

ANN M. MIRABITO, PHD

Hankamer School of Business, Baylor University

One Bear Place #98007, Waco, TX 76798

Telephone: 254.710.3914 · Email: Ann_Mirabito@Baylor.edu

EDUCATION

Ph.D. **Texas A&M University** 2008

Major: Marketing

M.B.A. **Stanford University** 1983

B.A. **Duke University** 1976

Major: Economics. *Cum laude* with Distinction in Economics.

PROFESSIONAL EXPERIENCE

ACADEMIC EXPERIENCE

Baylor University, Waco, TX

Associate Professor of Marketing, Graduate Faculty 2014-present

Assistant Professor of Marketing, 2008-2014, tenured and promoted in 2014

Lecturer in Marketing, 2007-2008

INDUSTRY EXPERIENCE

Extensive executive-level experience in marketing and general management with commercial and not-for-profit organizations. Line responsibility in all phases of marketing including product development, brand management, advertising, pricing, CRM, alliances, and investor relations.

Inspire Insurance Solutions, Ft. Worth, TX, SVP & Chief Marketing Officer 2000-2002

Rapidforms, Thorofare, NJ, Chief Marketing Officer & SVP 1996-2000

Greater Fulton (NY) Chamber of Commerce, President and CEO 1992-1996

Time Life Books, Alexandria, VA, Vice President & Associate Publisher 1988-1992

Vie de France, McLean, VA, Director of Marketing 1987-1988

Frito-Lay, Plano, TX, Product Manager, Regional Marketing Manager 1983-1987

Chase Manhattan Bank/IDC, Washington, DC, Technical Consultant 1979-1981

Federal Reserve Board, Washington, DC, Research Assistant 1976-1979

SCHOLARLY ACCOMPLISHMENTS

My research focuses on ways marketing can improve consumer well-being. Primary research streams include reducing social stigmas and behavioral addictions; understanding consumer perceptions of healthcare and ways consumers grapple with uncertainty in healthcare settings; mental health; and workplace wellness.

REFEREED JOURNAL PUBLICATIONS

Jane Machin, Natalie Ross Adkins, Christina Chan-Park, Elizabeth Crosby, Justine Rapp Ferrell, **Ann M. Mirabito** (2022), Taming Wicked Problems Using the Problem-Solution-Impact (PSI) Research Process Model. *Journal of Consumer Affairs*, 1-42, <https://doi.org/10.1111/joca.12469>

Ilgin D. Benoit, Elizabeth G. Miller, **Ann M. Mirabito**, and Jesse Catlin (2022, forthcoming). Medical Decision-Making with Tables and Graphs: The Role of Cognition, Emotions, and Analytical Thinking. *Health Marketing Quarterly*, 38(2).

Jane A Machin, T Brister, RM Bossarte, Jenna Drenten, Ronald Paul Hill, Deborah Holland, Mark Mulder, Maria Martik, M Viswanathan, Marie A Yeh, **Ann M. Mirabito**, Justine Rapp Farrell, Elizabeth Crosby, Natalie Ross Adkins (2022). Conversations about Conducting Marketing Research in Mental Health. *Journal of Consumer Marketing*.

Marie A. Yeh, **Ann M. Mirabito**, Stacey R. Finkelstein (2021). Physical Risk Messaging Enhances Favorable Attitudes Towards Mask Wearing. *Journal of Consumer Affairs*. 55 (4), 1682-90.

Mary Ann Faucher and **Ann M. Mirabito** (2020). Pregnant Women with Obesity Have Unique Perceptions About Gestational Weight Gain, Exercise, and Support for Behavior Change. *J Midwifery and Women's Health*, 65(4), 529-537. Recognized by Wiley as a "top cited" article.

Jane E. Machin, Natalie Ross Adkins, Elizabeth Crosby, Justine Rapp Ferrell, and **Ann M. Mirabito** (2019). The Marketplace, Mental Wellbeing, and Me: Exploring Self-Efficacy, Self-Esteem, and Self-Compassion in Consumer Coping. *Journal of Business Research*, 100(July), 410-420.

Franklin G. Snyder and **Ann M. Mirabito** (2019), Boilerplate: What Consumers Actually Think About It, *Indiana Law Review*, 52(3), 431-53.

Franklin G. Snyder and **Ann M. Mirabito** (2016), "Consumer Preferences for Performance Defaults," *Michigan Business & Entrepreneurial Law Review*, 6(1), 35-60.

