

Zoë Jensiene Godfrey

Curriculum Vitae

Drexel University PhD Candidate, Marketing

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Education

ABD, Graduating June 2023 Dissertation Proposal Defense May 5, 2022	PhD in Marketing, Consumer Behavior LeBow College of Business Drexel University
May 2018	Master of Business Administration Drucker School of Management Claremont Graduate University
June 2016	Bachelor of Science in Marketing Bachelor of Arts in Music Honors Program, <i>Summa Cum Laude</i> La Sierra University

Publications

Korschun, D. and Z. Godfrey. (2020). Corporate Political Activism and Employee Responses. In D. Haski-Leventhal, L. Roza, & S. Brammer, (Eds.). *Employee Engagement in Corporate Social Responsibility*. SAGE.

Godfrey, Z. (2019). "Praise the Lord and Pass the Ammunition": Propaganda music as a governmental marketing tool during the WWII era. In L. Abrams & K. Knoblauch (Eds.), *Historians Without Borders*. Routledge.

Research Under Review and In Progress

Active Listeners: Three Essays on the Antecedents and Consequences of Consumers' Active Engagement with Music in Marketing Contexts (*Dissertation, expected defense May 2023*)

Essay 1	<i>Stop Me If You've Heard this one Before: Consumer Responses to Familiar Music in Marketing Contexts</i> (with Daniel Korschun) Invited for revision at AMS Review, August 2022	<ul style="list-style-type: none">• Familiarity is central to process of consumer engagement with music; launches active engagement, judgements of brand use• Feelings of ownership for music heighten judgements of brand use• New outcomes from active engagement identified: outcomes concerning the individual's identity, the music, and the brand
Essay 2	<i>I, Me, Mine: Consumer Sharing Behaviors When "Their" Music is Used by Brands</i>	<ul style="list-style-type: none">• Investigates how brand use of psychologically-owned music shapes word-of-mouth (WOM) about that music• WOM is investigated as self-disclosure in pursuit of a certain social goal or avoidance of a certain social risk

Essay 3 | *Times, They Are A-Changin': Music, Emotional Reasoning, and Consumer Political Beliefs*

- Music in marketing launches not only emotional states, but emotional reasoning by which individuals use their emotions to understand and interpret the world
- Observed effect of music on emotional reasoning; leading participants to more flexibility in political beliefs and empathy towards a marginalized group

Reavey, B. and Z. Godfrey. (Ongoing). The Mediating Effect of Social Identification on Civic Duty and WOM Among Community Orchestra Subscribers

- Explored social drivers (e.g., civic duty, identification with orchestra, exclusivity) that increase or decrease the likelihood of WOM for the patron
- Civic duty influences patrons' level of social identification with the symphony
- High perceived exclusivity leads to decreased WOM; low or moderate perceived exclusivity leads to increased WOM

Conference Presentations

2022 Summer AMA, Chicago: Reavey, B. and Z. Godfrey. (Ongoing). The Mediating Effect of Social Identification on Civic Duty and WOM Among Community Orchestra Subscribers

Grants and Awards

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| 2022 | Recipient of the Teck-Kah Lim Graduate Student Domestic Travel Subsidy Award |
| 2022 | Society for Marketing Advances (SMA) Doctoral Consortium Fellow |
| 2022 | Winner of the Dr. Tom Hindelang Outstanding PhD Student Instructor Award, LeBow College of Business, Drexel University
<i>College-level award: Annual award granted to two PhD students from the LeBow College of Business</i> |
| 2022 | Winner of the Marketing Department Outstanding PhD Student Instructor Award, LeBow College of Business, Drexel University
<i>Department-level award: Annual award granted to one PhD student from the Marketing Department at the LeBow College of Business</i> |
| 2022 | Recipient of Travel Grant for TCR-AMA Impact Festival |

Teaching Experience – Independent Courses

Spring 2022 ***Professional Personal Selling***
(In Person)

Student Evaluation: **3.90/4**

- *“I think Zo[ë] is a great teacher! She was always well prepared and genuinely put in effort to make class engaging and fun. She is an overall great person and taught a great course.”*
- *“Professor Godfrey is an excellent professor! class was always really engaging and fun and I always felt that I learned a lot. She is very understanding and fair and I would definitely take her class again!”*
- *“I really enjoyed the in-class interaction. The activities helped us critically think putting the techniques and strategies taught to use in practical scenarios.”*
- *“She did a really good job making material understandable while fully explaining it at the same time.”*

Fall 2021
(In Person)

Professional Personal Selling

Student Evaluation: **3.86/4**

- *“I really enjoyed her teaching style of constantly keeping us involved with activities and discussions. It kept us engaged and actually on top of what we were learning rather than just lecturing at us. The activities were useful and made the class fun. She is very friendly and encourages discussion and collaboration from everyone.”*
- *“Professor Godfrey provided a great mix of listening, speaking, and engaging learning activities in a supportive environment.”*
- *“Zoe is such a professional and kind professor! She really aims to ensure that each student feels included in our class discussions and understands the materials, which I recognize and really appreciate from her! She goes out of her way to keep our class updated via email on any due dates and she grades thoroughly and fairly. Despite being (seemingly?) new to teaching, she goes above and beyond to accommodate and do her best, and this is very apparent in her lectures, as she has easily surpassed professors that have been teaching for many years longer than her. Thank you, Zoe, for an informative and interesting term!!”*

Spring 2021
(Remote
synchronous)

Consumer Behavior

Student Evaluation: **3.50/4**

- *“Great class for discussion/ The professor often made us relate topics to our own lives and perspectives which was great.”*

Teaching Experience – Recitation Courses

Winter 2020	MKTG 201-064 Recitation	Student Evaluation: 3.77/4
Fall 2020	MKTG 201-064 Recitation	Student Evaluation: 3.62/4
Fall 2020	MKTG 201-066 Recitation	Student Evaluation: 3.55/4
Summer 2020	MKTG 201-062 Recitation	Student Evaluation: 3.63/4
Summer 2020	MKTG 201-064 Recitation	Student Evaluation: 3.65/4
Summer 2020	MKTG 201-065 Recitation	Student Evaluation: 3.67/4
Spring 2020	MKTG 201-064 Recitation	Student Evaluation: 3.75/4
Spring 2020	MKTG 201-060 Recitation	Student Evaluation: 3.47/4
Winter 2020	MKTG 201-061 Recitation	Student Evaluation: 3.88/4
Fall 2019	MKTG 201-066 Recitation	Student Evaluation: 3.67/4

Academic Service

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| Reviewer | <ul style="list-style-type: none">• Business and Society Review• Journal of Public Policy and Marketing• Society and Business Review |
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Work Experience

2012-2018	Gig Harpist
2016-2018	Alumni Relations and Career Services Assistant, <i>Sotheby's Institute of Art, Claremont Graduate University</i>
2017	Finance Intern, <i>LA Opera</i>
2015-2017	Co-founder, Executive Producer, <i>Contemporary Performance Collective, Los Angeles</i>
2017	Marketing Intern, <i>A Noise Within Theatre, Pasadena</i>
2015-2016	Advisory Board Liaison, <i>La Sierra University Department of Music</i>

References

Daniel Korschun, PhD (Advisor and Dissertation Chair)
Department Head & Stephen Cozen Research Scholar in Marketing
LeBow College of Business, Drexel University
Email: dek46@drexel.edu
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Bernie Jaworski, PhD
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