**Ryann Reynolds**

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**ACADEMIC APPOINTMENTS**

Oregon State University College of Business June 2016 ­– Present

School of Marketing, Analytics, and Design

Assistant Professor, Marketing and Merchandising Management

**EDUCATION**

Ph.D. in Business Administration (Marketing) May 2016

Temple University, Philadelphia, Pennsylvania

Masters in Business Administration (Marketing) May 2011

Pennsylvania State University, Middletown, Pennsylvania

Bachelors of Science (Marketing) May 2004

Pennsylvania State University, University Park, Pennsylvania

**RESEARCH INTERESTS**

Topics: Shopper Marketing, Sensory Marketing, Retail Atmospherics, Frontline Employee-Shopper Interactions

Methodology: Experimental Design (primary), Survey, Field Study

**PUBLICATIONS**

Maille, Virginie, Maureen Morrin and Ryann Reynolds-McIlnay. On the Other Hand...: Enhancing Promotional Effectiveness with Haptic Cues, (2020). *Journal of Marketing Research, 57*(1), 100-117.

Reynolds-McIlnay, Ryann, and Maureen Morrin, (2019). Increasing Shopper Trust in Retailer Technological Interfaces via Auditory Confirmation. *Journal of Retailing* *95*(4), 128-142.

Reynolds-McIlnay, Ryann, Maureen Morrin and Jens Nordfält, (2017). How Product-Environment Brightness Contrast and Product Disarray Impact Consumer Choice in Retail Environments. *Journal of Retailing, 93*(3), 266-282. https://doi.org/10.1016/j.jretai.2017.03.003

**MANUSCRIPT UNDER REVIEW**

Reynolds-McIlnay, Ryann. Don’t Touch It Unless You’re Buying It: Frontline Employee Territoriality of In-Store Product Displays. Under review at *Journal of Retailing.*

**SELECTED WORK IN PROGRESS**

Audio-Haptic Rendering for e-commerce, with Margot Racat and Eric Vezzoli*.*

Customer Use of Mobile App Ordering, with Jessica Keech, four studies completed. Target: *Journal of Marketing.*

Frontline Employee Perceptions of Shoppers Paying with SNAP Benefits, with Jenny Olson, three studies completed.

**HONORS AND AWARDS**

Prominent Scholar Award, Oregon State University College of Business (2020)

Internal Service Award, Oregon State University College of Business (2019)

Research Support Awards, Oregon State University College of Business

Winter 2021 $5,000.00

Winter 2020 $2,213.50

Summer 2019 $10,000.00

Summer 2018 $8,000.00

Spring 2018 $2,700.00

Winter 2018 $852.90

Fall 2017 $1,680.00

Fall 2016 $1,085.00

NRF Foundation Retail’s Academic Symposium (2015)

Awarded $1,500 travel stipend by NRF Foundation to attend invitation-only event

AMA/American Collegiate Retail Association Conference Competitive Doctoral Track (2015)   
One of three doctoral research submissions selected

Fellow, AMA-Sheth Foundation Doctoral Consortium (2014)

Fox School of Business Doctoral Programs School-Wide Research Competition   
(2015) Marketing department nomination *Dissertation Research*  
(2014) 2nd Place *Pre-Dissertation Research*   
(2013) Marketing department nomination *2nd Year Research*

J. V. Charry Scholarship in Marketing (2013, 2014, 2015)

Golden Key International Honors Society (2013)

Beta Gamma Sigma (2010, 2016)

**RESEARCH CONFERENCE PRESENTATIONS AND PANELS** (Presenter in bold)

**Appel, Gil, Ana Babić Rosario, Shiri Melumad, Ryann Reynolds-McIlnay, Evan Weingarten, moderator Keith Wilcox** (2019), “Early Career Panel on Future Trends in Consumers and Technology Research,” (panel discussant), *Society for Consumer Boutique Conference: Consumers and Technology*, Montréal, Canada, June 19-20.

**Konheim-Kalkstein, Yasmine L., Colleen P. Kirk, and Ryann Reynolds-McIlnay** (2019), “Control, Ownership, and Territoriality,” (symposium chair and presenter), *31st Association for Psychological Science (APS) Annual Convention*, Washington, D.C. May 23-26.

**Reynolds-McIlnay, Ryann** (2019), “Increasing Shopper Trust in Retailer Technological Interfaces via Auditory Confirmation,” *Third Annual Northwest Marketing Research Symposium*, Portland, OR, May 10-11.

