

CONOR M. HENDERSON

Lundquist College of Business
University of Oregon
Eugene, OR 97403-1208

Office: 486 Lillis
541.346.2839
conorh@uoregon.edu

EDUCATION & ACADEMIC POSITIONS

University of Oregon, Lundquist College of Business

- Associate Professor of Marketing, 2020-present
- Judy and Hugh Oliphant Research Scholar, 2020-present
- Assistant Professor of Marketing, 2013-2020

CY Cergy Paris Université and the ESSEC Business School

- Fellowship-in-Residence, Visiting Professor at CY Institut d'Études Avancées, 2021-2022

Sales and Marketing Strategy Institute

- Research Fellow, 2019-present

University of Washington, Foster School of Business

- Visiting Associate Professor, 2023-2024
- Affiliated Researcher at the Center for Sales and Marketing Strategy, 2014-Current
- Ph.D. in Business Administration, Marketing, 2013
- M.S. in Business Administration, Marketing, 2010

Gonzaga University, School of Business Administration

- B.A. in Business Administration, Marketing and Finance, Summa Cum Laude, 2008
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RESEARCH

Publications

Henderson, Conor M., Lena Steinhoff, and Robert W. Palmatier (2026), "Cooperation: An Enduring Theory of Relationship Marketing," *Journal of the Academy of Marketing Science*, DOI:10.1007/s11747-026-01158-0.

Henderson, Conor M., Marc Mazodier, and Jamel Khenfer (2025), "The Positive Effects of Integrated Advertising, Featuring Diverse Ensembles, on Societal Identification and Mainstream Brand Value," *Journal of the Academy of Marketing Science*, 53 (2), 617-642, <https://doi.org/10.1007/s11747-023-00977-9>

Steinhoff, Lena, Robert W. Palmatier, Kelly D. Martin, Grace Fox, Conor M. Henderson, Julian K. Saint Clair, Shuai Yan, Ju-Yeon Lee, Taylor Perko, Colleen M. Harmeling (2022), "Commentaries on Relationship Marketing: The Present and Future of Customer Relationships in Services," *SMR - Journal of Service Management Research*, 6 (1), 2-27, <https://doi.org/10.5771/2511-8676-2022-1-2>

Henderson, Conor M., Lena Steinhoff, Colleen Harmeling, and Robert W. Palmatier (2021), "Customer Inertia Marketing," *Journal of the Academy of Marketing Science*, 49 (2), 350-373, <https://doi.org/10.1007/s11747-020-00744-0>

- Hilton, Bryson, Bitah Hajihashemi, Conor M. Henderson, and Robert W. Palmatier (2020), "Customer Success Management: The Next Evolution in Customer Management Practice?" *Industrial Marketing Management*, 90 October, 360-369, <https://doi.org/10.1016/j.indmarman.2020.08.001>
- Henderson, Conor M., Marc Mazodier, and Aparna Sundar (2019), "The Color of Support: The Effect of Sponsor-Team Visual Congruence on Sponsorship Performance," *Journal of Marketing*, 83 (3), 50-71, <https://doi.org/10.1177/0022242919831672> equal authorship.
- Awarded 2020 Sports Marketing "Paper of the Year" by the American Marketing Association's Sports Marketing SIG
- Mazodier, Marc, Conor M. Henderson, and Joshua T. Beck (2018), "The Long Reach of Sponsorship: How Fan Isolation and Identification Strength Jointly Shape Sponsorship Performance," *Journal of Marketing*, 82 (6), 28-48, <http://dx.doi.org/10.1177/0022242918807673> equal authorship.
- Awarded 2019 Sports Marketing "Paper of the Year" by the American Marketing Association's Sports Marketing SIG
- Earlier version <http://www.msi.org/reports/the-long-reach-of-sponsorship-how-fan-isolation-and-identification-strength/>
- Beck, Joshua T., Colleen Harmeling, Yashoda Bhagwat, and Conor M. Henderson (2016), "Economic Inequality, Trust, and Brand Leadership" *Marketing Science Institute* (MSI 16-109) <http://www.msi.org/reports/economic-inequality-trust-and-brand-leadership/>
- Watson IV, George F., Joshua T. Beck, Conor M. Henderson, and Robert W. Palmatier (2015), "Building, Measuring, and Profiting from Customer Loyalty," *Journal of the Academy of Marketing Science*, 43(6), 790-825, <http://link.springer.com/article/10.1007/s11747-015-0439-4>
- Earlier version <http://www.msi.org/reports/unpacking-loyalty-how-conceptual-differences-shape-the-effectiveness-of-cus/>
- Lee, Ju-Yeon, Shrihari Sridhar, Conor M. Henderson, and Robert W. Palmatier (2015), "Effect of Customer-Centric Structure on Long Term Financial Performance," *Marketing Science*, 34 (2), p. 250-268, <http://pubsonline.informs.org/doi/ref/10.1287/mksc.2014.0878>
- Earlier version <http://www.msi.org/reports/effect-of-customer-centric-structure-on-firm-performance/> recognized as Top 10 most read MSI articles in 2012
- Featured in "Journal Selections from MSI 2015" for managerial insights.
- Henderson, Conor M., Lena Steinhoff, and Robert W. Palmatier (2014), "Consequences of Customer Engagement: How Customer Engagement Alters the Effects of Habit-, Dependence-, and Relationship-Based Intrinsic Loyalty" *Marketing Science Institute* (MSI 14-121) <http://www.msi.org/reports/consequences-of-customer-engagement-how-customer-engagement-alters-the-effe/>
- Awarded the Robert D. Buzzell MSI Best Paper Award
- Carter, Robert E., Conor M. Henderson, Inigo Arroniz, and Robert W. Palmatier (2014), "Effect of Salespeople's Acquisition-Retention Trade-Off on Performance," *Journal of Personal Selling & Sales Management*, 34 (2), p. 91-111, <http://dx.doi.org/10.1080/08853134.2014.890903>
- Included in Routledge Social Sciences' collection of most downloaded articles of 2014
- Henderson, Conor M., Joshua T. Beck, and Robert W. Palmatier (2011), "Review of the Theoretical

