

Britton R. Leggett, Ph.D.

McNeese State University
College of Business
Assistant Professor of Marketing
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Education

University of South Alabama, Mobile, AL

Doctor of Philosophy, Business Administration (Marketing)

May 2022

Dissertation Title: *Social Media Influencers: An Examination of Influence Throughout the Customer Journey.*

Chair: Dr. Joe F. Hair; Co-Chair: Dr. Victoria Crittenden

Louisiana Tech University, Ruston, LA

Master of Business Administration

February 2017

Master of Education (Business)

November 2003

Mississippi College, Clinton, MS

Bachelor's of Science (Business Administration)

May 2000

Academic Work Experience

McNeese State University

Assistant Professor of Marketing (2025)

University of Mississippi

Adjunct Supply Chain Instructor (2024-Present)

University of Arkansas at Monticello

Assistant Professor of Marketing (2022-2024)

University of South Alabama

Adjunct Business Instructor (2020-22)

University of Louisiana at Monroe

Adjunct Business Instructor (2019-20)

Publications

- Merkle, A. C., Zmich, L. J., **Leggett, B. R.**, & Hair, J. F. (2025). Do gritty salespersons mitigate relationship damage in unethical sales subcultures? *Journal of Marketing Theory and Practice*, 1-18.
- Parker, J. M., James, K. W., **Leggett, B. R.**, & Al-Shammari, M. (2024). The First 25 years of digital marketing education research: A thematic exploration and an agenda for future inquiry. *Journal of Marketing Education*, 46(3), 240-257. <https://doi.org/10.1177/02734753231212212>
Received the James Madison University Research First Place Award in Teaching and Learning Publication category
- Merkle, A. C., Hessick, C., **Leggett, B. R.**, Goehrig, L., & O'Connor, K. (2020). Exploring the components of brand equity amid declining ticket sales in Major League Baseball. *Journal of Marketing Analytics*, 8(3), 149-164.
- Leggett, B. R.** & Whitmore, J. L. (2020) Boudreaux's Rice Cake Company: The Value of Financial Reports and Big Data. Case study in Hair, J. F., Anderson, R., Babin, B., & Mehta, R. (2020). *Sales Management: Building Partnerships*, New York: Wiley, pp 434-37.

Research Projects in Progress

- Leggett, B.R.**, Parker, J., Merkle, A.C., Hair, J.F., & Zoghby, J. "A Multi-Group Analysis of Social Media Influencers by Genre and Their Effects Differing on the Customer Journey." **Under review** at the *Journal of Marketing Theory and Practice*.
- Loes, M.C., O'Connor, K.W., Barrett, L., **Leggett, B.R.**, Touma, D.W., & Zoghby, J.C. "Driving Toward EV Adoption: Why Southern Alabama Isn't Plugged in Yet." **Under review** at the *Journal of Small Business Strategy*.
- Okono, A.J., **Leggett, B.R.**, Merkle, A.C., & Hair, J.F., "Parasocial Relationships and Online Impulse Buying: Examining the Mediating Role of Consumer Behavior Pathways." Desired publication outlet is the *Journal of Consumer Marketing*
- Parker, J., **Leggett, B.R.**, Krey, N., Snyder, C., & Ozcan, T. "Sentiment Analysis of Grooming Messages Sent by Online Predators." Desired publication outlet is the *Journal of Public Policy and Marketing*.
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Grants and Funding

JP Morgan Chase Professorship in Business, awarded **\$7,480** in EP funding for artificial intelligence in marketing education research.

McNeese State University (2025-2026)

Modernizing Personal Selling through AI-Enhanced Experiential Learning. Meauxmentum Project Track, awarded **\$6,230** to integrate Copient.AI simulation software into MKTG 380.

