

# **SYLVIA J. LONG-TOLBERT, PhD**

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## **Academic Appointments**

Clinical Professor, Carey Business School/Johns Hopkins University 2012 - Present  
Academic Program Director for MS Marketing, Carey Business School/Johns Hopkins University, 2013-2016  
Assistant Professor of Marketing, University of Toledo, 2005 - 2010  
Assistant Professor of Marketing, Drexel University, 2000 - 2005  
Graduate Research Assistant, The Ohio State University, 1995 - 2000

## **Academic Background**

PhD The Ohio State University – Business Administration, Marketing (2000)  
MABA The Ohio State University – Business Administration, Marketing/Social Psychology (1998)  
MBA George Washington University – Marketing (1984)  
BBA Howard University – Marketing (1980)

## **Academic Awards and Honors**

- Consortium Fellow, E-Commerce Faculty Consortium, Texas A & M, 2001
- Fisher College of Business Pacesetters Award, 2000
- GE Minority Faculty Development Award, 1999
- Sheth-AMA Doctoral Consortium Fellow, 1998
- Bartels Fellowship, 1996-1998, 2000
- Presidential Fellowship, 1995

## **Teaching Experience**

- Consumer Behavior (undergraduate and graduate level)
- Branding and Marketing Communications (graduate level)
- Design Thinking (graduate level)
- Marketing Research & SPSS Primer (graduate level)
- Customer Relationship Management Strategy (graduate level)
- Applied Marketing Strategy Capstone (graduate level)
- Internet Marketing Strategy (undergraduate level; executive education)
- E-commerce (undergraduate / graduate level)
- Services Marketing Strategy (undergraduate and graduate level)
- Marketing Principles (undergraduate level/non-business majors)

## **Teaching Interests**

Consumer behavior, services marketing, service quality, relationship marketing and brand management, and design thinking

## **Research Interests**

Service failure and recovery, services branding, internal service customers, internal service quality, consumer relationship development, consumer emotions in decision making, branding and human-centered research, and moral distress and resilience

### Peer-Reviewed Journal Articles

Long-Tolbert, S., J. Kohli and S. Suri (2014), "Who Pays High Price for Loyalty?: The Role of Self-Consciousness in Service Relationships," *Journal of Product and Brand Management*, 23 (4/5), 362-371.

Long-Tolbert, S. J. and B. Gammoh (2012), "In Good and Bad Times: The Interpersonal Nature of Brand Love in Service Relationships," *Journal of Services Marketing*, 26 (6), 391-402.

Chandukala, S. R., S. Long-Tolbert and G. Allenby (2011), "A Threshold Model for Respondent Heterogeneity," *Marketing Letters*, 22 (2), 133-146.

Taylor, G. and S. Long-Tolbert (2002), "An Empirical Investigation of Coupon Promotions in Quick Service Restaurants: Preaching to the Converted?," *Cornell Hotel and Restaurant Administration Quarterly*, 43 (4), 41-47.

### Peer-Reviewed Conference Papers

Blankson, C. and S. Long-Tolbert (2006), "Factors Influencing Students' Selection of Credit Cards: Some Initial Results," *Academy of Marketing Science Conference*.

Long-Tolbert, S. and P. Murphy (2001), "Competitive Intelligence on the Net: A Multinational Perspective on Ethical Practices," *Net Effects 4: The Internet and Society Conference Proceedings*, 244, Barcelona: ESOMAR, 129-144.

Jewel, B., S. Long-Tolbert, G. Menon and S. Yang (1997), "Textbooks in the 1950s," *Marketing History Conference Proceedings*, 8, 39-45.

Long-Tolbert, S. (1997), "The Multiple Roles of Message Sources and Persuasion: A Focus on Trustworthiness," Albert Haring Symposium, Indiana University.

Fine, L. and S. Long-Tolbert (1996), "Acting the Part: The Use of Role Playing in Case-Based Instruction," *Summer Educators' Conference Proceedings: Marketing Theory and Applications*, 7, Chicago: American Marketing Association, 501-506.

### Peer-Reviewed Conference Abstracts

Long-Tolbert, S. (2018), "Failed Service Relationships: The Trajectory of Consumer Emotions," American Marketing Association, Services SIG.