Underpinnings of Loyalty Programs,” *Journal of Consumer Psychology*, 21 (July), 257-276, <http://www.sciencedirect.com/science/article/pii/S1057740811000258>

Henderson, Conor M. and Robert W. Palmatier (2010), “Understanding the Relational Ecosystem in a Connected World,” in *The Connected Customer: The Changing Nature of Consumer and Business Markets*, eds. Stefan Wuyts, Marnik G. Dekimpe, Els Gijsbrechts, and Rik Pieters. New York: Routledge, 37-75, <http://www.worldcat.org/oclc/419792840>

Ongoing Research

- Be Real or Be Perfect? An integrative theory of influencer strategic self-disclosure, with Woocheol Kim and Julian Saint Clair (under review at the *Journal of the Academy of Marketing Science*)
- The effectiveness of advertising in news media, with Jessica Canfield, John Clithero, and Marc Mazodier, (revising after reject and resubmit at the *Journal of Marketing*)
- Dynamic interplay between different types of influencer content, with Woocheol Kim
- Positioning creator support benefits, with Mohammadjavad Shabankareh

Research Presentations

“A Theory of Strategic Self Disclosure for Athlete Influencer Marketing Success,” American Marketing Association Conference, February 2025, with Woocheol Kim* and Julian K. Saint Clair.

“An Appetite Theory of Advertising Context Effects,” Marketing Department Foster School of Business at the University of Washington, January 2024, with Jessica Canfield, John Clithero and Marc Mazodier.

“Be Real or Perfect? Dual Effects of Social Media Influencers’ Self-Disclosure,” Association of Consumer Research, October 2023, with Woocheol Kim* and Julian K. Saint Clair.

“News Advertising Elasticities in a Hyper Partisan Political Context,” American Marketing Association Conference, February 2023, with Jessica Canfield* John Clithero, and Marc Mazodier.

“The Symbiotic Relationship between Societal Identification, Social Proof based Brand Equity, and Integrated Inclusive Advertising in Multiracial Societies,” American Marketing Association Conference, February 2023, with Marc Mazodier and Jamel Khenfer.

“Influencer Post Purpose: Effects of Influencer Post Purpose Type on Engagement and Carryover Effects on Other Posts,” American Marketing Association Conference, February 2023, with Woocheol Kim*.

“Identity Representation and Portrayals in Advertising and Marketing Communications,” American Marketing Association Conference, February 2023, Special Session Co-Chair and Discussion Leader with Julian K. Saint Clair.

“The importance of racial and ethnic integration in advertising for both societal identification and prominent leading brands,” University of San Diego, Knauss School of Business, December 2022.