McNeese State University (2025-2026)

Principal Investigator

Co-Investigator: Morgan Turpin, Dean, College of Business, McNeese State University

Dissertation Committee

Antoinette Okono (Defended Dissertation in February 2024; Marketing). *Impact of Consumer-Based Relationships on Influencer Parasocial Relationships and Online Impulse Buying*

Honors Thesis

Angelina Ladner (Spring 2026; Marketing). *A Study on the Behavior of Generation-Z Buyers*

Conference Presentations

Merkle, A.C., Williams, G., **Leggett, B.R.**, Moore, Z., & Hines, J. (2026, June). “Item Level Correction: Improving Common Methods Variance Defense in Global and International Marketing Research: A Meta-Analysis with Replications.” Submitted to the Academy of Marketing Sciences World Congress, Vilnius, Lithuania.

Leggett, B.R., Parker, J., Barrett, L., Loes, M.C., & O’Connor, K.W. (2026, May). “From Concept to Creation: Leveraging AI-Generated Synthetic Data for Experiential Marketing Education.” Submitted to the Annual Academy of Marketing Society Annual Conference, Savannah, GA.

Leggett, B.R., Parker, J., Barrett, L., Loes, M.C., & Whitmore, J. (2025, November). “From Concept to Creation: Leveraging AI-Generated Synthetic Data for Experiential Marketing Education.” Accepted at the Annual Society of Marketing Advances Conference, Las Vegas, NV.

O’Connor, K.W., Loes, M.C., **Leggett, B.R.**, Barrett, L., & Zoghby, J. (2025, October). “Driving Toward EV Adoption: Why South Alabama Isn’t Plugged in Yet.” Accepted at The Advances in Business Management Conference, Costa Rica. **Won the Distinguished Empirical Paper award.**

- Leggett, B.R.** (2025, June). “Embracing AI: Leveraging Technology for Synthetic Dataset Generation.” Presented to the Annual Gulf South Business Research Conference, Mobile, AL.
- Parker, J., **Leggett, B.R.**, Krey, N., Snyder, C., & Ozcan, T. (2025, February). “Adverse Childhood Experiences as Predictors of Susceptibility to Online Grooming.” Presented to the Annual American Marketing Association Winter Conference, Phoenix, AZ.
- O’Connor, K.W., **Leggett, B.R.**, Parker, J., Merkle, A.C., & Goehrig, L. (2024, November). “Who is Proctoring My Exam? The Impact of Artificial Intelligence Anxiety and Trust in Technology on Student Satisfaction.” Presented to the Annual Society of Marketing Advances Conference, Tampa, FL.
- Goehrig, L., **Leggett, B.R.**, Merkle, A.C., & O’Connor, K.W. (2024, November). “The Impact of Monetary Incentives on Employee Loyalty, Dishonest Behavior, and Goal Attainment: An Exploratory Study in Sales Management.” Presented to the Annual Society of Marketing Advances Conference, Tampa, FL.
- Merkle, A.C., Zmich, L., & **Leggett, B.R.** (2024, November). “Gritty Salespersons Mitigate Relationship Damage in Unethical Sales Subcultures.” Presented to the Annual Society of Marketing Advances Conference, Tampa, FL.
- Leggett, B.R.**, Parker, J., & Snyder, C. (2024, June). “Social Media and Online Predators: Combining Sentiment with Victim Antecedents.” Presented to the Gulf South Business Research Symposium, Mobile, AL. **Awarded best paper of the session.**
- Leggett, B.R.**, Parker, J., & Snyder, C. (2024, June). “Social Media and Online Predators: An Exploration of Influential Antecedents and Victim Antecedents.” Presented to the Gulf South Business Research Symposium, Mobile, AL.
- Leggett, B.R.**, Parker, J., Zoghby, J., Merkle, A.C., & Hair, J.F. (2023, November). “A Multi- Group Analysis of Social Media Influencers by Genre.” Presented to the Annual Society of Marketing Advances Conference, Fort Worth, TX.
- Ledet, A., **Leggett, B.R.**, & Zoghby, J. (2023, November). “Think Impartial Statements About a Brand are Better than Pessimistic Comments? Think Again!” Presented to the Annual Society of Marketing Advances Conference, Fort Worth, TX.
- Hopkins, K., Parker, J., **Leggett, B.R.**, Haytko, D., Butler, D., & Mossaei, N. (2023, November). “Faculty Burnout or Well-Being? Using the Wellness Wheel to Reflect and Create an Action Plan for Well-Being.” Presented to the Annual Society of Marketing Advances Conference, Fort Worth, TX.
- Goehrig, L., **Leggett, B.R.**, & Merkle, A.C. (2023, November). “A Multi-Group Analysis of the Effect of Monetary Incentives on Employee Loyalty and Goal Attainment of Salespeople.” Presented to the Annual Society of Marketing Advances Conference, Fort Worth, TX.

