

## D. Matthew Godfrey

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Marketing Department  
Isenberg School of Management  
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### Education

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| Ph.D. Major: Marketing<br>Minor: Sociology<br>University of Arizona, Tucson, Arizona   | August 2019   |
| M.A. Major: Communication and Culture<br>Specialization: Energy and Environmental Systems<br>University of Calgary, Calgary, Alberta, Canada | November 2014 |
| B.A. Major: Advertising<br>Minor: Chinese (Mandarin)<br>Brigham Young University, Provo, Utah  | April 2011    |

### Academic Positions

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

### Research Overview

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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

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#### Conceptual

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

#### Methodological

- Qualitative and Ethnographic methods
- Geographic Information Systems (GIS)

### Publications

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Godfrey, D. Matthew, Linda L. Price, and Robert F. Lusch (2022), “Repair, Consumption and Sustainability: Fixing Fragile Objects and Maintaining Consumer Practices,” *Journal of Consumer Research*, 49(2), 229–251

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.

## **Research In Progress**

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“Negotiating Servicescape Authenticity”

- With Melanie Wallendorf; data collection complete; preparing manuscript for submission to *Journal of Marketing*.

“Materializing Service Delivery Through An Ethos of Repair”

- With Linda L. Price; data collection complete; preparing manuscript for submission to the *Journal of the Academy of Marketing Science*.

“Brand Faith”

- With Kyungin Ryu and Elizabeth Miller; data collection complete; preparing manuscript submission to the *Journal of Consumer Research*.

“Masks, Safety, and Community: Customer Experience During COVID-19”

- With Elizabeth Miller and Cong (Clark) Cao; data collection complete; preparing manuscript submission to the *Journal of Consumer Research*.

“Collaborative Repair Platforms in the Sharing Economy”

- With Kivalina Grove and Linda L. Price; data collection and analysis in process.

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

- With Linda L. Price; data collection and analysis in process.

“Carryover of Defaults Effects: The Interplay of Nudges, Prior Preferences, and Experienced Choice Consequences”

- With Rory Waisman, Gerald Häubl, and Benedict Dellaert; data collection complete; preparing manuscript submission to the *Journal of Marketing Research*.

## **Conference Presentations**

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Godfrey, D. Matthew, Elizabeth Miller & Cong (Clark) Cao (2022), “Behavior Change Amid Societal Disruption: Consumer Adoption And Negotiation Of Norms And Values In Unsettled Times,” competitive paper presented at the Marketing and Public Policy annual conference, Austin, TX.

Waisman, Rory M., Gerald Häubl, Benedict G. C. Dellaert, D. Matthew Godfrey (2022). “The Downstream Impact of Defaults: Enduring Behavior Change vs. Backfire Effects,” flash talk presentation by Rory Waisman at the Society for Personal and Social Psychology’s Judgment and Decision Making Pre-conference, Online.

Godfrey, D. Matthew, Elizabeth Miller & Cong (Clark) Cao (2021), “Taking Care of Society: Understanding the Disruption and Persistence of Social Norms During the COVID-19 Pandemic,” special session paper presented at the Association for Consumer Research Annual Conference, Online.

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- 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 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**

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- Godfrey, D. Matthew and Melanie Wallendorf (2018). “Managing Servicescape Co-creation: Configuring Value and Consumption Practices in the Physical Environment,” poster

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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.

### **Invited Presentations**

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Godfrey, D. Matthew and Melanie Wallendorf (2021). “Co-creating servicescape authenticity: A longitudinal study of community interaction in a mixed use retail development,” seminar presented by Melanie Wallendorf at the Schulich School of Business, York University, Toronto, Ontario, Canada.

### **Awards, Honors, and Fellowships**

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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**

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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

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- Customer insight generation/qualitative research methods
- Consumer behavior
- Services marketing
- Retail management and design

## Teaching Experience

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Instructor: “Interpretive Analysis of Consumption, Markets, and Culture” (Fall 2022)

University of Massachusetts Amherst, doctoral seminar

Instructor: “Services Marketing” (Spring 2022)

University of Massachusetts Amherst, undergraduate-level course

Instructor: “Generating Customer Insights” (Fall/Spring 2019-2021)

University of Massachusetts Amherst, undergraduate-level course

Co-Instructor: “PhD Research Methods” (Fall 2019-2021)

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

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Ad Hoc Reviewer

*Journal of Consumer Research, Journal of Public Policy and Marketing, Marketing Theory, Journal of Business Research, International Journal of Sustainability in Higher Education*

Conference Reviewer

American Marketing Association Winter Academic Conference, American Marketing Association Summer Educator’s Conference, Association for Consumer Research Conference, Consumer Culture Theory Conference

Committee Member

Isenberg Marketing Department Personnel Committee (2020-21, 21-22), Doctoral Committee (2019-20, 20-21, 21-22), Search Committees (Spring 2021, Fall 2021, Spring 2022)

## **Industry Experience**

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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)