

Jessica N. Canfield

September 2020

Lundquist College of Business
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EDUCATION

University of Oregon, Lundquist College of Business Marketing Ph.D. Student	2018-Present
University of Oregon, Lundquist College of Business M.S. in Marketing	2018-2020
Gonzaga University B.A. in Business Administration (Marketing & Economics), Magna Cum Laude B.A. in Economics, Magna Cum Laude	2015-2017
Scripps College	2013-2015

RESEARCH

Work in Progress

Canfield, Jessica N., Conor M. Henderson, John A. Clithero, Marc Mazodier
“Advertising Against Hard News”.

Canfield, Jessica N., Conor M. Henderson, John A. Clithero “The Triumph and
Troubles of Community Branding According to Levels of Community
Consensus”.

Tran, Chi, Jessica N. Canfield, Dave M. Markowitz “Consumer Engagement on
Twitter Following Brand Responses to Mass Shootings”.

Canfield, Jessica N., Conor M. Henderson, Jiao Zhang “Community Branding
Conundrum- The Effect of Community Branding on Willingness to Pay for
Luxury and Non-Luxury Good”.

Research Presentations

“The Triumph and Troubles of Community Branding According to Levels of
Community Consensus,” American Marketing Association Conference (February
2020), with Conor Henderson and John Clithero.

“Consumer Engagement on Twitter Following Brand Responses to Mass
Shootings” Poster presentation University of Oregon Center for Science
Communication Research Winter Research Forum (February 2020), with Chi
Tran and Dave M. Markowitz.

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HONORS & AWARDS

Academic scholarships

Smith Marketing Scholarship	2019-2020
University of Oregon Raymond Fellowship	2018-2019

SYMPOSIUMS & CONSORTIUMS

Mittelstaedt & Gentry Doctoral Symposium	2020
Discussant, cancelled due to COVID-19	

TEACHING

- Marketing Management, 1 section 2020
 - Marketing Research, 1 section 2019
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SERVICE

Conference Reviewer

- American Marketing Association (Winter 2020, Spring 2021)

Professional Memberships

- American Marketing Association
- Journal of Consumer Research
- Omicron Delta Epsilon, International Economics Honor Society