

## Kealy Carter

Darla Moore School of Business  
University of South Carolina  
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### EDUCATION

University of South Carolina, Darla Moore School of Business, Columbia, SC  
Ph.D. in Business Administration (Marketing Concentration) 2014  
Advisors: Dr. Satish Jayachandran and Dr. Subhash Sharma

University of South Carolina, Darla Moore School of Business, Columbia, SC  
International Master of Business Administration (IMBA) 2007  
*Darla Moore Fellow*

American University, School of International Service, Washington, DC  
Bachelor of Arts, *Summa Cum Laude*, in International Studies. University Honors. 2002  
American University NCAA Division I Women's Tennis Team 1999-2002

WHU Koblenz, Otto Beisheim Graduate School of Management, Koblenz and Berlin, GERMANY  
EU Business Strategy and Market Integration 2006

TESOL (Teaching English to Speakers of Other Languages) Certified 2009

### PRIMARY RESEARCH INTERESTS

Sustainability (Consumer and Firm topics)  
Marketing Strategy

### PUBLICATIONS

Alsaman, Ali, Lateef Assi, Rahmna Kareem, Kealy Carter and Paul Ziehl (2021), "Energy and CO2 Emission Assessments of Alkali-Activated Concrete and Ordinary Portland Cement Concrete: A Comparative Analysis of Different Grades of Concrete," *Cleaner Environmental Systems*, 3, 2-11.

Carter, Kealy, Satish Jayachandran and Mitchel R. Murdock (2021), "Building a Sustainable Shelf: The Role of Firm Sustainability Reputation," *Journal of Retailing*,  
<https://doi.org/10.1016/j.jretai.2021.03.003>.

Assi, Lateef, Kealy Carter, Edward Deaver and Paul Ziehl (2020), "Review of Availability of Source Materials for Geopolymer/Sustainable Concrete," *Journal of Cleaner Production*, 121477.

David, Meredith E., Kealy Carter and Claudio Alvarez (2020), "An Assessment of Attachment Style Measures in Marketing," *European Journal of Marketing*, 54 (12), 3015-3049.

Assi, Lateef, Kealy Carter, Edward (Eddie) Deaver, Rafal Anay and Paul Ziehl (2018), “Sustainable Concrete: Building a Greener Future,” *Journal of Cleaner Production*, 198, 1641-1651.

Durvasula, Srinivas, Subhash Sharma and Kealy Carter (2012), “Correcting the *t* statistic for Measurement Error,” *Marketing Letters*, 23 (3), 671-682.

Carter, Kealy and Satish Jayachandran (2012), “Consumers and Sustainability at Walmart: A Student’s Perspective,” case study, The Walmart Sustainability Case Project, University of South Carolina and University of Arkansas (December 4).

## **BOOK CHAPTERS**

Assi, Lateef, Ali Als Salman, Kealy Carter and Paul Ziehl, “Energy Saving Materials.” *Handbook for Sustainable Concrete and Industrial Waste Management*, edited by Francesco Colangelo, Raffaele Cioffi and Ilenia Farina, Woodhead Publishing (Elsevier), 2022, 149-163.

## **MANUSCRIPTS SUBMITTED FOR PUBLICATION**

Assi, Lateef, Ali Als Salman, Rahman Kareem, Kealy Carter and Paul Ziehl, “Why Sustainable Concrete Cannot Penetrate Concrete Markets: A Critical Review”  
Status: Under 1<sup>st</sup> round review at *Journal of Cleaner Production*

Carter, Kealy, Satish Jayachandran and Priyali Rajagopal, “Food Sustainability: Concept, Measurement and Consumer Consequences”  
Status: Revise and Resubmit at *Journal of Marketing Research*

## **MANUSCRIPTS IN PROGRESS**

Kealy Carter and Meredith E. David, “The Role of Attachment Theory in Marketing: A Systematic Review of Two Decades of Research and Future Directions.”  
Status: Preparing manuscript for submission  
Target: *European Journal of Marketing*

Assi, Lateef, Ali Als Salman, Kealy Carter and Paul Ziehl, “Efficiency and Economic Viability of Ultra-High Performance Concrete.”  
Status: Writing manuscript  
Target: *Journal of Cleaner Production*

Barra, Cristobal, Ignacio Vargas and Kealy Carter, “Is Green Innovation Gender Sensitive? The Effect of Adding a Man or Woman Inventor’s Name on Green Innovation Acceptance”  
Status: Writing manuscript  
Target: *Organization & Environment*