Ann M. Mirabito, Cele C. Otnes, Elizabeth Crosby, David B. Wooten, Jane E. Machin, Chris Pullig, Natalie Ross Adkins, Susan Dunnett, Kathy Hamilton, Kevin D. Thomas, Marie A. Yeh, Cassandra David, Johanna F. Gollnhofer, Aditi Grover, Jess Matias, Natalie

A. Mitchell, Edna G. Ndichu, Nada Sayarh, and Sunaina Velagaleti (2016) "The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma," *Journal of Public Policy & Marketing*, 35(2), 170-84, lead article.

Ann M. Mirabito and Leonard L. Berry (2015), "You Say You Want a Revolution? Drawing on Social Movement Theory to Motivate Transformative Change." *J Service Research*, 18, pp 336-350.

Franklin G. Snyder and **Ann M. Mirabito** (2014). "The Death of Contracts," *Duquesne Law Review*, 52(2), pp 346-413.

Ingrid Martin, Michael A. Kamins, Dante M. Pirouz, Scott W. Davis, Kelly L. Haws, **Ann M. Mirabito**, Sayantani Mukherjee, Justine M. Rapp, Aditi Grover (2013). "On the Road to Addiction: The Facilitative and Preventive Roles of Marketing Cues," *Journal of Business Research*, 66(8), pp 1219-26.

Leonard L. Berry, Gale Adcock, and **Ann M. Mirabito** (2012). "Do-It-Yourself Employee Healthcare," *MIT Sloan Management Review*, 53(2), pp 15-16.

Aditi Grover, Michael A. Kamins, Ingrid M. Martin, Scott Davis, Kelly Haws, **Ann M. Mirabito**, Sayantani Mukherjee, Dante Pirouz, and Justine Rapp (2011). "From Use to Abuse: When Everyday Consumption Behaviors Morph into Addiction," *J Research for Consumers*, 19, pp 1-8.

Debra L. Scammon, Punam A. Keller, Pia A. Albinsson, Shalini Bahl, Jesse R. Catlin, Kelly L. Haws, Jeremy Kees, Tracey King, Elizabeth Gelfand Miller, **Ann M. Mirabito**, Paula C. Peter, and Robert M. Schindler (2011). "Transforming Consumer Health," *Journal of Public Policy & Marketing*, 30(1), pp. 14-22.

Leonard L. Berry and **Ann M. Mirabito** (2011). "Partnering for Prevention with Workplace Health Promotion Programs," *Mayo Clinic Proceedings*, 86(4), pp. 335-337.

Leonard L. Berry, **Ann M. Mirabito**, and William B. Baun (2010). "What's the Hard Return on Employee Wellness Programs?" *Harvard Business Review*, 88(12), pp. 105-112.

Ann M. Mirabito and Leonard L. Berry (2010). "Lessons that Patient-Centered Medical Homes Can Learn from the Mistakes of HMOs," *Annals of Internal Medicine*, 152(3), pp. 182-185.

Leonard L. Berry and **Ann M. Mirabito** (2010). "Innovative Health Care Delivery," *Business Horizons* 53(2), pp. 157-169.

Leonard L. Berry, **Ann M. Mirabito**, Sankey Williams, and Frank Davidoff (2006), "A Physicians' Agenda for Working with Employers and Insurers," *Mayo Clinic Proc*, 81(112), pp 1592-1602.

Leonard L. Berry, **Ann M. Mirabito**, and Donald M. Berwick (2004), "A Healthcare Agenda for Business," *MIT Sloan Management Review*, 45 (Summer), pp. 56-64.

SCHOLARLY BOOK CHAPTER

"Recapturing Marketing's Mission," Leonard L. Berry and **Ann M. Mirabito** in *Does Marketing Need Reform? Fresh Perspectives on the Future*, 2006, Jagdish N. Sheth and Rajendra S. Sisodia, eds., Armonk, NY: M.E. Sharpe.

CONTRACTS, GRANTS AND SPONSORED RESEARCH

"Using personalized text-messaging and activity monitors to moderate weight gain in pregnancy for women with pre-pregnancy obesity," Co-PI with Mary Ann Faucher (Principal Investigator), K-l. Lin, (Co-PI), and Eunjee Song, (Co-PI), Sponsored by Baylor Social Innovative Collaborative, Baylor University, \$13,274 (2017) and \$13,000 (2018).

REFEREED CONFERENCE PRESENTATIONS

"Mental Health and Marketing," with Natalie Ross Adkins, Elizabeth Crosby, and Justine Rapp Farrell, Kathryn Pounders, and Jane E Machin, Marketing and Public Policy Conference, Austin TX (June 10, 2022).

