

D. Matthew Godfrey

Marketing Department
Isenberg School of Management
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Education

Ph.D. Major: Marketing August 2019
Minor: Sociology
University of Arizona, Tucson, Arizona

M.A. Major: Communication and Culture November 2014
Specialization: Energy and Environmental Systems
University of Calgary, Calgary, Alberta, Canada

B.A. Major: Advertising April 2011
Minor: Chinese (Mandarin)
Brigham Young University, Provo, Utah

Academic Positions

Assistant Professor of Marketing (September 2019–Present)
Isenberg School of Management, University of Massachusetts Amherst

Research Overview

My research focuses on understanding consumer experiences. I am particularly interested in how physical places and objects shape the ways that service providers and consumers interact with each other. My research utilizes qualitative interview, ethnographic, and online research methods in conjunction with quantitative Geographic Information Systems (GIS) data and analyses.

Research Interests

Conceptual

- Sociocultural aspects of consumer behavior
- Consumer service experiences
- Human relationships with physical places and objects
- Retail servicescape design

Methodological

- Ethnographic methods
- Geographic Information Systems (GIS)

Publications

Godfrey, D. Matthew and Patrick Feng (2017), “Communicating Sustainability: Student Perceptions of a Behavior Change Campaign,” *International Journal of Sustainability in Higher Education*, 18 (1), 2-22, lead article.

Manuscripts Under Review

Godfrey, D. Matthew, Linda L. Price, and Robert F. Lusch, “Repairing Disrupted Practices: Material Singularity and the Servicing of a Consumer Practice,” under 3rd round review at the *Journal of Consumer Research*.

Working Papers

“Negotiating Servicescape Authenticity”

- With Melanie Wallendorf; draft completed; preparing for submission to the *Journal of Marketing*.

“The Resilience of Service Ecosystems: From Practice Disruption to Market Reinvention”

- With Linda L. Price; data collection completed; completing analysis and preparing draft for the *Journal of Marketing*.

“Masks, Safety, and Community”

- With Elizabeth Miller and Cong (Clark) Cao; data collection and analysis in process.

Conference Presentations

Godfrey, D. Matthew and Melanie Wallendorf (2020), “Strategic and Tactical Entrepreneurs: Creating Community Practices and Market Legitimacy in a Retail Servicescape,” special session paper presented at the American Marketing Association Winter Academic Conference, San Diego California.

Godfrey, D. Matthew and Melanie Wallendorf (2019), “Value in Heterogeneity: How Servicescape Experiences Emerge From Divergent Consumption Practices,” special session paper presented at the Association for Consumer Research Annual Conference, Atlanta, GA.

Godfrey, D. Matthew and Linda L. Price (2019), “Practice Ecosystems: From Consumer Practice Disruption to Market Reinvention,” special session paper presented at the Association for Consumer Research Annual Conference, Atlanta, GA.

Godfrey, D. Matthew and Melanie Wallendorf (2017), “Representations of Space: Methodological Tensions in Spatial Consumer Research,” special session paper presented at the Association for Consumer Research Annual Conference, San Diego, CA.

Godfrey, D. Matthew, Linda L. Price and Robert F. Lusch (2017), “Ambiguity, Ambivalence and Fragility in Human-Object Relationships,” special session paper presented at the Association for Consumer Research Annual Conference, San Diego, CA.

Godfrey, D. Matthew & Melanie Wallendorf (2017). “Negotiated Retail Servicescapes: Social Interaction and Regulation of Ownership in Ambiguous Spaces,” special session paper presented at the Consumer Culture Theory Conference, Anaheim, California.

Godfrey, D. Matthew, Robert F. Lusch, and Linda L. Price (2017). “Institutional Change in Market(ing) Systems: Examining Marketing Organizations, Functions, and Channel

D. Matthew Godfrey

Structures from a System Perspective," special session paper presented at the American Marketing Association Winter Academic Conference, Orlando, Florida.