David, Meredith E. and Kealy Carter, “Did Our Ad Mean to Do That?: Manipulating Attachment, Strategies for Feeling Secure in Advertisements.”  
Status: Collecting data  
Target: *Journal of Advertising*

## CONFERENCE PRESENTATIONS (asterisks denote presenter)

- Assi, Lateef\*, Kealy Carter and Paul Ziehl (2020), “Why Sustainable Concrete Cannot Penetrate Concrete Markets,” Presented at 9th International Workshop | Advances in Cleaner Production, May 26, 2020, Melbourne, Australia. *Special Mention*.
- Carter, Kealy\*, Satish Jayachandran and Mitch Murdock (2019), “Firm Sustainability Reputation, Construal Level and Sustainable Consumption,” Presented at *Journal of Retailing* Conference on Metrics and Analytics in Retailing, November 14-16, Atlanta, GA.
- Carter, Kealy\*, Satish Jayachandran and Mitch Murdock (2018), “Firm Sustainability Reputation, Construal Level and Sustainable Consumption,” Presented at *JACR* Research Boutique Conference on Prosocial Consumer Behavior, June 14-16, Whistler British Columbia, Canada
- Carter, Kealy\*, Satish Jayachandran and Mitch Murdock (2017), “Firm Sustainability Reputation, Construal Level and Sustainable Consumption,” Presented at 2017 Winter AMA special session “Investigating the Performance Implications of Sustainable Business Practices across Different Stakeholder Types,” February 17-19, Orlando, FL
- Carter, Kealy\* and Meredith E. David (2015), “Sustainamorphism: The Role of Attachment Style and Anthropomorphism in Sustainable Consumption,” Presented at 2015 American Marketing Association Winter Marketing Educators’ Conference - Sustainability Track, February 13-15, San Antonio, TX
- Carter, Kealy\* and Satish Jayachandran (2014), “Action Identification, Firm Sustainability Reputation and Sustainable Consumption,” Presented at the American Marketing Association 2014 Marketing & Public Policy Conference, June 5-7, Boston, MA.
- Carter, Kealy\* and A. Meike Eilert (2012), “Perceived Buyer Opportunism and Supplier Adoption of Buyer- Initiated Sustainability Practices,” Poster presented at the 2012 meetings of the American Marketing Association Summer Marketing Educators’ Conference, August 17-19, Chicago, IL.
- Carter, Kealy\* (2012), “Multi-Channel Success: The Integration of Marketing and Operations Capabilities and the Impact on Firm Performance,” Presented at the Southeast Marketing Symposium, February 2-4, 2012, Knoxville, Tennessee

## ACADEMIC SERVICE

Member Editorial Review Board, <i>Organization &amp; Environment</i>	September 2018-Present
Guest Editor of Special Issue, “Sustainability and Innovation: New Technologies Shaping the Marketplace,” <i>Sustainability</i>	Fall 2020-Summer 2021
Ad-hoc Reviewer, <i>European Journal of Marketing</i>	2021
Ad-hoc Reviewer, <i>Journal of Public Policy &amp; Marketing</i>	2020
Special Issue: Analytics Insights for Public Policy and Marketing	
Ad-hoc Reviewer, <i>Journal of Retailing</i>	2020
Special Issue: Metrics and Analytics in Retailing	
Ad-hoc Reviewer, <i>Organization &amp; Environment</i>	2017-2018
Ad-hoc Reviewer, <i>Business &amp; Society</i>	2016-2017
Ad-hoc Reviewer, Marketing & Public Policy Conference	2014-2021
Ad-hoc Reviewer, American Marketing Association Summer Marketing Educators’ Conference	2016-2022
Ad-hoc Reviewer, American Marketing Association Winter Marketing Educators’ Conference	2016-2021

## PRIMARY TEACHING INTERESTS

Marketing Strategy, Marketing Research, Sustainable Marketing

## TEACHING EXPERIENCE

University of South Carolina, Moore School of Business, Columbia, SC

Marketing Department

*Clinical Associate Professor*

July 2021 – Present

Sustainability in Business: Business, Markets & Sustainability (MKTG 711)

*Clinical Assistant Professor*

Fall 2015 – June 2021

Marketing Strategy & Planning (MKTG 465)

