

D. Matthew Godfrey

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Education

- Ph.D. Major: Marketing August 2019
Minor: Sociology (Cultural)
University of Arizona, Tucson, Arizona, USA
- 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, USA

Academic Positions

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

Published and Accepted Papers

- Ryu, Kyungin, *Elizabeth G. Miller & *D. Matthew Godfrey (2025). “A Brand Faith Journey: How Spiritual Relationships Develop Between Consumers and Brands.” Conditionally accepted at the *Journal of Consumer Research*.
*This article is based on the first author’s dissertation; the second and third authors contributed equally as dissertation co-advisors.
- Godfrey, D. Matthew & Price, Linda L. (2025). “How an Ethos of Repair Shapes Material Sustainability in Services,” *Journal of the Academy of Marketing Science*, 53(2), 439-462.
- 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.
*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

“Centralized, Holistic Social Service Systems as a Framework for Addressing Financial Vulnerability”

- With Alicia Johnson; revising for 3rd round review at the *Journal of Service Research*.

“What Makes a Servicescape Local in the Eyes of Consumers?”

- With Melanie Wallendorf; preparing manuscript for submission to the *Journal of Consumer Research*.

“Consumer Responses to Norm Emergence and Disruption During Unsettled Times”

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

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

- With Rory Waisman, Benedict Dellaert, and Gerald Häubl; preparing manuscript for submission to *Journal of Consumer Research*.

“Collaborative Repair Platforms in the Sharing Economy”

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

“Repair and Cultural Capital: Consumer Engagement in Porcelain Mending as Artistic Pursuit”

- With Xi Liu and Giulin Liu; data collection and analysis in process.

Conference Presentations

Godfrey, D. Matthew & Alicia Johnson (2025), “Addressing Financial Vulnerability Through Centralized, Holistic Service Systems,” paper presented in a special session at the American Marketing Association Winter Conference, Phoenix, AZ.

Ryu, Kyungin, Elizabeth Miller & D. Matthew Godfrey (2024), “How Consumers Seek Spiritual Meaning Through Branded Acts of Faith,” paper presented in a special session at the Consumer Culture Theory Conference, San Diego, CA

Liu, Xi, Guilin Liu & D. Matthew Godfrey (2024), “Repair and Cultural Capital: Consumer Engagement in Porcelain Mending as an Artistic Pursuit,” paper presented in a special session at the Consumer Culture Theory Conference, San Diego, CA

Godfrey, D. Matthew, Cong (Clark) Cao & Elizabeth Miller (2024), “Norm Disruption, Persistence, and Change in Unsettled Times,” paper presented in a special session at the Asia-Pacific ACR Conference, Bali, Indonesia.

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.

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 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.

Panels and Workshops

Invited Plenary Panelist, “How Qualitative Data and Inductive Methods Inform Grand Challenges in Service Research,” at 2025 Frontiers in Service Conference, Montreal, Quebec, Canada.

Qualitative Research Workshop Presenter, March 21, 2025, Brigham Young University, Provo, Utah.

Co-organizer, roundtable session entitled, “Navigating Your Early Career by Building Academic Communities,” 2024 Consumer Culture Theory Conference.

Co-organizer and Panel Moderator, roundtable session entitled, “Discouraging Discarding: Exploring the Role of Repair, Reuse, Repurposing, Restoration, and Maintenance in Sustainable Consumption Repair,” 2023 Association for Consumer Research Conference.

Faculty Mentor, Qualitative Data Analysis Workshop, 2022 Consumer Culture Theory Conference (invited 2024 but unable to attend).

Invited Panel Participant, roundtable session entitled, “Ethnographic Futures – Discovering Challenges and Opportunities in the Pandemic World,” 2022 Consumer Culture Theory Conference.

Poster Presentations

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

4 *(updated May 20, 2025)*

D. Matthew Godfrey

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 and Melanie Wallendorf (2025). “What Makes a Place of Business Local in the Eyes of Consumers?” invited research seminar presented by Matt Godfrey at the Marriott School of Business, Brigham Young University, Provo, Utah.

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, Canada.

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, Canada.

Awards, Honors, and Fellowships

Distinguished Scholarly Publication Award: 2023

American Sociological Association Consumers and Consumption Section recognized the 2022 JCR article, “Repair, Consumption, and Sustainability.”

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

University Fellows Award: 2014–2015 (\$30,500 USD)

Graduate College, University of Arizona

Research Grants

Summer Research Project Funding Award: 2023 (\$10,000 USD)

Isenberg School of Management, UMass Amherst

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

Economic & 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>

Student Advising

Doctoral Dissertation Committee

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

Undergraduate Honors Advising

- Grace Kaiser (Services Marketing Independent Study, Spring 2025)
- Luong Tran (thesis advisor, Fall 2023-Spring 2024)
- Juliana Guarino (thesis committee member, Fall 2023-Spring 2024)
- Amanda Sellke (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)

Undergraduate Bachelor Degree in Individual Concentration (BDIC) Faculty Sponsor

- Declan Gardner (graduation, May 2022)

Teaching Experience

Doctoral:

- Interpretive Analysis of Consumption, Markets, and Culture (2022, 2024), University of Massachusetts
- PhD Research Methods (2019-2024, co-instructor), University of Massachusetts

Undergraduate/Graduate Co-listed:

- Services Marketing (2022-2025) (undergraduate with MBA option), University of Massachusetts

Undergraduate:

- Generating Customer Insights (2019-2024), University of Massachusetts
- Marketing Principles (2015, 2016), University of Arizona

Academic Service

Co-Editor

Journal of the Association of Consumer Research (2027 themed issue on “Extending and Expanding Product Usability), submission deadline: October 1, 2025.

Editorial Review Board Member

Journal of Consumer Research (July 2023 - present)

Ad Hoc Reviewer

Journal of Consumer Research, Journal of Marketing, Journal of Services Research, Journal of the Association of Consumer Research, Journal of Public Policy and

D. Matthew Godfrey

Marketing, International Journal of Research in Marketing, Marketing Theory, Journal of Business Research, Psychology & Marketing, Sustainable Production and Consumption, International Journal of Sustainability in Higher Education, Responsible Research in Business and Management (RRBM) Honor Roll.

Conference Leadership

Program Committee Member, 2025 Association for Consumer Research Conference
Working Paper Track Co-chair, 2024 Consumer Culture Theory Conference

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

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, Spring 2024), Department Curriculum Committee (2022-present), School Curriculum Committee (2022-2023), School Workload Equity Committee (Spring 2024).

Industry Experience

Analyst: 2011–2012

Innosight Consulting, Lexington, Massachusetts, USA

Graphic Designer: 2008-2011

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