- Leggett, B.R. & Zoghby, J.** (2023, March). “Defining the Emerging Student-Athlete Influencer.” Presented to the Annual Academy of Business Research Conference, New Orleans, LA.
- Leggett, B.R.** (2022, March). “Social Media Followers: Are They Buying it?” Presented to the Annual Association of Marketing Theory and Practice Conference, San Destin, FL.
- Leggett, B.R. & Hessick, C.** (2022, March). “Humor as an Antecedent to Social Media Influencers’ Perceived Authenticity.” Presented at the Annual Academy of Business Research Conference, New Orleans, LA.
- Leggett, B.R.** (2021, November). “Social Media Influencers: Effectiveness of Influence Throughout the Journey.” Present at the Annual Society of Marketing Advances Conference, Orlando, FL.
- Parker, J., James, K., & **Leggett, B.R.** (2021, November). “Digital Marketing Education: a 25 Year Review of the Literature.” Presented at the Annual Society for Marketing Advances Conference, Orlando, FL.
- Merkle, A., Hessick, C., **Leggett, B.R.**, et al. (2020, February). “Up rooting: A Sports Marketing Analytics Based Exploration of Attendance in Major League Baseball.” Presented at the Annual Association of Marketing Theory and Practice Conference, San Destin, FL.
- Leggett, B.R.** (2019, March). “I’m Just Browsing: Using Personality Traits to Moderate the Relationship of Personalized Advertising and Purchase Intentions.” Paper presented at the Annual Academy of Business Research Conference, New Orleans, LA.
Awarded best paper of the session.

Invited Presentations

- Leggett, B.R.** (2025, December). “The New Arms Race: AI from the Classroom to the Battlefield to the Neighborhood” Presented to the Montaigne Society, Lake Charles, LA.
- Leggett, B.R.** (2024, November). “Testing Hypotheses with Linear Regression Doesn’t Have to be Scary” Presented to the MBA Marketing Research Class at the Sykes College of Business at University of Tampa.
- Leggett, B.R.** (2024, October). “Managing Side Hustle Growth + Intrepreneurship” Presented to the Entrepreneurship Class at the School of Business at Ole Miss University.
- Leggett, B.R.** (2024, June). “Reviewing for Academic Service: Where do you start?” Presented to the Mitchell College of Business Ph.D. Cohort 12.
- Knowles, S. & **Leggett, B.R.** (2023, July). “GPT 4.0: Prompts and Add-ons for Business Educators” Presented to the annual Arkansas Business Education Association conference.

Leggett, B.R. (2023, June). “ChatGPT: The H.R. Sidekick You Never Knew You Needed (And It Doesn’t Take Coffee Breaks!)” Presented to the Bayou SHRM Monthly Meeting, Thibodaux, LA.

Leggett, B.R. (2023, May). “There is Honor in the Striving for Excellence!” Presented to the junior/senior ring ceremony at River Oaks School, Monroe, LA.

Leggett, B.R. (2023, March). “ChatGPT: Pros and Cons for Higher Education.” Presented to the faculty at the University of Arkansas at Monticello.

