Krista Hill Cummings

Curriculum Vitae

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**Employment**

* Assistant Professor of Marketing, Babson College, Marketing Division, 2016-Present
* Assistant Professor of Marketing, Ricciardi School of Business, Management Department, 2014-2016
* Visiting Assistant Professor, Northeastern University D’Amore McKim School of Business, Marketing Group, 2013-2014

**Education**

* Ph.D., Psychology, Northeastern University, May 2013
* B.S., Psychology, Northeastern University, Summa Cum Laude, 2008

**Research Interests**

* Service recovery, nonverbal behavior, consumer behavior and affect

**Publications**

* **Hill, K.M.** & Ferris-Costa, K. (2016, March). Improving Students’ Online Presence with a Personal Branding Assignment. In D. Coelho (Eds.), *2016 AMA International Collegiate Conference Proceedings.* AMA International Collegiate Conference, New Orleans, Louisiana, 17-19 March.
* Hartigan, D., Andrzejewski, S.A., & **Hill, K.M.** (2016). Training people to be interpersonally accurate. In J Hall (Ed.), *The Social Psychology of Perceiving Others Accurately* (253-269)*.* Cambridge University Press.
* **Hill, K. M.,** Fombelle, P. W., & Sirianni, N. J. (2016). Shopping under the influence of curiosity: How retailers use mystery to drive purchase motivation. *Journal of Business Research*, *69*(3), 1028-1034.
* **Hill, K.M.,** and Boyd, D.P. (2015). Who should apologize when an employee transgresses? Source effects on apology effectiveness. *Journal of Business Ethics, 130* (1), 163-170.
* **Hill, K.,** Roggeveen, A. L., Grewal, D., & Nordfalt, J. (2014). ICA: Changing the supermarket business, one screen at a time.*Case Study, Babson College*.
* **Hill, K.,** Roggeveen, A., Grewal, D., & Nordfält, J. (2014). Teaching note - ICA: Changing the supermarket business, one screen at a time. *Case Study, Babson College*.
* Nordfält, J., Grewal, D., Roggeveen, A. L., & **Hill, K. M.** (2014). Insights from in-store marketing experiments. *Shopper Marketing and the Role of In-Store Marketing (Review of Marketing Research, Volume 11) Emerald Group Publishing Limited*, 11, 127-146.
* Ruben, M. A., **Hill, K. M.**, & Hall, J. A. (2014). How women's sexual orientation guides accuracy of interpersonal judgements of other women. *Cognition and Emotion*, *28*(8), 1512-1521.
* **Hill, K.M**. & Boyd, D. (2013). The components of a successful CEO apology. *Journal of Business Case Studies, 9(2),* 89-96.
* Blanch-Hartigan, D., Andrzejewski, S.A., & **Hill, K.M.** (2012). The effectiveness of training to improve interpersonal sensitivity: A Meta-Analysis. *Basic and Applied Social Psychology, 34(6),* 483-498.

