

D. Matthew Godfrey

Marketing Department
Isenberg School of Management
University of Massachusetts Amherst
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Education

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

Academic Positions

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

Research Overview

My research focuses on understanding how social structures shape consumer experiences. I am particularly interested in sociological influences on environmental sustainability and market inclusivity. I primarily utilize qualitative data and interpretive analysis methods, supplemented by quantitative experimental and other data.

Research Interests

- Consumer Culture Theory
- Repair and environmental sustainability
- Spatial, social, cultural, and economic inclusion in the market
- Human relationships with physical places and objects
- Sociocultural aspects of consumer experiences and behavior

Publications

Godfrey, D. Matthew & Price, Linda L. (2023). How an Ethos of Repair Shapes Material Sustainability in Services, forthcoming. *Journal of the Academy of Marketing Science*, forthcoming. <https://doi.org/10.1007/s11747-023-00993-9>

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.

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*Winner of American Sociological Association Consumers and Consumption Section 2022 Distinguished Paper Award.

*Recognized on the 2022 Responsible Research in Business and Management (RRBM) Honor Roll for research that contributes to better business and a better world.

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

“Stages of Brand Faith: How Consumers Enhance Existential Meaning Through Brand Relationships”

- With Kyungin Ryu (dissertation research) and Elizabeth Miller; revising for 2nd round review at the *Journal of the Consumer Research*.

“Negotiating a Local Identity in Servicescape Development and Management”

- With Melanie Wallendorf; revising manuscript for the *Journal of the Academy of Marketing Science*.

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

- With Elizabeth Miller and Cong (Clark) Cao; revising manuscript for submission to the *Journal of Consumer Research*.

“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 for submission to the *Journal of Marketing Research*.

“Collaborative Repair Platforms in the Sharing Economy”

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

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

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

“Breaking Paycheck-to-Paycheck Cycles of Poverty”

- With Alicia Johnson; data collection and analysis in process.

Conference Presentations

Godfrey, D. Matthew, Cong (Clark) Cao & Elizabeth Miller (2023), “Consumer Responses to Norm Disruption in Unsettled Times,” competitive paper presented at the Association for Consumer Research Annual Conference, Seattle, WA.

Godfrey, D. Matthew & Linda L. Price (2023), “The Materiality of Repair Service Relationships,” paper presented in a special session at the Association for Consumer Research Annual Conference, Seattle, WA.

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Godfrey, D. Matthew & Linda L. Price (2023), “The Ethos of Repair: Servicing Tensions Between Newness and Obsolescence,” paper presented in a special session at the Consumer Culture Theory Conference, Lund, Sweden.

Grove, Kivalina, D. Matthew Godfrey & Linda L. Price (2023), “Spatial System Maintenance: How Consumers Maintain Objects in Collaborative Consumption Platforms,” paper presented in a special session at the Consumer Culture Theory Conference, Lund, Sweden.

Ryu, Kyungin, Elizabeth Miller & D. Matthew Godfrey (2022), “Brand Faith: How Consumers Develop Faith in Brands,” competitive paper presented at the Association for Consumer Research Conference, Denver, Colorado, USA.

Godfrey, D. Matthew & Linda L. Price (2022), “Materializing Service Delivery Through an Ethos of Repair,” paper presented in a special session at the Association for Consumer Research Conference, Denver, Colorado, USA.

Ryu, Kyungin, Elizabeth Miller & D. Matthew Godfrey (2022), “How Do Consumers Develop Faith in Technological Brands?: Defining Brand Faith and its Development,” special session paper presented at the Consumer Culture Theory Conference, Corvallis, Oregon, USA.

Grove, Kivalina, D. Matthew Godfrey & Linda L. Price (2022), “Consumer Practices of Distributed Maintenance in Access-Based Consumption Platforms,” special session paper presented at the Consumer Culture Theory Conference, Corvallis, Oregon, USA.

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, Texas, USA.

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.

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, USA.