Long-Tolbert, S. (2017), "Brand Emotions: Establishing the Emotional Lexicon in Failed Consumer Relationships," Academy of Marketing Science World Congress.

Long-Tolbert, S. (2016), "Moral Challenges of Service Work: A Study of Moral Distress and Moral Resilience," 25<sup>th</sup> Annual Frontiers in Service Research Conference.

Long-Tolbert, S. and J. Zhang (2016), "An Exploratory Study of Consumer Price Estimation Self-Efficacy," Academy of Marketing Science.

Crockett, D. and S. Long-Tolbert (2014), "Is It Still Worth It?: Exploring Contemporary Marketplace Diversity Research" Routable topic at the Association of Consumer Research North American Conference, Baltimore, MD.

Long-Tolbert, S. and B. Gammoh (2009), "It's Not all the Same: A Study of the Changing Nature of Brand Love in Service Relationships," 16<sup>th</sup> Annual Frontiers in Service Research Conference.

Long-Tolbert, S. and B. Edvardsson (2007), "Justifying Deviant Behavior Consumer Behavior in Service Encounters," *QUIS, the 10<sup>th</sup> International Research Symposium on Service Excellence in Management*.

Long-Tolbert, S. and K. Cowart (2007), "Service Promptness and Waiting Time: Identifying the Role of Speed in Consumer-Based Service Encounters," *AMA Frontiers in Service Conference*.

Long-Tolbert, S. and R. Suri (2007), Understanding Perceptions of Value in Consumer Relationships: A Look at the Role of Self-Esteem," in G. Fitzsimons and V. Morwitz (eds.), Provo, UT: *Advances in Consumer Research*, Vol. 34.

Long-Tolbert, S., S. Swaminathan and B. Till (2006), "Product Attribute Relationships: Understanding the Influence of Consumer Experience and Halo Effects," *Advances in Consumer Research Conference Proceedings*, 33.

Long-Tolbert (2004), "Involuntary Relationships: The Nature of Internal Service Failures and Service Relationships," *AMA Frontiers in Service Conference*.

Long-Tolbert (2003), "An Exploratory Investigation of Interpersonal Service Failures," *AMA Frontiers in Service Conference*.

Long-Tolbert, S. and C. Blankson (2002), "The Willingness to Wait: An Individual Difference Perspective on Service Delivery," *International AMA Frontiers in Service Conference*.

Long-Tolbert, S. and L. Fine (1999) "The Resilience of Service Relationships: When Trust Makes a Difference," *Advances in Consumer Research Conference Proceedings*, 27.

### **Work in Progress**

Long-Tolbert, S. Grier and D. Crockett, "Stereotyped Treatment and Service Failure: Bystander Effects among Diverse Customers," (under review at Journal of Services Marketing)

Thompson, L., S. Long-Tolbert and D. Navaris, "Understanding Good and Bad Outcomes of Moral Distress among Service Employees" (target Journal of Business Ethics)

Thompson, L., S. Long-Tolbert and C. Rushton, "Moral Resilience: the Role of Moral Distress in Service Organizations"

Long-Tolbert, S. "Consumer Pricing Perceived Self-Efficacy: A Conceptualization and Measurement of Consumer Beliefs" (target Journal of Consumer Psychology)

Long-Tolbert, S., K. S. Min and R. P. Leone, "Process-Based Service Failures in Consumer Relationships: the Human versus Machine Perspective" (target Journal Of Services Research)

Long-Tolbert, S., "Internal Service Failures: Trust Violations in Employee Inter- and Intra-Departmental Relationships," (target Services Marketing special issue)

Long-Tolbert, S., "A Multi-Cultural Perspective on Work-Life Achievements and Consumption Patterns among American Retirees (Marketing and Public Policy)

## Research Grants

Thompson, L., S. Long-Tolbert and C. Rushton, awardees (2016), "Moral Resilience: Transforming Moral Distress," funded by Johns Hopkins University Berman Institute of Bioethics, Exploration of Practical Ethics Initiative

## Professional Service

Invited Workshop Guest, American Society for Association Executives (ASAE), *Great Ideas Conference: Executive Leadership Workshop*, "Discovering Emotional Motivators in Human-Centered Design" (2019)