**Manuscripts in Preparation**

* **Hill, K.M.,** Roggeveen, A., & Grewal, D. (2016). The impact of service recovery strategies on consumer responses: A conceptual model and meta-analysis.
	+ Target: Journal of Service Research
	+ Within the recovery domain of services research, the prevailing issues tend to pertain to how firms can recover from service failures, but this existing research considers aspects of service failure and recovery efforts without developing an overarching framework. The authors seek to stimulate research and dialogue by proposing a comprehensive framework that integrates findings from the field, generates testable research propositions, and focuses on how four service recovery strategies (compensation, empathetic response, information, type of interaction with customer) affect consumer responses (equity, disconfirmation, affect, evaluations, intentions). The authors construct the framework to reflect the moderating effect of factors related to the service failure (type of failure, severity, and attributions) and the firm (reputation, service guarantee, empowerment of employees, technology, and speed of recovery).
* **Hill, K.M.,** Yule, J., Shapiro, J., and Dellaripa, P. (2016). Training to improve apology and disclosure: A patient-centered approach.
	+ Target: Medical Teacher
	+ Although the importance of apology and disclosure after a medical error is recognized, a gap exists between patient expectations and medical professional behaviors. The current study assesses the efficacy of a new apology and disclosure training as evaluated by patients. The comprehensive training included role-playing scenarios and a didactic module. The multi-component training significantly improved disclosure effectiveness. Patients preferred post-training disclosures over pre-training ones. Furthermore, we find that disclosure priorities differ for patients and medical professionals. Medical professionals tend to offer more cognitive disclosures, while patients prefer more affective disclosures. The current training helped to lessen this gap.
* Yule, J., **Hill, K.M.,** and Yule, S. (2016). Scale development of PENTS: Measuring patients’ evaluation of physicians’ non-technical skills.
	+ Target: Annals of Surgery
	+ As the healthcare industry across the world moves toward a more patient centered approach, the need to accurately capture the patient experience is high. Recent changes to physician training have introduced non-technical skills. NTS are the cognitive and social skills that compliment technical skill in order for physicians to be safe and effective in their role. Current measures of service quality neglect this aspect of physician skill in evaluating the patient experience in hospital. The PENTS scale is introduced to capture patients’ perspectives of NTS. Results offer a scale that is valid, reliable and offers discriminant and predictive validity. This study is the first to introduce NTS to the marketing literature.
* Andrzejewski, S.A., Puccinelli, N., **Hill, K.M.**, &Grewal, D. (2016). A meta-analysis of mimicry outcomes in consumer research settings.
	+ Target: Journal of Consumer Psychology
	+ We quantitatively synthesize the work on mimicry effects. Overall, we find that mimicry leads to more favorable evaluation and behavior. The results suggest, for example, that mimicry can increase favorable behavior by as much as 82% over a non-mimicry baseline. Importantly, these effects are significantly attenuated by variables related to the importance of mimicry (i.e., affiliation desire, participant type, mimicry check, and masking), what is mimicked (i.e., type of mimicry and nature of the mimicry cue), and why we mimic (i.e., status, gender, domain, incentive, mimicry agent, and social context). The theoretical and practical implications of these findings are discussed.
* **Hill, K.M.** & Ferris-Costa, K. (2016). Using a personal branding assignment to improve students’ online presence.
	+ Target: Marketing Education Review
	+ Students are often unaware of the impression they make on social media sites. The goal of this research is to incorporate and assess a professional online presence building assignment into a Marketing Principles course. Efficacy is measured in multiple ways including: 1) students’ self-reported knowledge of personal branding, 2) students’ self-rated behavioral intentions to improve their own personal brand, and 3) students’ self-reported behavioral change two months post-assignment. Results support the use of the new assignment. Students report improved knowledge of personal branding, positive behavioral intentions, and actual behavioral change post-assignment including posting more professional content and utilizing privacy settings more effectively.
* **Hill, K.M.,** & Yule, J. (2016). The influence of emotional responses on service recovery efforts.
	+ Target: Journal of Consumer Psychology
	+ Service recovery strategies such as compensation, empathy, and providing information can be more or less effective depending on factors related to the failure (e.g., severity), factors associated with the firm (e.g., firm reputation), and interaction factors (e.g., frontline employee empowerment). The current work examines a lesser studied factor, consumer characteristics. More specifically, across three studies we find service recovery messages framed to be concordant with the emotional state of the consumer will be most effective in promoting positive perceptions and behaviors. Results from study 1 and study 2 reveal a significant interaction between service recovery type and consumer emotional state. Worried consumers preferred avoidance-framed recoveries (i.e., recoveries in which the provider is focused on the consumer and the consumer’s emotions and well-being), while angry participants preferred approach-framed recoveries (i.e., recoveries that focus on the process that lead to the failure and the steps that will be taken to correct it). Results from study 3 demonstrate this congruency effect is more salient under high-involvement.