"From Surviving to Thriving: A Conceptual Introduction to Mental Well-Being (MWB)," with Jane E Machin, Natalie Ross Adkins, Elizabeth Crosby, and Justine Rapp Farrell, Association for Marketing and Healthcare Research, Park City, Utah. (March 7, 2022).

"Mental Health and Stigma," with Jane E Machin, Natalie Adkins, Elizabeth Crosby, Justine Rapp Farrell, TCR Seminar Series, Transformative Consumer Research. (forthcoming - January 25, 2022).

"Mental Health Matters: Crafting a Research Agenda," with Jane E Machin, Natalie Adkins, Elizabeth Crosby, Justine Rapp Farrell, Association for Consumer Research Conference, Association for Consumer Research. (October 29, 2021).

"Mental Health Matters: Making Mental Well-Being a Marketing Research Priority," with Jane E Machin, Natalie Adkins, Elizabeth Crosby, Justine Rapp Farrell, Association for Consumer Research Conference. (October 8, 2021).

"Building Well-Being of Frontline Service Employees through Work Identity Construction," with X (Judy) Hu (Author & Presenter), Bethany Cockburn (Author & Presenter), David Solnet, Laura E. McClelland, Maria Golubovskaya, Richard Robinson, Academy of Management, Academy of Management. (August 2021).

"Design Thinking: Walking in Stigmatized Shoes," with Jane E. Machin, Natalie Ross Adkins, and Elizabeth Crosby, Transformative Consumer Research, University of Virginia (Online). (June 28, 2021).

"Buyers' Quest for Mental Health Care," with Jane E. Machin, Natalie Ross Adkins, Justine R. Farrell and Elizabeth Crosby, Marketing & Public Policy Conference, American Marketing Association. (June 24, 2021).

"Mental Health Consumer Journey" with Jane E. Machin, Natalie Ross Adkins, Justine R. Farrell and Elizabeth Crosby, Society for Consumer Psychology, (March 4, 2021).

"Walking in Stigmatized Shoes" with Jane E. Machin, Natalie Ross Adkins, and Elizabeth Crosby, Marketing and Public Policy, American Marketing Association, Los Angeles, CA, June 2020.

"Healthcare and Marketing," with Marie Yeh (Coordinator/Organizer), Stacey Finkelstein (Coordinator/Organizer), Wendy Boland, D. Mathras (Panelist), Martin Mende (Panelist), Elizabeth Miller (Panelist), Ann M. Mirabito (Panelist), Beth Vallen (Panelist), Marketing and Public Policy Conference, American Marketing Association, Los Angeles, CA. (June 2020).

"Is the Price Fair?" with Mona Sinha and Allen Chen, Atlantic Marketing Association, September 2019.

"Workplace Wellness and Frontline Service Workers," University of Northern Illinois, Naperville, IL, September 2019.

"Attitudes and Usage of Digital Health Tools for Managing Gestational Weight Gain: A Feasibility Pilot Study," with Mary Ann Faucher, American Marketing Association, Washington DC., June 2019.

"Stepping in Stigmatized Shoes: Developing Empathy through Design Thinking," Transformative Consumer Research, Association for Consumer Research, Jacksonville, FL., May 2019.

"Using Self-Compassion to Cope with Mental Disorders," with Jane E. Machin, Natalie R. Adkins, Elizabeth Crosby, and Justine R. Farrell, Health Research Forum, Family Health Center, Waco, TX. April 23, 2019.

"Consumer's Self-Concept Goals Influence Their Ability to Manage Stress," with Jane E. Machin, Natalie R. Adkins, Elizabeth Crosby, and Justine R. Farrell, Association for Marketing & Health Care Research, Jackson Hole, WY, February 2019. Winner, Best Paper Award.

"The Marketplace, Mental Illness and Me: Exploring Self-Esteem, Self-Compassion and Self-Efficacy in Consumer Well-being," with Jane E. Machin, Justine Rapp Farrell, Elizabeth Crosby, and Natalie Adkins Ross, Marketing and Public Policy Conference, Columbus, OH, June 2018.

"Does the Stigmatization Process Follow the Same Path for Stigmatizers and for the Stigmatized? An Empirical Study in the Context of Mental Health," with Marie A. Yeh, Marketing and Public Policy Conference, Columbus, OH, June 2018.

"Mental Illness and the Marketplace: Understanding the Challenge and Working Towards a Marketing Research Agenda," Special session co-chair with Marie A. Yeh, Marketing and Public Policy Conference, Columbus, OH, June 2018.

"Stigma: A Marketplace Problem Experienced by Multiple Identities," Special session co-chair with Marie A. Yeh, Marketing and Public Policy Conference, Columbus, OH, June 2018.

