

# DEMETRA ANDREWS

## **CONTACT INFORMATION**

Department of Marketing  
Florida State University  
821 Academic Way  
P.O. Box 3061110  
Tallahassee, FL 32306-1110  
dandrews2@fsu.edu

## **ACADEMIC APPOINTMENTS**

Assistant Professor of Marketing, Florida State University, Tallahassee, Florida

## **EDUCATION**

Ph.D. University of Houston - May 2009 (Marketing)  
M.B.A. University of Texas, Austin (Major: Marketing, Minor: Finance)  
B.B.A. Texas A&M University (Major: Marketing)

## **RESEARCH**

### **Current Research Interests**

Consumer behavior: Consumer uncertainty; decision inhibition; sequential choice; post-choice phenomena

### **Dissertation**

“Effect of Missing Information in Sequential Choice”

This research considers the post-purchase consequences of acting despite unresolved uncertainty. We explore practical implications for customer satisfaction, repeat purchasing, and switching, and propose two broad consequences that may occur. At a minimum, pre-choice uncertainty can yield higher commitment to choice as a result of consumer efforts to reduce post-purchase dissonance. Alternatively, the consumer may be more inclined to withhold commitment and distance him/herself from the choice. These differences can be expected to manifest in materially different ways in terms of the consumer's satisfaction with a purchase and/or likelihood of repurchase. We argue for moderating conditions that would lead to reduced commitment, demonstrate these effects, and consider how these effects may be moderated.

## Journal Publications and Papers under Review

Betsy Gelb, Demetra Andrews, and Son Lam (2007), “A Strategic Perspective on Sales Promotions,” *MIT Sloan Management Review*, 48 (Summer).

*Abstract:* We suggest the idea of a “monopoly window” between consumers’ response to a promotional concept and competitors’ reaction to it. We argue that when a promotion is complex, it spurs consumer confusion and uncertainty, lengthening consumer response delay, and when a promotion is easily imitated, competitive reaction is hastened. Either of these conditions reduce the monopoly window and hence the eventual payoff from the promotion. Accordingly, we demonstrate that attractive promotions that are readily understood by consumers but contain “hard-to-imitate” elements may result in higher payoffs.

Krishnamurthy, Parthasarathy, Demetra Andrews and Anuradha Sivaraman, “Impact of Missed Opportunities on Subsequent Action Opportunities: A Functional Counterfactual Perspective,” Accepted for presentation at the 2009 ACR Conference. Under revision for resubmission to the *Journal of Consumer Research*.

*Abstract:* The inaction inertia literature has generally instantiated inaction by means of instruction, wherein research participants are told that they missed an opportunity as opposed to missing the opportunity firsthand. Contrary to these robust findings, we demonstrate that missing the opportunity first-hand is likely to prompt the generation of functional counterfactuals that motivate action when faced with subsequent opportunities, mitigating inaction inertia. This point has practical significance because in real life, consumers typically experience inaction firsthand suggesting that research into such sequential choice phenomena may be best served by employing voluntary choice methods.

## Working and Conference Papers

Demetra Andrews (2008), “MySimon Sez: Reducing Negative Consequences of Missed Sales via Online Shopping Agents,” *Advances in Consumer Research*, Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research.

- Previous draft presented at 2007 AMA Summer Educator’s Conference
- Previous draft presented at 2007 KPMG PhD Project Conference

*Abstract:* The ‘offer devaluation’ explanation of inaction inertia argues that a missed discount can prompt consumers to devalue a current opportunity if the foregone offer is perceived to have been better than that which is currently available. In other words, missing a sale is purported to prompt an unfavorable temporal contrast and unwillingness to accept the current offer. If one can shift the evaluation context from the past to the present, such effect should be mitigated. We demonstrate this point using online shopping agents to shift the comparison context.