**Reynolds-McIlnay, Ryann, Lauren Mayor**, **Jessica Keech**, and Maureen Morrin (2017), “Positive Consumer Sensory Experiences During Economically Uncertain and Technology-Dependent Times,” (panel coordinator, organizer, and discussant), *Annual Convention of the American Psychological Association (APA), Division 23, Society for Consumer Psychology*, Washington, D.C., August 4.

**Reynolds-McIlnay, Ryann** (2017**)**, “Auditory Feedback and the Shopping Experience,” *American Collegiate Retail Association Annual Conference*, Bloomington, MN, March 30.

**Reynolds-McIlnay, Ryann** (2016) “Too Perfect to Touch: Shopper Reluctance to Disturb Neat Product Displays” *American Collegiate Retail Association Annual Conference*, Secaucus, NJ, April 13-16.

**Reynolds-McIlnay, Ryann,** Maureen Morrin, and Jens Nordfält (2015) “The Black Sheep of Visual Merchandising: Asymmetric Response to Multicolor Displays” *American Marketing Association/American Collegiate Retail Association Triennial Conference*, Coral Gables, FL, March 4-7.

Maille, Virginie, Maureen Morrin, and **Ryann Reynolds-McIlnay** (2015) “On the Other Hand…: Motor Fluency Effects Elicited by Unrelated Haptic Objects in Print Ads” *Society for Consumer Psychology Winter Conference*, Phoenix, AZ, February 26-28.

**Reynolds-McIlnay, Ryann** (2014) “Auditory Feedback and the Online Shopping Experience” poster presentation at the *Association for Consumer Research Conference*, Baltimore, MD, October 23-26.

**Reynolds-McIlnay, Ryann** and Maureen Morrin (2014) “Neatness Matters: The Effect of Display Neatness on Product Color Choice,” *Understanding the Customer’s Sensory Experience* *Conference,* Temple University, Philadelphia, PA, June 5.

**Reynolds-McIlnay, Ryann** and Maureen Morrin (2014) “Neatness Matters: The Effect of Display Neatness on Product Color Choice,” *2014* *Shopper Marketing: In-Store, Online, Social and Mobile Conference,* Stockholm School of Economics, Stockholm, Sweden, May 10.

**Reynolds-McIlnay, Ryann** (2013) “Auditory Feedback Affecting the Online Shopping Experience,” *Pricing and Retailing Conference*, Babson College, Babson Park, MA, August 9.

**Taran, Zinadia, Ryann Reynolds-McIlnay** and Douglas Friedman (2011) “Friendship Online and Off: A Qualitative Study of Student Attitudes,” MBAA International Conference, Chicago, IL, March 25.

**Reynolds-McIlnay, Ryann** and Zinadia Taran (2010) “Ten of Your Friends Like This: Brand Related Word-of-Mouth on Facebook.” *Marketing Management Association Spring Conference*, Indianapolis, IN, October 1.

**DISSERTATION**

**Impact of Retail Display Disarray and Neatness on Shopper In-Store Behaviors**

Chair: Maureen Morrin (Temple University)

Committee: Susan Mudambi (Temple University), Vinod Venkatraman (Temple University), Joann Peck (University of Wisconsin)

Defended March 10, 2016

**TEACHING INTERESTS**

Retail Management, Marketing Strategy, Marketing Research, Marketing Analytics, Consumer Behavior; Undergraduate, Master’s/MBA, Ph.D.

**TEACHING EXPERIENCE**

**Retail and Merchandising Analytics,** (Undergraduate), Spring 2020 (1 Section), Spring 2021 (1 Section), Oregon State University College of Business.

**Retail Presentation Strategies**, (Hybrid; Undergraduate), Fall 2020 (1 section), Oregon State University College of Business. Teaching rating: 5.9/6.0.

**Retail Presentation Strategies**, (Undergraduate), Winter 2019 (2 sections), Oregon State University College of Business. Teaching rating: 5.9/6.0.

**Intro to Merchandising Management**, (Hybrid; Undergraduate), Fall 2018 (2 sections), Fall 2019 (2 sections), Fall 2020 (2 sections), Oregon State University College of Business. Average teaching rating: 5.7/6.0.

**Retail Strategies Practicum**, (Undergraduate), Spring 2018 (2 sections), Oregon State University College of Business. Average teaching rating: 5.0/6.0.

**Retail Merchandising**, (Undergraduate), Spring 2017 (2 sections), Spring 2018 (2 sections), Oregon State University College of Business. Average teaching rating: 4.7/6.0.