Leggett, B.R. (2023, March). “Data Privacy and the Marketing Perspective.” Presented to the monthly NelaTek Meetup, Monroe, LA

Other Educational Work Experience

Neville High School

Mathematics (2014-2022)

Caldwell High School

Mathematics & Science (2011-2014)

Ouachita Parish High School

Mathematics (2010-2011)

Lee Junior High School

Business Communications (2007-2010)

Bastrop High School

Mathematics (2006-2007)

Riverfield Academy

Business Communications & Law (2004-2006)

River Oaks School

Business Communications (2002-2004)

Continued Learning

Reshaping Higher Education with AI Fluency Seminar, presenters: Mark Ciampa & Corinne Hoisington, Cengage (September 2025)

NelaTek Cybersecurity Seminar and Meetup, presenter: Ron Hiltz, Oracle Database Administrator / Delivery Manager, IBM (March 2025).

NelaTek Cybersecurity Seminar and Meetup, presenter: Joshua Tannehill, Cybersecurity Sales Engineer, Global Data Systems (February 2025).

HubSpot Education Partner Program (October 2023).

Stukent’s Webinar: How A.I., ChatGPT, and Modern Tech Have Disrupted the Landscape of Higher Education (March 2023).

HubSpot Academy: Frictionless Sales Certification (February 2023).

HubSpot Academy: Social Media Certification (February 2023).

Qualtrics’ Webinar: Making the Customer Happy: Quality management for customer

experience (February 2023).

NelaTek Cybersecurity Seminar and Meetup, presenter: Joshua Tannehill, Senior Manager, Lumen Technology (October 2022).

South Alabama University Marketing Analytics Seminar, presenters: Haya Ajjan and Dana Harrison (October 2021).

Professional Honors

JP Morgan Chase Professorship in Business, McNeese State University

November 2025

Distinguished Empirical Paper, Advances in Business Management Conference,

October 2025

Neville Top 20 Honored Teacher, February 2025

Best Session Paper, Academy of Business Research Conference, June 2024

N.H.S. National Honor Society's Teacher of the Month, May 2021

Neville Top 20 Honored Teacher, February 2021

Best Session Paper, Academy of Business Research Conference, March 2019

N.H.S. National Honor Society's Teacher of the Month, October 2016

LHSAA 4A Football State Champion (Football) 2014 & 2015

Professional Societies Memberships

Academy of Marketing Science

Association of Marketing Theory & Practice

Society for Marketing Advances

Academy of Business Research Service

Institutional Service

McNeese State University College of Business Recruiter, Grand Lake High School

Recruiter (November 2025)

McNeese State University College of Business Student Engagement Committee

Member (2025)

McNeese State University College of Business Cowboy Commitment Day Advising Session

Participant (2025)

McNeese State University College of Business Student Scholarship Committee

Member (2025)

McNeese State University College of Business Curriculum Committee

Member (2025)

McNeese State University Consortium for Computing Sciences in Colleges South Central
Region Annual Conference

Keynote Panel Speaker (2025)

University of Arkansas at Monticello Artificial Intelligence Policy Committee

Member (2024)

University of Arkansas at Monticello Athletic Committee

Member (2023-2024)

University of Arkansas at Monticello Business LinkedIn

Manager/Content Creator (2023-2024)

University of Arkansas at Monticello Institutional Review Board Committee

Member (2022-2024)

Academic Service

Academy of Marketing Science Marketing Education and Pedagogy Track

Co-chair (2025-26)

Academy of Marketing Science Supply Chain and B2B Marketing

Program Committee (2025)

Journal of Small Business Strategy

Reviewer (2025)

Society of Marketing Advances Conference Branding and IMC Track

Reviewer (2025)

Gulf South Business Research Conference

Program Chair (2025)

Academy of Marketing Science Public Policy Track

Program Committee (2025)

