

ALEXANDER C. LABRECQUE

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ACADEMIC APPOINTMENTS

University of New Hampshire	2021 – Present
Assistant Professor of Marketing, Peter T. Paul College of Business and Economics	

EDUCATION

Michigan State University	2021
Ph.D. Marketing	
Michigan State University	2018
M.S. Business Analytics	
Michigan State University	2016
B.A. Finance	

PUBLICATIONS

Good, Valerie, Amy Fehl, Alexander LaBrecque, and Clay Voorhees (2023), “Weathering the Storm: Motivating Resilience of Frontline Employees.” *Journal of Service Research*

Good, Valerie, Alexander LaBrecque, and Doug Hughes (2020) “Understanding and motivating salesperson resilience.” *Marketing Letters*

RESEARCH IN PROGRESS

UNDER REVIEW

LaBrecque, Alexander, Farnoosh Khodakarami, Clay Voorhees, and Paul Fombelle, “Native Advertising Effectiveness: An Examination of the Interplays Between Content and Context”

- *Under 3rd Round Revision at the Journal of Academy of Marketing Science*

WORKING PAPERS

LaBrecque, Alexander, Farnoosh Khodakarami and Clay Voorhees, “Digital Brand Management: Investigating the Benefits of Targeting and Domain Selection on Digital Advertising Effectiveness”

Runnalls, Blake, Nikos Dimotakis, and Alexander LaBrecque, “The Effect of Team Intelligence Configuration on Role Overload and Salesperson Turnover”

WORKS IN PROGRESS

LaBrecque, Alexander, Jonathan Beck and Shana Redd, “How Convenient! An Examination of The Planning Fallacy and Its Impact on The Perceived Value Of Convenience Services”

Khodakarami, Farnoosh, and Alexander LaBrecque, “Exploring the antecedents of loyalty point donation behavior”

CONFERENCES

Summer AMA Conference | Chicago, IL **August 2022**

*LaBrecque, Alexander, and Nagaraj Bukkapatnam, “Marketing Myopia 3.0: Learning ecosystem with university, industry, and future technology”

Winter AMA Conference | San Diego, CA **February 2020**

*LaBrecque, Alexander, Farnoosh Khodakarami, Clay Voorhees, and Paul Fombelle, “Native Advertising Effectiveness: An Examination of the Interplays Between Content and Context”

AMA CBSIG Conference | Bern, Switzerland **July 2019**

*LaBrecque, Alexander, Jonathan Beck and Shana Redd, “How Convenient! An examination of the planning fallacy and its impact on the perceived value of convenience services”

Theory and Practice in Marketing Conference | New York, NY **May 2019**

*LaBrecque, Alexander, Farnoosh Khodakarami, Clay Voorhees, and Paul Fombelle, “Native Advertising Effectiveness: An Examination of the Interplays Between Content and Context”

* Indicates presenting author

TEACHING EXPERIENCE*

UNIVERSITY OF NEW HAMPSHIRE

Social Media Marketing (4.59/5.00) 2023 – Present

Digital Marketing Consultancy (4.23/5.00) 2022 – Present

Marketing Analytics (4.70/5.00) 2021 – Present

Digital Marketing (4.57/5.00) 2021 – Present

MICHIGAN STATE UNIVERSITY

Market Analytics (4.70/5.00) Summer 2020

Marketing Strategy (4.59/5.00) Summer 2019

New Products Management (4.57/5.00) Fall 2018

Marketing Research (4.23/5.00) Summer 2018

Quantitative Business Research Methods (4.40/5.00) Summer 2018

Quantitative Business Research Methods (4.03/5.00) Summer 2017

* All ratings are for the question: “Rate the overall quality of the instructor” – where 1 = Poor and 5 = Excellent.

HONORS, AWARDS & SCHOLARSHIPS

Donald A. and Shirley M. Taylor Research Award	2021
Marketing Strategy Consortium	2021
Dissertation Completion Fellowship	2021
Stanley Hollander Teaching Award	2020
Graduate Office Fellowship	2017-2020
Albert Haring Doctoral Symposium (Discussant)	2019
Mittlestaedt Doctoral Symposium (Discussant)	2018
ISBM PhD Camp	2018

SERVICE

FIELD

Ad Hoc Reviewer AMS Review	2023
Ad Hoc Reviewer Journal of Business Research	2023
Ad Hoc Reviewer AMA CBSIG Conference	2019
Ad Hoc Reviewer Theory and Practice in Marketing Conference	2019
Managing Editor Journal of Personal Selling & Sales Management	2017-2018

UNIVERSITY OF NEW HAMPSHIRE

Undergraduate Thesis Advisor University of New Hampshire	2022-2023
Mentor Holloway Competition	2022
Departmental Representative Library	2021 – Present

MICHIGAN STATE UNIVERSITY

Judge All -MSU Sales Competition	2017-2019
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SELECTED COURSEWORK

MARKETING

Marketing Strategy	Dr. G. Tomas Hult
Statistical Models in Marketing	Dr. Roger Calantone
Seminar in Marketing Relations	Dr. Doug Hughes
Research Design in Marketing	Dr. Clay Voorhees
Seminar in Buyer Behavior	Dr. Clay Voorhees
Marketing Technologies and Analytics	Dr. Anjana Susarla
Organizational Research Methods	Dr. John Hollenbeck
Advanced Organizational Research Methods	Dr. Brent Scott

ECONOMETRICS & STATISTICS

ESTIMATE	Dr. Jeffrey Wooldridge
	Dr. Timothy Vogelsang
Intro to Econometric Methods	Dr. Kun Ho Kim
Advanced Econometric Methods	Dr. Timothy Vogelsang
Quantitative Methods III	Dr. Kun Ho Kim
Analysis of Survival Data	Dr. Marianne Hubner
Statistical Modeling for Business Analytics	Dr. Taps Maiti

REFERENCES

Farnoosh Khodakarami

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Michigan State University
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