Godfrey, D. Matthew and Melanie Wallendorf (2019), “Value in Heterogeneity: How Servicescape Experiences Emerge from Divergent Consumption Practices,” special

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session paper presented at the Association for Consumer Research Annual Conference, Atlanta, Georgia, USA.

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, Georgia, USA.

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, California, USA.

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, California, USA.

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, USA.

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, USA.

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, Canada.

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, USA.

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, USA.

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, United Kingdom.

*Awarded best poster.

Invited Presentations

Godfrey, D. Matthew, Cong (Clark) Cao & Elizabeth Miller (2023), “How Do Societal Disruptions Influence Social Norm Adoption and Resistance? Introducing a Theory of Contingent Consumer Compliance.” invited research seminar presented by Matt Godfrey at the Smith School of Business, Queen’s University, Kingston, Ontario.

Godfrey, D. Matthew and Melanie Wallendorf (2024). “What Makes a Business “Local”? Ethnographic Insights for Servicescape Development and Management,” invited research seminar presented by Matt Godfrey at the Asper School of Business, University of Manitoba, Winnipeg, Manitoba.

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

Awards, Honors, and Fellowships

Distinguished Scholarly Publication Award 2023

American Sociological Association Consumers and Consumption Section

RRBM Honor Roll: 2022

Responsible Research in Business and Management (RRBM) network recognized the 2022 *JCR* article, “Repair, Consumption, and Sustainability,” for its contributions to better business and a better world.

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

Student Advising

Doctoral Dissertation Committee

- Kyungin Ryu (co-chair, with Elizabeth Miller; expected graduation, 2024)

Honors Advising

- Luong Tran (thesis advisor, Fall 2023-Spring 2024)
- Juliana Guarino (thesis committee member, Fall 2023-Spring 2024)
- Lyle Pare (Services Marketing Independent Study, Spring 2023)
- Emily Harding (Services Marketing Independent Study, Spring 2023)

Undergraduate Internship Faculty Sponsor

- Bryant Keatley (Summer 2022)

Bachelor Degree in Individual Concentration (BDIC) Faculty Sponsor

- James Kim (graduation, May 2023)
- Declan Gardner (graduation, May 2022)

Teaching Experience

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

University of Massachusetts Amherst, doctoral seminar

Instructor: “Services Marketing” (Spring 2022, Fall 2023, Spring 2024)

University of Massachusetts Amherst, undergraduate-level course

Instructor: “Generating Customer Insights” (Fall/Spring 2019-2024)

University of Massachusetts Amherst, undergraduate-level course

Co-Instructor: “PhD Research Methods” (Fall 2019-2024)

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

Editorial Review Board Member

Journal of Consumer Research (July 2023 - present)

Ad Hoc Reviewer

Journal of Consumer Research, Journal of Marketing, Journal of the Association of Consumer Research, Journal of Public Policy and Marketing, Marketing Theory, Journal of Business Research, Psychology & Marketing, International Journal of Sustainability in Higher Education, Responsible Research in Business and Management (RRBM) Honor Roll.

Conference Reviewer

American Marketing Association Winter Academic Conference, American Marketing Association Summer Educator's Conference, Association for Consumer Research Conference, Consumer Culture Theory Conference, Society for Consumer Psychology Conference

International Academic Service

Competitive Paper Track Co-chair, 2024 Consumer Culture Theory Conference

Committee Member (Isenberg School of Management)

Department Personnel Committee (2020-present), Department Doctoral Committee (2019-present), Department Search Committees (Spring 2021, Fall 2021, Spring 2022, Fall 2023), Department Curriculum Committee (2022-present), School Curriculum Committee (2022-present), School Workload Equity Committee (Spring 2024).

Industry Experience

Analyst: 2011–2012

Innosight, Lexington, Massachusetts, USA

Graphic Designer: 2008-2011

SAS Creative Services, Brigham Young University, Provo, Utah, USA

Internships:

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