"Exploring their Stories: The Role and Impact of Narratives in the Stigmatization Process," Transformative Consumer Research, Cornell University, June 2017.

"How Do Brands' Destigmatizing Messages Travel through Social Media? Like a Girl," with Elizabeth Crosby and Kristy McManus, Association for Consumer Research, Berlin, Germany, October 2016.

"Special Session: Engaging the Marketplace in Destigmatization," co-chaired with Susan Dunnett, Association for Consumer Research, Berlin, Germany, October 2016.

"You Say You Want a Revolution: The Workplace Wellness Movement," 4th Annual Baylor Libraries Symposium: Thomas Paine's Rights of Man, Baylor University Libraries, Waco, TX. September 29, 2016.

"Stigma: Understanding Its Impact and Working Towards a Marketing Research Agenda," Special session co-chair with Marie Yeh, Marketing and Public Policy Conference, San Luis Obispo, CA, June 2016.

"The Stigma Turbine: Generating Policy Prescriptions for (De)Stigmatization in the Marketplace," with Jane Machin, Natalie Adkins et al, Marketing and Public Policy Conference, San Luis Obispo, June 2016.

"Consumer Preferences for Contract Default Rules," with Franklin Snyder, 11th Annual International Conference on Contracts, San Antonio, TX, February 2016.

"Developing a Model of the Effect of Display Format on Patients' Health Decisions," with Ilgim Dara, Elizabeth Miller, and Jesse Catlin, Marketing and Public Policy Conference, Washington, DC, June 2015.

"Stigma and Identity," Transformative Consumer Research, Association for Consumer Research, Villanova University, June 2015.

"The Effect of Health Risk Presentation Format on Consumer Perceptions and Choice," with Jesse Catlin and Elizabeth G. Miller, Marketing and Public Policy Conference, Washington, D.C., June 2013.

“Strengthening Empathy and Directed Altruism,” with Morris George and Susan Harford, Wharton Customer Analytics Initiative Research Symposium, Philadelphia, December 2012.

“Consumption Addiction: Developing a Research Agenda to Understand How Consumers Progress from Normal to Maladaptive Consumption and Addiction,” Association for Consumer Research, Vancouver, BC, October 2012.

"Researching Consumption Addiction: Developing a Theoretical Framework of Understanding," Marketing and Public Policy Conference, Atlanta, International, June 2012.

"Images and Law and Privacy, History and Discourse", Law, Culture and the Humanities Annual Conference, Association for the Study of Law, Culture and the Humanities, Fort Worth, TX, March 2012.

"Addictive Consumption," Transformative Consumer Research, Association for Consumer Research, Waco, June 2011.

"Engaging Reluctant Customers in Service Coproduction," with Leonard L. Berry, 12th International Research Symposium on Service Excellence, Ithaca, NY, June 2011.

"Power to the People: Social Marketing Meets Social Movements," with Leonard L. Berry, Conscious Capitalism Conference, Boston, MA, May 2011.

"Social Movements Meet Social Marketing," with Leonard L. Berry, American Marketing Association Winter Conference, Austin, TX, February 2011.

"Investing in Employee Health in the Workplace," with Leonard L. Berry, Annual National Forum on Quality Improvement in Health Care, Institute for Healthcare Improvement, Orlando, FL, December 2010.

“Patient Perceptions of Healthcare Quality,” Transformative Consumer Research Conference, Philadelphia, June 2009.

"Perceptions of Service Quality with Credence Products," with Jelena Spanjol and Leonard L. Berry, Marketing and Public Policy Conference, Washington, DC, May 2009.

"Mirror, Mirror on the Wall, Who Is the Unfairest of Them All? Price Unfairness Perceptions of Goods Versus Services," with Mona Srivastava and Allan Chen, Behavioral Pricing Conference, Philadelphia, September 2008.

"Role of Product Attributes in Price Fairness Perceptions," with Mona Srivastava, American Marketing Association Winter Conference, San Diego, February 2007.

"Consumer and Physician Interpretations of Health Care Quality: Integrating Technical and Experience Quality Indicators," with Jelena Spanjol and Leonard L. Berry, Academy Health Annual Research Meeting, Seattle, WA, June 2006.

"How the Use of Random vs. Fixed vs. Mixed Effects Affects Statistical Significance and Generalizability," presented at Southwest Educational Research Association Annual Meeting, Dallas, TX, February 2003.