Academy of Marketing Science World Marketing Congress Big Data Track

Program Committee (2025)

Society of Marketing Advances Conference

Reviewer (2024)

Academy of Business Research Conference

Session Chair (2024-25)
Gulf South Business Research Symposium
Founder / Program Co-Chair (2024)
Academy of Marketing Science Social Media and Digital Marketing Track
Co-chair (2024)
Journal of Marketing Education
Reviewer (2022-present)
Journal of Business Research Social Media Team
Content Creator (2023-present)
Psychology & Marketing
Reviewer (2023)
Society of Marketing Advances Teaching Moments Track
Reviewer (2023)
Academy of Marketing Science Conference Program Social Media Track
Committee Member (2021-22)
Academy of Marketing Science Conference Program Research Methods Track
Committee Member (2021-22)

Community Service

No Limit Networking
Vice President (2025-Present)
River Oaks High School Game Day Audio
Coordinator (2022-Present)
Twin City Ballet Board of Directors
Member (2023-2025)
Humane Society Adoption Center
Volunteer (2023)
Food Bank of Northeast Louisiana
Volunteer (2023)
River Oaks Football Junior Varsity
Announcer (2023)
North Louisiana B.B.Q. Championship
Judge (2023)
River Oaks School Athletic Committee
Chair (2020-2021)
Monroe Educational Foundation Board of Directors
Member (2019-2023)

Professional Experience

Cengage Faculty Partner Network
Faculty Partner (2024-present)
All-Star Turf Management
Sole Proprietor (2007-2022)
Absolute Diagnostics
Marketing Consultant (2021)
Birmingham Parking Authority
Marketing Consultant (2019)
Coors of Northeast Louisiana
Salesperson (2000-02)

Popular Press/Other Appearances

- Leggett, B.R. (2025) *Why Car Insurance Companies Use Celebrity Endorsers*. San Francisco, CA: WalletHub.com https://wallethub.com/cheap-car-insurance/louisiana#experts=Britton_R_Leggett
- Leggett, B.R. (2025) *Personal Budgeting Considering Maslow's Hierarchy*. San Francisco, CA: WalletHub.com https://wallethub.com/edu/b/budget-categories/144143#expert=Britton_R_Leggett
- Leggett, B.R. (2025) *AI-Powered Teaching: Personalizing Online Courses Without Wasting Time*. Boston, MA: Cengage.com <https://blog.cengage.com/ai-powered-teaching-personalizing-online-courses/>
- Leggett, B.R. (2024) *Career Talk: The Heart of Teaching*. Boston, MA: Cengage.com https://blog.cengage.com/career-talk-the-heart-of-teaching/?utm_campaign=awrn_soc_fa24&utm_medium=organicsocial&utm_source=linkedin&utm_content=2649130
- Leggett, B.R. (2024) *Commentary on Warren Buffett and Geico Insurance*. San Francisco, CA: WalletHub.com https://wallethub.com/edu/ci/geico-car-insurance-review/62236#expert=Britton_R_Leggett
- Leggett, B.R. (2024) *Best Credit Card Deals Commentary*. San Francisco, CA: WalletHub.com https://wallethub.com/best-credit-card-deals#expert=Britton_R_Leggett

Leggett, B.R. (2024) *Insurance Using Celebrity Endorsers and Pricing Commentary*. San Francisco, CA: WalletHub.com

https://wallethub.com/cheap-car-insurance/arkansas#experts=Britton_R._Leggett

Leggett, B.R. (2024) *Best Car Insurance in Arkansas Commentary*. San Francisco, CA: WalletHub.com

https://wallethub.com/car-insurance/arkansas#britton_r._leggett

Leggett, B.R. (2022) *Big Data and Data Privacy*, Monticello, AR: MonticelloLive.com

<http://www.monticellolive.com/uam-research-symposium-yields-results-about-data-privacyconcerns/>