

Kelly O. Cowart
Assistant Professor, Department of Marketing

Office: 344C DEV
Phone: (616) 331-7304
Email: cowartk@gvsu.edu

Education

- Ph.D. – (Marketing) Florida State University
- MBA – (Organizational Behavior) Syracuse University
- BS – (Business Management) University of Florida

Teaching Areas

- Marketing Research
- Advertising and Promotions
- Retail

Research Interests

- Role of Stereotypes in Marketing
- Cross-cultural Marketing
- Marketing Strategy

Selected Publications

Cowart, K., Fox, G., Wilson, A. (2008). "A Structural Look at Consumer Innovativeness and Self Congruence in New Product Purchases," *Psychology & Marketing*, Vol. 25(12), pp. 1111-1130.

Cowart, K., Goldsmith, R. (2007). "Influence of Consumer Decision Making Styles on Online Fashion Consumption of College Students," *International Journal of Consumer Studies*, Vol. 31(6), pp. 639-647.

Frontiers in Services Conference, "Service Promptness: Identifying the Role of Speed in Consumer-Based Service Encounters", Cowart, K., Long-Tolbert, S., San Diego, California, Frontiers in Services Conference. (2007).

Association of Consumer Research Conference, "A Structural Look at Consumer Innovativeness and Self Congruence in New Product Purchases", Cowart, K., Fox, G., Wilson, A., Orlando, Florida, Association of Consumer Research Conference. (2006).

Academic/Professional Activities

- American Marketing Association
- National Black MBA Association
- Grand Rapids Chamber of Commerce Multiracial Association of Professionals



Awards

- College of Business Teaching Excellence Award
- National Summer Institute Fellow, University of Denver
- Russell V. Ewald Award for Excellence & Human Services
- American Marketing Association Foundation Valuing Diversity Scholarship
- National Black MBA Association H. Naylor Fitzhugh Scholarship