

# Krista Hill Cummings

## Curriculum Vitae

---

### Office Address:

Babson College  
Malloy Hall  
Babson Park, Massachusetts

### Internet Correspondence:

Khill@babson.edu

### Contact Number:

781-239-5877

## 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, doctor-patient communication, consumer behavior and affect

## Publications

- **Hill, K.M.**, & Yule, J. (forthcoming). Tailoring Service Recovery Messages to Consumers' Affective States. *European Journal of Marketing*.
- **Hill, K.M.** & Seitchik, A. (forthcoming). The Differential Treatment of Women During Service Recovery: The Way Perceived Power Affects Consumers' Post-Failure Compensation. *Business Horizons*.
- **Hill, K.M.**, Rodgers, V., Stillwagon, J., Tosti-Kharas, J., & Wynstra, B. (2020) Practitioners' Colloquium: Transdisciplinary Approaches and Going Beyond Our Horizons, A Book Club Discussion. *The Eugene O'Neil Review, Penn State University Press, 41(1)*.
- Blanch-Hartigan, D. & **Hill, K.M.** (2020). Training and Improving Accuracy of Personality Trait Judgments. In T. Letzring and J. Spain (Eds.), *The Handbook of Accurate Personality Judgment*. Oxford University Press.
- Blanch-Hartigan, D., Yule, J., **Hill, K.M.**, Smith, V. & Schmid Mast, M. (2019) The Academic-Industry False Dichotomy in Health Communication: A Call for Increased Partnership. *Patient Education and Counseling, 102(12)*, 2330-2334.
- Yule, J., **Hill, K. M.**, Yule, S. (2018). Development and evaluation of a patient-centered measurement tool for surgeons' non-technical skills. *British Journal of Surgery, 105(7)*, 876-884.
- **Hill, K. M.**, Blanch-Hartigan, D. (2017). Physician gender and apologies in clinical interactions. *Patient Education and Counseling, 101(5)*, 836-842.

- 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. (2015). ICA: Changing the supermarket business, one screen at a time. *Case Study, Babson College*.
- **Hill, K.**, Roggeveen, A., Grewal, D., & Nordfält, J. (2015). 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.

## Work in Progress

- **Hill, K.M.**, Herhausen, D., Roggeveen, A., & Grewal, D. (2020). *Company Responses to Vindictive Posts: The Influence on Reader's Purchase Intentions*
  - Target: Journal of Marketing Research
  - Firms often respond to complaints about service failures online, but the recovery messages they offer are typically focused on appeasing the writer of the complaint rather than focusing on how readers of the complaint (i.e., consumers who did not experience the failure directly) may evaluate the firm's response. In this research, we focus on how the reader's reaction to a firm's response to a complaint online will impact the reader's behavioral intentions. Across five studies, we find readers prefer cognitively-framed responses that focus on why the failure occurred and how the firm will avoid repeating it, over affectively framed responses that focus on the consumer and his or her experience. Decreased risk perceptions is shown to mediate the impact of cognitively-framed responses on reader's purchase intentions. Finally, we demonstrate that when risk perceptions are reduced in other ways (readers recognizing the complaint type is support seeking versus vindictive, and service guarantees) the impact of a cognitively-framed message on reader's purchase intentions is reduced.
- **Hill, K.M.**, Roggeveen, A., & Grewal, D. (2020). *The Service Recovery Behavioral Change Model: Deescalating Negative Arousal and Recovering from Service Failures*