Invited Presentation, American Society for Association Executives (ASAE), *SPARKS: The Art and Science of Adult Learning*, "Using Emotions to Build Meaningful Member Relationships" (2019)

Invited Guest Presentation, Jhpiego, Marketing Retreat, "Brand Marketing: The Jhpiego Vision" (2018)

Invited Guest Speaker, Carey Women in Business (WIB), Branding for Women and Others" (2018, 2017)

Invited Guest Speaker, "Employee Branding and Service Excellence," Johns Hopkins Medicine (2017)

Case Competition Judge, National Black MBA Association (2017)

Faculty Advisor, National Black MBA Association Case Competition (2013-2015)

Faculty Advisor, Annual Key Bank MBA Minority Case Team Competition, Top 3 National Champions (2006-2009)

AMA Faculty Advisor, National Team Award Best Communications Plan (2008-2010)

Member of the Editorial Advisory Board and Reviewer (2004 – 2010): *Journal of Service Management* (formerly *International Journal of Service Industry Management (IJSIM)*)

Chair, SERVIG Doctoral Consortium (2003-2005)

Reviewer, Cross-Cultural Research Conference (2010-2011)

Reviewer, SERVSIG 2007: The 2006 Best Paper Award Committee

Ad Hoc Reviewer: 2006, *The Journal of the Academy of Marketing Science (JAMS)*

Mock Interviewing for Minority Doctoral Candidates: 2006, KMPG Ph.D. Project

Session Chair, SERVSIG: 2003, American Marketing Association Winter Conference

Reviewer, SERVSIG: American Marketing Association Dissertation Competition, 2002 -2005  
Liam Glynn Research Award

Reviewer, SERVSIG: 2003, American Marketing Association Winter Conference

Discussant, SERVSIG: 2002, American Marketing Association Summer Educators' Marketing Conference, Services Marketing Track

Reviewer, RMSIG: 2002, American Marketing Association Winter Conference

Panelist, SERVSIG: 2002, American Marketing Association International Frontiers in Services Marketing Conference, "Current and Emerging Services Marketing Teaching Topics"

Panelist, SERVSIG: 2001, American Marketing Association Frontiers in Services Marketing Conference, "Getting Started, Tips for the New Assistant Professor"

Panelist, KMPG: 2001, 2002, KMPG Ph.D. Project Annual Doctoral Student Marketing Association

## Administrative Leadership

Faculty co-lead, marketing curriculum planning, degree programming, faculty scheduling and competitive benchmarking

Marketing Faculty Leadership, student recruitment, orientation, development and retention

Marketing Faculty Leadership, AACSB Accreditation and Assessment of Learning Measurement and Reporting  
Academic Leadership, Producer and Faculty Lead for Marketing Applied Skills Graduate Workshop Series

### **Faculty Engagement**

Services Marketing Interdisciplinary Symposium organizer (2016), Dr. Leonard Berry, "Improving Service in Cancer Care" presented at JHU Bloomberg School of Public Health, JHU Medicine/Oncology and JHU Armstrong Institute for Patient Safety and Quality  
Direct Marketing Association of Washington, DC, Educational Foundation, Professors' Institute (2017, 2016, 2015)  
National Retail Federation Academic Symposium (August 2015)  
Johns Hopkins University, *The Hub* publication (2016, 2015, 2014)

### **Professional Affiliations**

- Docent, Smithsonian National Museum of Africa Art
- Baltimore American Marketing Association, Board of Directors, At-Large Member, Volunteer-of- the-Month Award (2013-2015)
- American Marketing Association (SERVSIG, CBSIG, DAM SIG), The Academy of Marketing Science, Society for Consumer Psychology and Association for Consumer Research

### **Relevant Managerial Experience**

- Know More Marketing, LLC, Principal and Consultant
- The Federal Home Loan Mortgage Corporation (Freddie Mac), Corporate Strategy Manager
- Blue Cross and Blue Shield of Maryland, Brand Manager Over-65 Market
- Blue Cross and Blue Shield of National Capital Area, Group Sales Representative
- Potomac Electric Power Company (PEPCO), Marketing Analyst, Residential Energy Conservation Programs
- Kaufmann's Department Store, Assistant Buyer Intimate Apparel