

Curriculum Vitae

# Davon M. Holmes

J. Mack Robinson College of Business, Georgia State University  
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## EDUCATION

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Doctor of Philosophy: Marketing Georgia State University, J. Mack Robinson College of Business	2027 (Expected)
Bachelor of Business Administration: Marketing Georgia State University, J. Mack Robinson College of Business	2021

## RESEARCH INTERESTS

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Substantive: Influencer Marketing, Consumer Well-Being, Consumer Engagement, Consumer-Based Strategy

Methodological: Experimental Design, Natural Language Processing (NLP)

## RESEARCH-IN-PROGRESS

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**Davon Holmes**, Barbara Duffek, and Naveen Donthu “The Role of Integrity in Driving Virtual Influencer Authenticity.”

Status: Under review at the Journal of the Academy of Marketing Science

**Davon Holmes**, Priscilla Peña, and Seth Ketron “How Virtual vs. Human Influencers Affect Authenticity in Brand Activism”

Status: Data collection in progress

**Davon Holmes**, Naveen Donthu, and Lane Fronczek “Virtual Influencers and Status: How Status Changes with Influencer Partnerships.”

Status: Data collection in progress

## HONORS, AWARDS, AND GRANTS

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AMA/The PhD Project’s 2023 Valuing Diversity PhD Scholarship-Winner

Society for Marketing Advances 2024-Doctoral Consortium Fellow

## INVITED SESSIONS AND PANELS

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The PhD Project's Annual Conference, Chicago, IL, 2025

- Marketing Breakout Session Panelist

## SERVICE TO THE DISCIPLINE

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*American Marketing Association Marketing and Public Policy Conference*

- AMA Marketing and Public Policy Conference, Washington, DC, 2025
  - Competitive Paper Reviewer

*American Marketing Association Conference*

- American Marketing Association Conference, Phoenix, AZ, 2025
  - Competitive Paper Reviewer

*American Marketing Association Conference*

- American Marketing Association Conference, Boston, MA, 2024
  - Competitive Paper Reviewer

*American Marketing Association/The PhD Project*

- Valuing Diversity PhD Scholarship Reviewer 2024

*Marketing Education Review*

- Competitive Paper Reviewer 2024

The PhD Project Annual Conference, – Chicago, IL, 2025, Recruitment Representative

The PhD Project Annual Conference, – Chicago, IL, 2024, Recruitment Representative

President, The PhD Project, Marketing Doctoral Student Association August 2025-August 2026

Vice President, The Robinson PhD Fellows, Robinson College of Business, August 2025-July 2026

Vice President, The PhD Project, Marketing Doctoral Student Association August 2024-August 2025

Secretary, The Robinson PhD Fellows, Robinson College of Business, August 2024-July2025

## RESEARCH EXPERIENCE

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*Reestablished Subject Pool at Georgia State University (2023 – Present).*

- Together with Drs. Sonia Monga and Lane Fronczek, helped created a subject pool with over 700 participants as a research assistant.
- Set up the SONA platform for students to register for the pool, take online studies, and receive credit for their course.

## DOCTORAL COURSEWORK

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- Doctoral Seminar in Theory Construction, Dr. Ajay Kohli
- Doctoral Seminar in Structural Equation Modeling (Multiple Indicator Methods), Dr. Edward Rigdon
- Doctoral Seminar in Machine Learning (New Technologies in Marketing), Dr. Ramakrishnan
- Doctoral Seminar in Marketing Strategy, Dr. Denish Shah
- Doctoral Seminar in Consumer Behavior Theory, Drs. Ryan Hamilton, and Morgan Ward
- Doctoral Seminar in Branding, Dr. Sonia Monga
- Design of Experiments, Dr. Mark Keil
- Doctoral Seminar in Consumer Behavior Methods, Dr. Lane Fronczek
- Doctoral Seminar in Qualitative Methods, Dr. Leigh Anne Liu
- Doctoral Seminar in Sociological Theory, Dr. Daniel Pasciuti
- Psychology of Statistics I, Dr. Chris Goode
- Psychology of Statistics II, Dr. Chris Goode
- Digital and Social Media Marketing, Dr. Denish Shah

## ACADEMIC AFFILIATIONS

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- Association for Consumer Research
- American Marketing Association
- Transformative Consumer Research
- Society for Marketing Advances

## PROFESSIONAL WORK EXPERIENCE

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### **Our Fundraising Search** Atlanta, GA

May 2021– August 2021

#### *Marketing Intern*

- Created, implemented, and populated marketing database in order to streamline client management and communications.
- Designed innovative social marketing plan for new textbook on fundraising.
- Researched new prospects for client and staff.