**Professional Presentations**

* **Hill, K.M.,** Andrzejewski, S.A., Puccinelli, N., &Grewal, D. (2016, October). *Should I copy her? A Meta-Analytic Synthesis of Mimicry Effects.* To be presented at the Association for Consumer Research Conference, Berlin, Germany.
* **Hill, K.M.,** & Ferris-Costa, K. (2016, March). *Improving students’ online presence with a personal branding assignment.* Presented at the American Marketing Association Collegiate Conference, New Orleans, Louisiana.
* **Hill, K.M.,** & Ferris-Costa, K. (2016, April). *I****nstructional revolution mediated by technology: The use of social media in the classroom.* Presented at the** Northeast Decision Sciences Institute 2016 Annual Conference, Alexandria, Virginia.
* **Hill, K.M.,** & Ferris-Costa, K. (2015, November). *The use of social media in the classroom.* Poster session presented at the 2015 New England Faculty Development Consortium, East Greenwich, Rhode Island.
* **Hill, K.M.,** Roggeveen, A., & Grewal, D. (2015, October). *The impact of service recovery strategies on consumer responses: A conceptual model and meta-analysis.* Presented as a poster at the 2015 Association for Consumer Research Conference, New Orleans, Louisiana.
* **Hill, K.M.,** & Yule, J. (2015, October). *The influence of emotional responses on service recovery efforts.* Presented as a poster at the 2015 Association for Consumer Research Conference, New Orleans, Louisiana.
* Yule, J. **Hill, K.M.,** McRitchie, A., and Yule, S. (2015, February). *Scale development of NOTSS-pt: Measuring patients’ perspectives of physicians’ non-technical skills.* Poster session presented at the 2015 AMA Winter Marketing Educators’ Conference, San Antonio, Texas.
* **Hill, K.M.** (2015, February). *Using social media in the classroom.* Presented at the Bridgewater State University Social Media Week, Bridgewater State University.
* **Hill, K.M.** (2015, February). *How psychology plays a role in business.* Presented at the Bridgewater State University Psychology Club meeting, Bridgewater State University.
* **Hill, K.M.** (2014, November). *Customizing social justice messages.* Presented at the CARS New Faculty Research Forum, Bridgewater State University.
* **Hill, K.M.** (2014, February). *When are apologies effective? Examining the components that increase an apology’s effectiveness.*Presented at a competitive paper session at the 2014 AMA Winter Marketing Educators’ Conference, Orlando, Florida.
* **Hill, K.M.,** & Fombelle, P. (2013, August). *The role of curiosity in consumer behavior.* Presented at a competitive paper session at the 2013 AMA Summer Marketing Educators’ Conference, Boston, Massachusetts.
* Andrzejewski, S.A., Grewal, D., & **Hill, K.M.** (2013, July). *A meta-analysis of mimicry outcomes in consumer research settings.* Presented at the 2013 European Association for Consumer Research Conference, Barcelona, Spain.
* **Hill, K.M.,** & Fombelle, P. (2013, June). *The role of curiosity in consumer behavior.* Presented at the 13th international research symposium on Service Excellence in Management, Karlstad, Sweden.
* **Hill, K.M.**, Colvin, C.R., & Conlon, T. (2013, January). *When are apologies effective? A meta-analysis on the outcomes of apologies.* Poster session presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.
* Tignor, S. & **Hill, K.M.** (2013, January). *Predicting romantic relationship fate using nonverbal cues.* Poster session presented at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.
* **Hill, K.M.** & Boyd, D.P. (2012, October). *The components of a successful CEO apology.* Presented at the International Business and Economics Research Conference Clute Institute, Las Vegas, NV.
* **Hill, K.M.** & Ruben, M. (2012, January). *Careers outside of academia* (Symposium Chair). Presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.
* **Hill, K.M.,** Blanch-Hartigan, D., & Andrzejewski, S.A. (2011, October). *Can training improve students’ interpersonal sensitivity? A meta-analysis on the effectiveness of training in adults.* Poster session presented at the annual meeting of the New England Conference for Teachers of Psychology, Fairfield, CT.
* Blanch-Hartigan, D., Andrzejewski, S.A., **Hill, K.M.,** Wittenbraker, C.H., & Yu, X. (2011, January). *The effectiveness of training to improve interpersonal sensitivity: A meta-analysis.* Poster session presented at the annual meeting of the Society for Personality and Social Psychology, San Antonio, TX.