Marketing Research (MKTG 352, MKTG 702)

Marketing Scholars (MKTG 453)

Marketing Management (MKTG 701)

Global Marketing Management (DMSB 716)

Marketing Consulting Project (MKTG 750)

Conscious Capitalism: From Shareholders to Stakeholders (SCHC 375)

*Dissertation/Master's Thesis Committee Member*

Dan Haun, Ph.D. candidate in Mass Communications

2021

“Let’s Be Friends: Examining Consumer Brand Relationships Through  
The Lens of Social Exchange Theory”

Ashley Godwin, Ph.D. candidate in Pharmacy

2021

“Market Segmentation and Targeted Messaging to Improve HPV Vaccine Intentions in the  
College-Aged Population”

Pulkit Nigam, Ph.D. in Economics

2019

“Essays on Asymmetric Contests and Urbanization in India”

Lateef Assi, Master’s in Engineering Management

2017

“Cost and Fuel Usage Optimizations of Activating Solution-Based Silica  
Fume Geopolymer Concrete”

*Comprehensive Exam Committee*

Abdul Alnijadi, Ph.D. candidate in Pharmacy

Spring 2021

Ashley Godwin, Brian Amick and Shawn Xiong, Ph.D. candidates in Pharmacy

Summer 2020

Eric Chinakee, Ph.D. candidate in Pharmacy

Fall 2018

*Honor’s Thesis Advisor*

Spring 2016-Present

*Full-time Lecturer*

Fall 2014 – Summer 2015

Marketing Strategy & Planning (MKTG 465)

Marketing Research (MKTG 352, MKTG 702)

Marketing Scholars (MKTG 453)

Marketing Practicum (MKTG 750)

*Instructor*, Marketing Strategy & Planning (MKTG 465)

Spring 2013

*Advisor*, Center for Marketing Solutions MBA Marketing Research Project

Dec. 2013 – Feb. 2014

## UNIVERSITY AND TEACHING SERVICES

Darla Moore School of Business, University of South Carolina

- Member, President's Council on Sustainability Fall 2020-Present
- Member, IMBA/MBA Faculty Committee Summer 2020-Present
- Faculty of Record, IMBA Internship Fall 2017-Present
- Director, Sustainability Initiative Fall 2016-Present
- Faculty Advisor, Net Impact Student Organization Fall 2016-Present
- Head of Selection Committee for the Page Prize for Sustainability Issues in Business Curricula Fall 2016-Present
- Advisory Board Member, Center for Marketing Solutions Fall 2013-Present
- Member, USC Food Systems Strategy Committee 2020-2021
- Member, PMBA Faculty Committee 2020-2021
- Coordinator, MBA Impact Day Volunteer Activities Fall 2019
- Member, Search Committee, Director USC Office of Sustainability Spring 2019
- Head of Search Committee, Clinical Marketing Professor Fall 2018-Fall 2019
- Member, Selection Committee for the Page Prize for Sustainability Issues in Business Curricula Spring 2016
- Coordinator, Behavioral Research Laboratory Sessions Fall 2013 – Spring 2014
- Member, Dean Search Committee, Darla Moore School of Business Fall 2013

## INDUSTRY EXPERIENCE

Marketing Product Manager: FedEx, Memphis, TN (2007-2009)

Led the Strategic Marketing & Product Planning efforts for FedEx 2Day® Freight and FedEx 3Day® Freight services with \$330 million in annual revenue

Manager, Sales: CHEP, Köln, Germany (internship March-August 2006)

Guided a major European Sales initiative to convert a Distributor to the CHEP program from the initial stages through to a final sales pitch to be used with the customer and supported Marketing and Sales efforts to drive growth in Germany

Planning Manager, Midwest Region: CHEP, Orlando, FL (2003-2005)

Led a cross-functional team of Planning, Operations, and Logistics professionals to oversee the movement of seven million pallets per month and the operations of 56 service centers, manufacturing facilities and Total Pallet Management sites with an annual regional budget of \$120 million

Logistics Coordinator, Asset Recovery: CHEP, Orlando, FL (2003)

Arranged transportation with third-party transporters to recover pallets at non-participating locations

Credit and Collections Analyst: CHEP, Orlando, FL (2002-2003)

Concentrated on special projects within the department, including a modification of the cash posting process, a focus on the invoicing process, and a combined effort with Sales to resolve past due Account Receivable balances