Demetra Andrews and Edward Blair, “The Nature of Uncertain Action,”

*Abstract:* Many studies have shown that uncertainty inhibits consumer choice, resulting in choice deferral and delay. However, consumers also make choices despite high levels of uncertainty. We label this phenomenon as “uncertain action.” This research considers the different paths that may lead to “uncertain action,” in terms of the different reasons why consumers might experience uncertainty, the different reasons why they might act despite uncertainty, and the different tactics through which action might be enabled. This research tests hypotheses regarding the interrelationships of these elements and also serves to establish a typology of the phenomenon for use in future research.

Krishnamurthy, Parthasarathy, Demetra Andrews and Anuradha Sivaraman (2006), “Missed Opportunities: An Examination of Drivers of Inaction Inertia,” *Presented at the Behavioral Decision Research in Management Conference.*

*Abstract:* Inaction inertia research focuses on a type of intertemporal non-choice behavior in which a consumer misses a “great” opportunity and subsequently passes on a “good” one. We conducted a simultaneous evaluation of different mechanisms that have been proposed as drivers of this effect. The results suggest that the most powerful explanation of inaction inertia is as a simple comparison (reference) effect, though other factors such as loss concretization and anticipated regret can play a role.

## **TEACHING**

### **Teaching Interests**

My work experience encompasses the areas of marketing strategy and planning, marketing management, and international marketing. I also have launched and operated my own company, providing valuable entrepreneurial experience. This broad exposure expands my teaching ability and interests beyond my research area such that I would enjoy teaching marketing principles, marketing strategy, marketing management, international marketing, or entrepreneurship, in addition to consumer behavior.

### **Teaching Experience**

- International Marketing: undergraduate (classroom); 2 semesters; Avg. evaluation: 4.7 / 5.0
- International Marketing: undergraduate (online); 2 semesters; Avg. evaluation: 4.8 / 5.0
- Applied Buyer Behavior: undergraduate (classroom); 2 semesters; Avg. evaluation: 4.7 / 5.0

## **ACADEMIC / MARKETING COMMUNITY SERVICE**

2009 Panelist KPMG PhD Project Marketing Doctoral Student Conference  
2009 Asia-Pacific ACR Conference – Reviewer  
2009 National Black MBA Assoc. Scholarship Application Reviewer  
2008 Academy of Marketing Science Conference - Reviewer  
2004-2008 University of Houston Doctoral Symposium – Event Planning / Coordination  
2007 Invited Presentation: “Introduction to International Marketing,” Import/Export Overview Series, Greater Houston Partnership, Houston, TX  
2005-2006 KPMG PhD Project Marketing Doctoral Student Association - Conference Planning Committee

## **AWARDS, HONORS, AND FELLOWSHIPS**

Dean’s Award of Academic Excellence (2009)  
AMA Sheth Doctoral Consortium Fellow (2008)  
National Black MBA Association PhD Research Fellowship \$12,500 (2008)  
AMA Foundation Valuing Diversity Scholarship - \$1000 (2007)  
University of Houston Doctoral Fellowship (2004-2008)  
University of Houston - Presidential Scholarship (2004-2006)  
University of Texas at Austin, Dean’s Award for Academic Excellence (1994)  
University of Texas at Austin, Sord Scholar Award for Academic Excellence (1993)

## **PROFESSIONAL AFFILIATIONS**

National Black MBA Association  
American Marketing Association  
Association for Consumer Research  
Society for Judgment and Decision Making  
KPMG PhD Project, Marketing Doctoral Student Association

## **INDUSTRY EXPERIENCE**

### **Future Plan, Inc., 2002 – 2006**

Owner and President. Firm services included: Marketing consulting/training and career definition/development classes

### **United Airlines, 1999 –2001**

International Marketing Manager

**American Airlines, 1994 - 1999**

Director – American Airlines Travel Academy  
Director of Strategic Planning - AMR Training Group  
Manager – Marketing, Revenue Management  
Senior Market Analyst – E-Commerce  
Analyst/Senior Analyst – Corporate Finance

**NationsBank, 1993**

Intern –Energy Group

**Mobil Oil Corporation, 1990 - 1992**

Territory Manager