“‘I’ll make you lots of money!’: When Buyers Succeed with B2B Purchases,” ISBM Academic

Conference 2022 Advances in B2B Markets, August 2022, with Bryson Hilton*.

“The Effects of Economic Inequality on Brand Performance,” HEC / INSEAD / ESSEC Three Schools Seminar, March 2022, with Marc Mazodier.

“Inequality Erodes Trust in Powerful Seeming Brands; and Unearthing Hidden Constructs,” HEC, France, March 2022.

“Emerging Research on Socio-Political Challenges for Brand Management,” CY Institut d’Études Avancées, CY Cergy Paris Université, November 2021.

“Managing Brands and Customer Relationships through Inertia and Socio-Political Dynamism,” ESSEC Business School, October 2021.

“Change Agent or Threat?: The Effect of NFL Black Quarterbacks on Social Cohesion,” American Marketing Association’s Marketing + Public Policy Conference, June 2021, with Woocheol Kim* and Julian K. Saint Clair.

“The Triumph and Troubles of Community Branding According to Levels of Community Consensus,” American Marketing Association Conference, February 2020, with Jessica Canfield* and John Clithero.

“The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance,” Florida State University, June 2018, with Joshua T. Beck* and Marc Mazodier.

“Brand Leadership in the Inequality Era,” Payne Research Symposium, University of Arizona, January 2018, with Joshua T. Beck,* Colleen Harmeling, and Yashoda Bhagwat.

“How Social Context Shapes Effectiveness of Investments in Consumer-Brand Relationships,” Gonzaga University, October 2017.

“Marketing to Fans all over the World: How Fan’s Identification and Social Context Jointly Shape Brand Sponsorship Effectiveness,” American Marketing Association Conference, August 2017, with Marc Mazodier and Joshua T. Beck.

“The Role of Team-Sponsor Logo Color Congruity in Sponsorship Effectiveness,” Academy of Marketing Science Conference, May 2017, with Marc Mazodier and Aparna Sundar.

“The Unintended Consequences of Customer Engagement on Intrinsic Loyalty”, Thought Leaders in Service Marketing Strategy Conference in France, June 2016, with Lena Steinhoff, Colleen Harmeling*, and Robert Palmatier.

“Economic Inequality and Brand Performance,” American Marketing Association Conference, August 2016, with Colleen Harmeling, Yashoda Bhagwat*, and Conor M. Henderson

“How Minority Status and Fan Commitment Affect Sponsorship Evaluation” World Marketing Congress in France, July 2016, with Marc Mazodier*.

“Economic Inequity, Trust, and Brand Leadership” 2016 Theory + Practice in Marketing Conference, May 2016, with Joshua Beck, Colleen Harmeling*, and Yashoda Bhagwat.

- “Exploring Brand Mind Perception: Does a Brand have a Mind of Its Own?” American Marketing Association Conference, February 2016, with Xie, Jeffrey* and T. Bettina Cornwell.
- “Unintended Consequences of Engaging Customers with Loyalty Initiatives,” American Marketing Association Conference, February 2014, with Robert Palmatier.
- Winner of the Best Paper Award in the “Marketing of Services” Track
- “Unintended Consequences of Loyalty Initiatives,” presentations at University of Alabama, University of Oklahoma, University of Oregon, University of Tennessee, Drexel University, Iowa State University, Michigan State University, and Southern Methodist University, Fall of 2012.
- “Unpacking Loyalty: A Meta-analytic Review for B2B Relationships,” Special session: Emerging Interorganizational Issues, American Marketing Association Conference, August, 2012, with George F. Watson IV*, Joshua T. Beck, and Robert W. Palmatier.
- “Unintended Consequences of Loyalty Programs: Altering Intrinsic-Loyalty Mechanisms,” UW/UBC Annual Marketing Conference, June 2012, with Robert W. Palmatier.
- “Structural Sources of Customer Centricity: An Empirical Examination,” American Marketing Association Conference, August 2011, with Ju-Yeon Lee*, Shrihari Sridhar, and Robert W. Palmatier.
- “Dynamic Perspective of Customer Loyalty,” American Marketing Association Conference, August 2010, with Robert W. Palmatier.
- “Leveraging Groups: The Driving Force of Prejudice on Loyalty,” American Marketing Association Conference, August 2010, with Joshua T. Beck* and Robert Palmatier.
- “Understanding the Role of Randomness, Groups, and Gratitude in Relationship Marketing,” American Marketing Association Conference, February 2010, with Joshua T. Beck and Robert W. Palmatier.