CONTRIBUTIONS TO PRACTICE

PUBLICATIONS

Jane E. Machin, Ann M. Mirabito, Justine Rapp Farrell, Elizabeth Crosby, and Natalie Adkins Ross, "Coping with Stress in Real Estate," *Keller Center Research Report*, forthcoming.

Jane E. Machin, Ann M. Mirabito, and Natalie R. Adkins (2016). The Stigma Turbine: (De)stigmatization in the Real Estate Market. *Keller Center Research Report*, 9(4 (December)).

Ann M. Mirabito, Jesse R. Catlin, and Elizabeth Gelfand Miller (2013). "Show Me the Numbers: Communicating Probabilities and Tradeoffs in Real Estate Transactions" *Keller Center Research Report*, 6 (3) Waco, TX: Baylor University.

William B. Baun, Ann M. Mirabito, and Leonard L. Berry (2011) "The Value of Worksite Health Promotion," *Worksite Health*, 2(1).

Ann M. Mirabito, William B. Baun, and Leonard L. Berry (2011). "Using Workplace Wellness to Strengthen Your Sales Organization," *Keller Center Research Report*, 4 (2).

Ann M. Mirabito (2009), "Is Your Picture Worth 1,000 Words?" *Keller Center Research Report*, 2(1), Waco, TX: Baylor University.

Ann M. Mirabito (2008), "How Consumers Respond to Commissions," *Keller Center Research Report*, 1(1), Waco, TX: Baylor University.

INVITED PRESENTATIONS

"Women's Leadership Forum," Moderator, Baylor University, March 11, 2013

"Personal and Individual: The Standard for Healthcare Marketing," Moderator for Digital Healthcare Transformation Assembly, The Millennium Alliance, San Diego, December 5, 2018.

"The State of Digital Healthcare Marketing: Patient First, Mobile Ready, Socially Engaged, and Technology-Enabled," Moderator for Keynote Panel, Digital Healthcare Transformation Assembly, The Millennium Alliance, Denver, June 10, 2018.

"Investing in Employee Health in the Workplace," Ellevate, Dallas, March 2015.

"Investing in Workplace Wellness to Build Workforce Resiliency," Institute of Medicine of the National Academies of Science and Department of Homeland Security, Operational and Law Enforcement Workforce Resiliency Project, Washington, DC, September 2011.

"Investing in Workplace Wellness in Small Businesses," Rotary Club, Waco, TX, September 2011.

INDUSTRY COLLABORATION, CONSULTING AND SPONSORSHIPS

Texas Higher Education Coordinating Board, 2017-2019

Millennium Alliance, 2018

American Red Cross, 2012

Department of Homeland Security, 2011

National Academies Institute of Medicine, 2011

Johnson & Johnson, 2010-2012

Mayo Clinic, 2007

TEACHING EXPERIENCE

Marketing strategy, healthcare marketing strategy, marketing analytics, consumer behavior - MBA and EMBA levels

Principles of marketing, consumer behavior, marketing analysis, interactive and direct marketing - undergraduate

Recipient of several teaching excellence awards including Baylor University Hankamer School of Business Teaching Excellence Award, Mortar Board Honor Society Circle of Achievement, and Rachel Hunter Moore Outstanding Woman Faculty Member at Baylor University.

Frequent speaker to student groups. Led an undergraduate student group on a mission trip to Zambia designed to coach Zambian young adults on career planning, entrepreneurship, and marketing skills.

PROFESSIONAL SERVICE

American Marketing Association Marketing and Public Policy Conference, co-chair, 2022

Marketing and Public Policy Doctoral Research Workshop, co-chair, 2022

J Consumer Marketing special issue on Marketing and Mental Health, guest editor, 2022

J Public Policy and Marketing Editorial Review Board 2020-

Transformative Consumer Research External Funding cochair, 2020-

Transformative Consumer Research Advisory Board, 2019-

ACADEMIC HONORS, AWARDS AND GRANTS

Association for Healthcare Marketing, Best Paper Award, 2019

Baylor University Hankamer School of Business Teaching Excellence Award, 2015

Baylor University Research Committee, Research Grant Recipient, 2014

Wharton Customer Analytics and American Red Cross, *Cultivating Disaster Donors*
Research Proposal Competition, Winner, 2012

Mortar Board Honor Society *Circle of Achievement* (Teaching Recognition), 2010

Rachel Hunter Moore Outstanding Woman Faculty Member at Baylor University, 2008

University of Notre Dame Emerging Scholars Research Consortium Fellow, 2007

Mays Business School Outstanding Teaching by a Doctoral Student, 2006

University of Houston Doctoral Consortium, 2006 and 2005

Department of Marketing Doctoral Student Research Excellence, 2005