**Intro to Merchandising Management**, (Undergraduate), Winter 2017 (2 sections), Winter 2018 (3 sections), Oregon State University College of Business. Average teaching rating: 4.2/6.0.

**Principles of Marketing**, (Undergraduate), Summer 2016 (1 section), Spring 2021 (1 section), Oregon State University College of Business. Teaching rating: 4.1/6.0.

**Value Delivery Networks** (Retailing Management), (Undergraduate), Spring 2014, Temple University Fox School of Business. Teaching rating: 4.2/5.0.

**SUPERVISION OF STUDENT RESEARCH**

Undergraduate Honors Thesis Advisor

Yuliya Lunina. Music Stimuli in Retail Environments: A Cross-Cultural Comparison.

Defended May 21, 2018. Merchandising Management advisee completed the four-year honors thesis process in two years (Fall 2016-Spring 2018).   
Awarded Honorable Mention (2nd place) by the Honors College in the Humanities, Social Science, and Business category of the thesis poster competition.

Vivian Le. Album Cover Art: An Analysis Into Graphic Design's Effectiveness at Conveying Music Genres. Defended May 29, 2020.

Awarded Honorable Mention for the Honors College Outstanding Thesis Award in the Engineering/Business category.

**ACADEMIC SERVICE**

Editorial Review Board Member

*Journal of Retailing* (March 2018­–present)

Ad-Hoc Reviewer

*Journal of Marketing Research* (2020-present)

*Journal of Business Research* (2019-present)

*Journal of Retailing* (2016–2018)

*Attention, Perception, & Psychophysics* (2016)

SCP Summer Conference at 125th Annual Convention of the APA (2017)

Understanding the Customer’s Sensory Experience Conference (2014)

ACR North American Conference (2014)

SCP Winter Conference (2014)

*Marketing and Psychology* (2013)

*Journal of Marketing Communications* (2012)

Mid-Atlantic Marketing Doctoral Symposium

Panel moderator (2015)

Chair, served with faculty co-chairs Susan Mudambi and Maureen Morrin (2014)

Inaugural event co-chair, served with founder and chair Michael Obal (2013)

**COLLEGE AND DEPARTMENT SERVICE**

Undergraduate Program Curriculum Committee member (Fall 2020-present)

Diversity, Equity, and Inclusion (DEI) Advocate (Fall 2019-present)

Center for Teaching and Learning Hybrid Learning Community member (Spring 2018)

Student Experiential Learning Trip to the 2018 NRF Big Show Student Program (2017–2018)

Developed proposal, received a $13,136 grant from the Tom Toomey Experiential Learning Initiative, and selected eight College of Business student applicants to attend the 2018 NRF Big Show in New York City

College of Business Commencement Undergraduate Marshal (Spring 2017, Spring 2018)

College of Business Peer Review of Teaching Committee member (2017–2018, 2018–2019)

Merchandising Management Advisory Council member (Fall 2016–present)

Merchandising Management Curriculum and Course Design (Fall 2016–Winter 2019)

College of Business Awards Committee member (Fall 2016–Spring 2020)

**LAB MANAGEMENT EXPERIENCE**

Consumer Sensory Innovation Lab (CSIL) Manager January 2014 – May 2016

Temple University Fox School of Business

**RETAIL MANAGEMENT EXPERIENCE**

Product Manager 2008–2009

Victoria’s Secret Park City Center, Lancaster, Pennsylvania

Managed merchandise processing operations and opened Pink store

Sales Manager 2006–2008

JCPenney High Pointe Commons, Harrisburg, Pennsylvania

Opened first Northeast Region off-mall concept store ($12.8 million annual sales)

Women’s Apparel, Women’s Accessories, Men’s, Children’s, Home, Fine Jewelry, and Family Footwear Divisions

Sales Manager 2005–2006

JCPenney Marley Station Mall, Glen Burnie, Maryland

Women’s Apparel, Women’s Accessories, and Family Footwear Divisions ($7.7 million annual sales)

Sales Manager Trainee 2005

JCPenney White Marsh Mall, White Marsh, Maryland

Men’s and Home Divisions

**PROFESSIONAL AFFILIATIONS**

American Marketing Association

Association for Consumer Research

Marketing Science Institute

**SPECIAL SKILLS**

SPSS, Hayes PROCESS macro, Psyscope, MPlus, Qualtrics and Qualtrics Offline, Amazon Mechanical Turk, Tobii Studio eye tracking, Adobe Photoshop Elements, Sona Systems researcher and administrator roles