*Conor Henderson presented unless presenter indicated by asterisk

HONORS AND AWARDS

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|---|------|
| - Faculty Representative, The 54th Annual Haring Symposium , Indiana University’s Kelly School of Business | 2024 |
| - Maletis Supplemental Research Support for Tenure Track Faculty , Lundquist College of Business, University of Oregon | 2023 |
| - Maletis Supplemental Research Support for Tenure Track Faculty , Lundquist College of Business, University of Oregon | 2022 |
| - Judy and Hugh Oliphant Research Scholar , University of Oregon | 2022 |
| - Excellence in Undergraduate Teaching Award , Lundquist College of Business, University of Oregon | 2021 |
| - CY Initiative of Excellence Fellow-in-Residence , CY Cergy Paris Univeristé, ESSEC | 2021 |
| - Judy and Hugh Oliphant Research Scholar , University of Oregon | 2020 |
| - Paper of the Year in Sports Marketing , American Marketing Association | 2020 |
| - Paper of the Year in Sports Marketing , American Marketing Association | 2019 |
| - Best Reviewer Award , Journal of the Academy of Marketing Science | 2019 |

- **Kageyama Research Funds Award**, Lundquist College of Business, University of Oregon 2019
- **Goulet Research Excellence Award**, Lundquist College of Business, University of Oregon 2016
- **Robert D. Buzzell MSI Best Paper Award**, Marketing Science Institute 2016
- **Kageyama Research Funds Award**, Lundquist College of Business, University of Oregon 2016
- **Dean’s Research Award**, special research funds, Lundquist College of Business, University of Oregon 2015
- Twice nominated for the **Excellent Faculty Advising Award**, University of Oregon 2015
- **Best Paper Award in Marketing of Services Track**, Winter AMA Conference 2014
- **Michael G. Foster Scholarship**, research support award, Foster School of Business, University of Washington 2013
- **Stroum Endowed Fellowship in Business Administration**, research support award, Foster School of Business, University of Washington 2013
- **Fellow at the 47th Annual AMA Sheth Foundation Doctoral Consortium** 2012
- **Boeing Fund for Academic Excellence**, research support award, Foster School of Business, University of Washington 2012
- **Evert McCabe Endowed Fellowship Private Enterprise**, research support award, Foster School of Business, University of Washington 2012
- **Dean’s Achievement Award**, Ph.D. program, Foster School of Business, University of Washington 2011
- **Executive MBA Top Teaching Assistant Award**, selected by the 2010 EMBA Class, Foster School of Business, University of Washington 2011
- **The Graduate School’s Top Scholar Recruiting Award**, University of Washington 2008

TEACHING

Teaching Publications and Projects

Henderson, Conor, Shrihari Sridhar and Alejandro Lerza Durant (2017), “Acquiring New Customers in the Hospitality Industry,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.

Henderson, Conor, Shrihari Sridhar and Alejandro Lerza Durant (2017), “Segmenting the Smartwatch Market,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.

Sundaresan, Gautam, Shrihari Sridhar and Conor Henderson (2017), “New Product Development With Conjoint Analysis at MobilMax Inc.,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.

Marketing analytics instructional videos posted to YouTube, over 100K views, example video <https://youtu.be/FJCOJoXL59Q>

Digital marketing strategy consulting, projects include consumer surveys, segmentation analysis, and the design and launch of digital advertisements and authored reports for the Sustainable Cities Institute “A Marketing Blueprint to Enhance Local Businesses in Oakridge, Oregon” 2024 and “Elevating Oakridge Oregon: a Tourism Marketing Initiative” 2025, Portland Trail Blazers 2019, the Eugene Emeralds 2018, and the Oregon Ducks 2017.