**Teaching**

* Marketing Management (MBA program), Bridgewater State University, 2016
* Business Research Methods (MBA program), Bridgewater State University, 2016
* International Marketing (Faculty led study tour in Costa Rica), Bridgewater State University, 2016
* Consumer Behavior (MBA hybrid course), Bridgewater State University, 2015
* Principles of Marketing, Bridgewater State University, 2014-2016 (Overall Teaching Effectiveness Score: 4.64-4.85/5.0)
* Marketing Research (traditional and hybrid), Bridgewater State University, 2014-2016 (Overall Teaching Effectiveness Score: 4.58-4.75/5.0)
* Introduction to Marketing, Northeastern University, Fall 2013 and Spring 2014 (Overall Teaching Effectiveness Score: 4.8/5.0)
* Consumer Behavior, Northeastern University, Summer 2013 (Overall Teaching Effectiveness Score: 4.9/5.0)
* Personality, Northeastern University, Summer 2013 (Overall Teaching Effectiveness Score: 4.9/5.0)
* Foundations of Psychology, Northeastern University, Spring 2012 (Overall Teaching Effectiveness Score: 4.9/5.0)
* Research Lab in Psychology, Northeastern University, Summer 2011 (Overall Teaching Effectiveness Score: 5.0/5.0)

**Awards & Honors**

* Bridgewater State University Center for the Advancement of Research and Scholarship Travel Grant, 2015
* Bridgewater State University Office of Teaching and Learning Travel Grant, 2015, 2016
* Best Paper Award (Consumer Behavior Track), AMA Summer Educators’ Conference, 2013
* Northeastern University Community Builder 2011, 2012
* Northeastern University Graduate and Professional Student Association, Student Travel Award, 2008, 2009, 2010, 2012, 2013
* Northeastern University Psychology Award 2008

**Professional Activities**

* Member, Mansfield Industrial Development Commission, 2015-Present
* Research Consultant, Motive Metrics, 2014-Present
* Member, Association for Consumer Research, 2013-Present
* Member, American Marketing Association, 2012-Present

**Service**

*Department*

* Member, Undergraduate Curriculum Committee, Bridgewater State University, 2015-2016
* Member, Writing Across the Curriculum for Management Majors, Bridgewater State University, 2015-2016
* Founder and President, Northeastern University Graduate Student Mentoring Program, 2011-2013
* Graduate Student Representative, Northeastern University Psychology Department, 2011-2013

*University*

* Faculty Mentor, Student Opportunities as Apprentice Researchers, Bridgewater State University, 2015-2016
* Member, Center for the Advancement of Research and Scholarship advisory board, Bridgewater State University, 2015-2016
* Member, Quantity Across the Curriculum advisory board, Bridgewater State University, 2015-2016
* Member, Integrated Marketing Communications Degree Development Committee, Bridgewater State University, 2014-2016
* Organizer of The Boston Graduate Students of Psychology Symposium at Northeastern University, 2012-2013

*Field*

* Co-chair for the Human Resources/Services Track, ACRA Conference, 2015
* *Ad hoc* reviewer for Psychology & Marketing, Journal of Business Research, Journal of Retailing and Consumer Services, Journal of Consumer Behavior, and European Journal of Marketing
* Reviewer for AMA Marketing Educators’ Conference, Winter 2014
* Member at Large for Undergraduate Affairs, Society for Personality and Social Psychology Graduate Student Committee, 2011-2012
* Organizer of the Mentoring Lunch at the Society for Personality and Social Psychology Annual Meeting, San Diego, 2011