- Target: Journal of Marketing
- Synthesizing research from service recovery, critical incident resolution, and psychology literatures, the authors develop the Service Recovery Behavioral Change Model (SRBCM). This model suggests that to ensure a more successful service recovery, a consumers' high arousal state needs to be deescalated through active listening and expressions of empathy before implementing a service recovery (e.g., compensation, apology and/or information). This research first develops the SRBCM and then consolidates literature on service recovery strategies, develops propositions regarding these strategies and tests these propositions, when there is enough empirical evidence, using meta-analysis procedures. Theoretical and managerial implications are then discussed.
- **Hill, K.M., Bal, A., & Grewal, D. (2020).** Strong Girls and Kind Boys: Understanding Preferences for Gender-Congruent Clothing in Children's Wear.
  - Target: Journal of Marketing Research
  - The clothes we wear have considerable power over how others perceive us (e.g., Forsythe, 1990) and these perceptions are often internalized. Yet, despite knowing this, the children's clothing market is incredibly gendered, offering female children shirts with stereotypical feminine images and words such as "kind" and "sweet", while young boys can choose from stereotypical masculine options that often say things like "tough" and "strong." We argue that children would benefit from wearing clothing that includes gender-congruent and gender-incongruent depictions and test whether consumers are willing to buy both options. The goals of this study are 1) examine whether there is a difference in product offerings to children on the basis of gender, 2) assess whether parents have a preference for gender-congruent clothing for their children and 3) identify why they may have this preference. Our studies indicate that perceptions of fit may explain a preference for congruency.

## Professional Presentations

- **Hill, K.M., Roggeveen, A., & Grewal, A. (2020, January).** *The Service Recovery Change Model: Deescalating Negative Arousal and Recovering from Service Failures.* Presented at Babson Research Day, Babson College.
- Bal, A., Chan, E., **Hill, K.M.**, & Stillwagon, J. (2020, January). *Interpreting Student Opinion Surveys: The Role of Bias, Expected Grade, and Response Rates.* Presented at Babson Research Day, Babson College.
- **Hill, K. M.**, and Yule, J.A, (2019, October). *Breaking Bad (News): A Patient-Centered Approach to Apology and Disclosure Training for Medical Residents.* Presented at the 17th International Conference on Communication in Healthcare, San Diego, California.
- **Hill, K.M.**, Bal, A., Grewal, D., (2019, July). *Strong Girls and Kind Boys: Understanding Preferences for Gender-Congruent Clothing in Children's Wear.* Presented at the 22nd AMS World Marketing Congress, Edinburgh, Scotland.
- **Hill, K.M.**, Bal, A., & Grewal, A. (2019, January). *Strong Girls and Kind Boys: Understanding Preferences for Gender-Congruent Clothing in Children's Wear.* Presented at Babson Research Day, Babson College.
- Yule, J. A., **Hill, K. M.**, Yule, S., (2018, September). *Development and evaluation of a patient-centered measurement tool for surgeons' non-technical skills.* Presented at the

16th International Conference on Communication in Healthcare, Porto, Portugal.

- **Hill, K.M.**, Roggeveen, A., & Grewal, D. (2018, August). *How to Respond when a Consumer Complains about Your Firm Online*. Presented at the American Marketing Association Summer Conference, Boston, Massachusetts.
- Hartigan, D., Yule, J. A., **Hill, K. M.**, & Schmid Mast, M. (2018, September). *A meeting of minds: Exploring practical and intellectual synergies between business and health communication disciplines*. Roundtable facilitator at the 16th International Conference on Communication in Healthcare, Porto, Portugal.
- **Hill, K.M.** (2018, January). *Physician Gender and Apologies in Clinical Interactions*. Presented at Babson Research Day, Babson College.
- **Hill, K.M.** and Blanch-Hartigan, D. (2017, October). *Physician Gender and Apologies in Clinical Interactions*. Presented at the International Conference on Communication in Healthcare (ICCH) & Health Literacy Annual Research Conference (HARC), Baltimore, Maryland.
- **Hill, K.M.** and Roggeveen, A. (2017, March). *How to Respond When a Consumer Complains About Your Firm Online*. Presented at the Northeast Decision Sciences Institute Conference, Springfield, Massachusetts.
- **Hill, K.M.** (2017, January). *Managing Angry and Worried Consumers During a Service Failure: The Argument for Customized and Congruent Recovery Messages*. Presented at Babson Research Day, Babson College.
- **Hill, K.M.**, Andrzejewski, S.A., Puccinelli, N., & Grewal, D. (2016, October). *Should I copy her? A Meta-Analytic Synthesis of Mimicry Effects*. 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). *Instructional 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 13<sup>th</sup> 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 at Babson College

### Consumer Behavior

- *Teaching Innovation*: Interdisciplinary assignment with Prof. Beth Wynstra's Staging Immigration course

