran Center's Veterans Association (2012)

Community Service:

- ◆ Managed numerous Google Analytics consulting projects performed by undergraduate student teams for local community businesses within the vicinity of New Orleans, LA (2018-2022). Recent organizations include Habitat for Humanity, Second Harvest Food Bank, The Periwinkle Foundation, The Safety Pouch, Feel Goodz, and Reunion Shoe Company.
- ◆ Volunteer digital marketing advisor, Habitat for Humanity, New Orleans, LA (2018-2022)
- ◆ Volunteer digital marketing advisor, Northshore Food Bank, Covington, LA (2018-2021)
- ◆ Volunteer little league baseball coach, Pelican Park, Mandeville, LA (2017-2021)
- ◆ Managed numerous consulting projects performed by graduate student teams for local community businesses within the vicinity of New Orleans, LA (2015)
- ◆ Managed numerous consulting projects performed by undergraduate student teams for local community businesses within the vicinity of New Orleans, LA (2014)
- ◆ Managed numerous social media consulting projects performed by undergraduate student teams for local community businesses in Tallahassee, FL (2012)

ACADEMIC AFFILIATIONS

- ◆ Academy of Marketing Science, 2011 – 2019; 2022
- ◆ American Marketing Association, 2009 - 2012; 2015-2019; 2022
- ◆ Society for Marketing Advances, 2009 – 2014; 2018-2020; 2022
- ◆ Marketing EDGE's Direct / Interactive Research Summit, 2013 – 2017

MISCELLANEOUS MEDIA COVERAGE

- ◆ Nola.com: Commentary provided for this story, "There's video on social media of Drew Brees getting hit by lightning. It's all a stunt," https://www.nola.com/sports/saints/video-of-drew-brees-getting-hit-by-lightning-is-a-stunt/article_8c416da0-7254-11ed-b8b6-a343d9b7d25e.html (2022)
- ◆ New Orleans City Business Journal: <https://neworleanscitybusiness.com/blog/2019/01/18/qa-loyolas-todd-bacile-creating-in-demand-students-for-workforce-needs/> (2019)
- ◆ BSchools.org - 20 Digital & Social Media Marketing Professors to Know: <https://www.bschoools.org/blog/digital-and-social-marketing-profs-to-know> (2018)
- ◆ Fox 8 New Orleans Morning News in-studio television interview (there was a video error at the station, but the audio is clear): <https://www.fox8live.com/video/2018/12/20/google-ad-words-holiday-shopping/> (2018)
- ◆ Loyola Executive Magazine: <https://issuu.com/loyola-university-new->

- [orleans/docs/loyola_executive_magazine/10](#) (2017)
- ◆ Loyola Executive Magazine: https://issuu.com/loyola-university-new-orleans/docs/exec_fall_15/18 (2015)
 - ◆ Stukent: <https://www.stukent.com/professor-of-the-month-todd-bacile/> (2014)
 - ◆ Inside Higher Ed: <https://www.insidehighered.com/news/2012/08/30/florida-state-instructor-sparks-controversy-klout-score-grades> (2012)
 - ◆ The Chronicle of Higher Education: <https://www.chronicle.com/blogs/wiredcampus/florida-state-u-instructor-grades-students-based-on-klout-scores/39482> (2012)
 - ◆ Education Online: <http://www.educationonline.com/2012/professor-grades-marketing-students-based-on-their-klout-scores/> (2012)

INDUSTRY EXPERIENCE

- ◆ Bacile Marketing Research LLC, Mandeville, LA (2015-Present), *Owner*, consultant in various areas of marketing and digital topics;
- ◆ Michigan Public Health Institute, Okemos, MI (2009), *Technical Analyst*, performed business analysis and recommendations for online systems to purchase or develop;
- ◆ Mississippi State University, College of Business, Starkville, MS (2008), received a graduate assistantship to build and search optimize the College of Business website;
- ◆ GreenStone Farm Credit Services, East Lansing, MI (2001 – 2007), *e-Business Specialist and Senior Business Analyst*, created the front-facing public website and other websites, search optimized different sites, reviewed web analytics, built data-driven web applications for internal and external use, assisted in training staff in various web-related applications;
- ◆ Compuware Corporation, Farmington Hills, MI (1998 – 2001), *Business Analyst*, VSAT support.

REFERENCES

Dr. Charles F. Hofacker
 Carl DeSantis Professor of Business &
 Professor of Marketing &
 Director of Marketing Ph.D. Program
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 821 Academic Way
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 Phone: 850-644-7864
 E-mail: chofack@business.fsu.edu

Dr. William Locander
 Formerly Dean of the College of Business &
 Gerald N. Gaston Eminent Scholar Chair
 Loyola University New Orleans;
 Currently Marketing Department Head &
 Max P. Watson, J. Endowed Professor
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