Courses Taught

Marketing Strategy Research, PhD

Marketing Management, undergraduate, MBA, and Executive MBA at University of Oregon

Marketing Strategy, awarded the 2021 Excellence in Undergraduate Teaching Award,

Undergraduate, and Executive MBA at University of Oregon and University of Washington

Marketing Research, undergraduate

Sports Marketing, undergraduate

SERVICE

Reviewer:

- Area Editor:
 - Journal of the Academy of Marketing Science, 2025-present
- Editorial review board member:
 - Journal of the Academy of Marketing Science, 2016-2024, 2019 best reviewer award
 - Journal of Retailing, 2022-present
 - Journal of Advertising Research, 2022-present
- Ad hoc reviewer:
 - Journal of Marketing
 - Psychological Science
 - Journal of Public Policy and Marketing
 - European Journal of Marketing
 - MIT Sloan Management Review
 - Industrial Marketing Management
 - Journal of Business Research
 - Journal of Consumer Marketing
 - Scientific Reports
 - Journal of Service Management
 - International Journal of Sports Marketing and Sponsorship
 - International Journal of Hospitality Management
 - American Marketing Association's Conferences.
- Conference organizer:
 - Chair of the 2024 Joshua T Beck Northwest Marketing Symposium
 - Steering committee member of the Joshua T Beck Northwest Marketing Symposium
 - 2017 American Marketing Association's Interorganizational Issues in Marketing Track
 - 2023 American Marketing Association's Branding and Marketing Communication Track
 - Co-Chair and Discussant for "Identity Representation and Portrayals in Advertising and Marketing Communications" special session at 2023 Winter American Marketing Association Conference
- Grants and award reviewer:
 - John A. Howard/AMA Doctoral Dissertation Award
 - MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
 - Marketing Strategy Doctoral Consortium PhD student research proposal award
 - SCP Dissertation Proposal Competitions
 - Social Science and Humanities Research Council of Canada
 - Cergy Paris University CY Initiative of Excellence Fellowships
 - External PhD Thesis Examiner Griffith University

Department, College, and University Service:

- Lundquist College of Business' Artificial Intelligence Task Force, 2025-present
- Lundquist College of Business' Oregon Executive MBA Academic Committee, 2025-present
- University Faculty Advisory Committee member 2024-2025 and 2025-2026
- Dissertation committee member
 - Abby Frank, 2026, placement: University of Wyoming
 - Bryson Hilton, external member, 2025, placement: Radford University
 - Woocheol Kim, chair, 2024, placement: Fairfield University
 - Jessica Canfield, chair, 2023, placement: Qualtrics
 - Chi Tran, 2023, placement: Texas Christian University
 - Andrew Edelblum, 2022, placement: University of Dayton
 - Aaron Charlton, 2019, placement: Illinois State University
 - Jeffrey Xie, 2017, placement: Western Michigan University
- Senior faculty mentor for junior faculty, Nick Light, 2023-2024
- PhD proseminar leader, 2019-2021
- PhD coordinator for the marketing department, 2019-2020, Summer 2023
- Lundquist College of Business dean search and recruiting committee member, 2023-2024
- Marketing department faculty recruiting committee, 2014, 2017, 2018, 2022 co-chair, 2024
- Marketing department social retreat chair, 2023
- Marketing curriculum review committee, 2019
- UO Summer Teaching Institute participant, 2024
- UO Sustainable Cities Year Program Faculty Project Organizer, 2024
- Undergraduate Honors thesis member:
 - James Townsend, 2026 (chair)
 - Stella Aversa, 2026 (chair)
 - Madeline Faaborg, 2021
 - Jordan Finci, 2017 (chair)
- Presented at UO Communications Experts Speaker Series, 2023
- Provided Faculty Debrief, research perspective at MBA “Diverse Narratives!” event
- Founding member of UO Marketing Analytics Group for analysis of big data on the high-performance computing center, 2017-present
- “UO Marketing PhD Student Days,” chair 2016
- Faculty advisor for clubs and events
 - Warsaw Hoopfest, 2019
 - Toyota + Net Impact Next Generation Mobility Challenge, 2016

Professional Memberships and Service:

- Sales and Marketing Strategy Institute, Research Fellow
- Center for Sales and Marketing Strategy at the University of Washington, Affiliated Researcher
- American Marketing Association. Contributor to American Marketing Association's “*The Marketing Academic Guidebook for Job Preparation, Placement, and Progression*,” 2014 and the 2024 AMA Marketing News edition of *Navigating the Progression from Doctoral Student to Marketing Professor*, Chapter 6: *Campus Interview and Job Talks*. Mentor at the “Junior Faculty Mentor Event Winter” AMA 2023.
- Marketing Science Institute, Society for Consumer Psychology, Association for Consumer Research, American Marketing Association
- Beta Gamma Sigma, National Business Administration Honor Society