Godfrey, D. Matthew and Melanie Wallendorf (2016). "Mapping Consumption Practices: A Socio-Spatial Analysis of Food Acquisition Strategies and Tactics," competitive session paper presented at the Consumer Culture Theory Conference, Lille, France.

Godfrey, D. Matthew, Robert F. Lusch, and Linda L. Price (2016). "Assembling Repair Practices in Liquid Modernity," special session paper presented at the Consumer Culture Theory Conference, Lille, France.

Godfrey, D. Matthew (2013). "Online Environmentalism: The Internet's Effect on the Communication and Impact of Environmental Infomediaries," paper presented at the Canadian Communications Association Conference, Victoria, British Columbia.

Poster Presentations

Godfrey, D. Matthew and Melanie Wallendorf (2018). "Managing Servicescape Co-creation: Configuring Value and Consumption Practices in the Physical Environment," poster presented at the American Marketing Association Winter Academic Conference, New Orleans, Louisiana.

Godfrey, D. Matthew (2015). "Mapping Consumer Practice: An Interpretive Spatial Analysis of Food Acquisition Strategies," poster presented at the Consumer Culture Theory Conference, Fayetteville, Arkansas.

Godfrey, D. Matthew (2014). "Communicating Sustainable Food: Consumer Interpretation and Utilization of a Sustainable Food Communication Campaign," poster presented at the British Sociological Association Food Study Group Conference, London, UK.
Awarded best poster.

Awards, Honors, and Fellowships

SSHRC Doctoral Fellowship: 2016–2019 (\$60,000 CAD)
Social Sciences and Humanities Research Council of Canada (SSHRC)

Doctoral Fellow: 2018
AMA-Sheth Consortium, Leeds, UK

Travel Grant: 2016, 2017, 2018 (\$1,500 USD each)
Graduate and Professional Student Council, University of Arizona

University Fellows Award: 2014–2015 (\$30,500 USD)
Graduate College, University of Arizona

Bombardier Canada Graduate Scholarship: 2013–2014 (\$17,500 CAD)
Social Sciences and Humanities Research Council of Canada (SSHRC)

Queen Elizabeth II Graduate Scholarship: 2013 (\$3,600 CAD)
Government of the Province of Alberta

Research Grants

Making Action Possible (MAP) Whitepaper Research Grant: 2016 (\$7,500 USD)

Economic and Business Research Center, University of Arizona, with Melanie Wallendorf

- Whitepaper published online: <http://mapazdashboard.arizona.edu/article/food-accessibility-southern-arizona-mapping-growth-trajectory-and-market-base-tucson-farmers>

Undergraduate Research Grant: 2010 (\$1,500 USD)

Office of Research and Creative Activity, Brigham Young University

Teaching Interests

- Customer insight generation/qualitative research
- Services marketing
- Retail management
- Consumer behavior
- Advertising and marketing communications

Teaching Experience

Instructor: “Generating Customer Insights” (Fall 2019, Spring 2020, Fall 2020)

University of Massachusetts Amherst, undergraduate-level course

Co-Instructor: “PhD Research Methods” (Fall 2019, Fall 2020)

University of Massachusetts Amherst, doctoral seminar (qualitative research sequence)

Instructor: “Marketing Principles, Concepts and Tools” (Summer 2015, 2016)

University of Arizona, undergraduate-level course

Teaching Assistant: “Consumer Behavior” (Spring 2015, 2016, 2018, 2019)

University of Arizona, undergraduate-level course

Teaching Assistant: “Integrated Marketing Communications” (Fall 2017)

University of Arizona, MBA-level course

Academic Service

Journal Reviewer

Journal of Consumer Research: 2020, 2018 (Trainee)

International Journal of Sustainability in Higher Education: 2017

Conference Reviewer

American Marketing Association Winter Academic Conference

Consumer Culture Theory Conference

Industry Experience

Analyst: 2011–2012
Innosight, Lexington, MA

Internships:

American Advertising Federation, British Columbia Conservation Foundation,
Fairbourne Consulting, Northeast Energy Efficiency Partnerships, SAS Creative
Services, The Land Conservancy of British Columbia, Vittana (now part of Kiva.org)