### Services Marketing

- *Teaching Innovation*: Interdisciplinary assignment and trip with Prof. Mary Pinar's Poetic Elegy course. The students in these two courses were given completely different assignments which, we believed, provided them with two completely different lenses by

which they viewed the Museum of Fine Arts' collection. My students were asked to create a new service innovation that would attract Gen Z consumers to the museum, while Mary's students were to write a poem in response to works of art associated with loss. During our trip students viewed works of art on their own and then came together in mixed groups to complete an additional interdisciplinary assignment. They were asked to show others in their group their favorite work of art and explain why it was their favorite. After viewing the museum through others' eyes, students were asked to write about this experience.

#### Marketing Research

- *Teaching Innovation:* Students engaged in project-based learning by collecting their own data using various methods (focus groups, surveys, and experiments) with the goal of rebranding a product for a new target market (millennials). This project also required students to conduct secondary research on market trends, develop hypotheses, and analyze their data using SPSS.

#### Marketing Research and Analysis (Graduate)

- *Teaching Innovation:* Project-based learning collaboration with Uno's Pizza. Students collected their own data using various methods (focus groups, surveys, and experiments) with the goal of improving Uno's website for a new target market (millennials).

#### Principles of Marketing

- *Teaching Innovation:* Implemented "Marketing in the News" to start every class. Students asked to bring in examples of marketing they encounter outside of the classroom to promote application and engagement.

#### Teaching Effectiveness Scores (Scores out of 5, with 1 being the highest)

Course	Fall 16	Spring 17	Spring 18	Fall 18	Fall 19
Principles	1.16 / 1.38	1.27	-----	1.46	-----
Marketing Research	-----	1.39	1.45	-----	-----
Marketing Research and Analysis	-----	-----	1.79	-----	-----
Consumer Behavior	-----	-----	-----	1.14	1.03
Services Marketing	-----	-----	-----		1.28

\*\*On parental leave for Fall 2017 and Spring 2019

### Teaching at Previous Institutions

- Bridgewater State University
  - Marketing Management (MBA program), 2016
  - Business Research Methods (MBA program), 2016
  - International Marketing (Faculty led study tour in Costa Rica), 2016
  - Consumer Behavior (MBA hybrid course), 2015
  - Principles of Marketing, 2014-2016
  - Marketing Research (traditional and hybrid), 2014-2016

- Northeastern University
  - Introduction to Marketing, Fall 2013 and Spring 2014
  - Consumer Behavior, Summer 2013
  - Personality, Summer 2013
  - Foundations of Psychology, Spring 2012
  - Research Lab in Psychology, Summer 2011

## **Awards & Honors**

- Babson College Faculty Research Fund Summer Stipend Award, \$10,000, Summer 2019
- Babson College Faculty Research Fund Mini-Grant, \$2000, Fall 2016, Spring 2018
- 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**

- Vice-Chair, Mansfield Industrial Development Commission, 2015-Present
- Research Consultant, Motive Metrics, 2014-2016
- Member, Association for Consumer Research, 2013-Present
- Member, American Marketing Association, 2012-Present

## **Service**

### *Department*

- Babson Undergraduate Marketing Electives committee, Fall 2019
- Organizer, Babson College Marketing Participant Pool, 2017- Present
- 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

### *College*

- Framing the Future of Undergraduate Education Summer Fellow, Summer 2019
- Babson College Faculty Senate, Fall 2019- Present
- Honors Student Mentor, Babson College, 2017-2019
- Alternate, Babson College Faculty Senate, Fall 2018

- Faculty Learn and Share Committee Member, Babson College, 2017
- 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 Marketing, E-commerce & Social Media Track, 47th Annual Meeting of Northeast Decision Sciences Institute, 2018
- Co-chair for 4Ps Track, AMA/ACRA conference, 2018
- *Ad hoc* reviewer for Journal of Retailing, Psychology & Marketing, Journal of Business Research, Journal of Retailing and Consumer Services, Journal of Consumer Behavior, and European Journal of Marketing
- Reviewer for ACR, AMS, and AMA Marketing Educators' Conferences
- Co-chair for the Human Resources/Services Track, ACRA Conference, 2015
- 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