

Dr. Carolyn M. Bonifield

The University of Vermont
BSAD-Marketing
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Education

- Ph D, University of Iowa, 2002.
Major: Marketing
Supporting Areas of Emphasis: Psychology
- MBA, Michigan State University, 1986.
Major: Marketing
- BA, Ohio University, 1982.
Major: Psychology; Social Work
Supporting Areas of Emphasis: Business Administration

RESEARCH

Research Publications

Book Chapters

- Bonifield, C., Cole, C. A., Arias, A. (2020). Comprehension of and Vulnerability to Persuasive Marketing Communications Among Older Consumers. In Aimee Drolet and Carolyn Yoon (Ed.), *The Aging Consumer: Perspectives from Psychology and Marketing* (2nd Edition ed., pp. 18 pages). Abingdon: Routledge (Taylor & Francis Group). <https://www.routledge.com>
- Bonifield, C., Bailey, A. A., Arias, A. (2020). Modeling Consumer Engagement with Front Line Service Providers. In Eileen Bridges, Kendra Fowler (Ed.), *The Routledge Handbook of Service Research Insights and Ideas* (pp. 15 pages). Abingdon: Routledge (Taylor & Francis Group). <https://www.routledge.com/products/search?keywords=Handbook+of+Service>
- Bonifield, C., Cole, C. A. (2009). *Comprehension of Marketing Communications among Older Consumers*. New York, New York: The Aging Consumer: Perspectives from Psychology and Economics.
- Bonifield, C., Cole, C. (2007). In Gerard J. Tellis and Tim Ambler (Ed.), *Advertising to Vulnerable Segments*. Thousand Oaks, California: Handbook of Advertising/Sage Publications.

Refereed Journal Articles

- Bailey, A. A., Bonifield, C., Arias Salazar, A., Villegas Gomez, J. (2026). Social CRM and reciprocal behaviour among Latin American consumers. *International Journal of Retail & Distribution Management (Emerald)*, 54(1), pp. 60-76.
<https://www.emerald.com/insight/publication/issn/0959-0552>
- Bailey, A. A., Bonifield, C., Arias, A., Villegas, J. (2022). Mobile payment adoption in Latin America. *Journal of Services Marketing (Emerald)*, 36(8), 1058-1075.
<https://www.emerald.com/insight/publication/issn/0887-6045>
- Bonifield, C., Bailey, A. A., Elhai, J. (2021). Modeling consumer engagement on social networking sites: Roles of attitudinal and motivational factors. *Journal of Retailing and*

- Consumer Services (Elsevier)*, 59. <https://www.journals.elsevier.com/journal-of-retailing-and-consumer-services>
- Bonifield, C., Bailey, A. A., Arias, A. Social media use by young Latin American consumers: An exploration. *Journal of Retailing and Consumer Services/Elsevier*, 43 (2018), 10-19. <https://www.journals.elsevier.com/journal-of-retailing-and-consumer-services>
- Bonifield, C., Bailey, A. A. (2010). Broken (Promotional) Promises: The Impact of Firm Reputation and Blame. *Journal of Marketing Communications*, 16(5), 287-306. <http://www.informaworld.com/smpp/content~db=all~content=a926764904~frm=titlelink>
- Bonifield, C., Cole, C., Schultz, R. L. (2010). Product Returns on the Internet: A Case of Mixed Signals? *Journal of Business Research*, 63(9-10), 1058-1065.
- Bonifield, C., Tomas, A. (2009). Intellectual Property Issues for Marketers in the Virtual World. *Journal of Brand Management, Palgrave Macmillan*, 16(8), 571-581. <http://www.palgrave-journals.com/bm/journal/v16/n8/pdf/bm200841a.pdf>
- Bonifield, C., Bailey, A. A., Tomas, A. (2008). Where Avatars Come From: Exploring Consumers' Motivations in Virtual Worlds. *Innovative Marketing*, 4(4), 6-13. http://www.businessperspectives.org/journals_free/im/im_en_2008_4_Bailey.pdf
- Bonifield, C., Cole, C. (2008). Better Him Than Me: Social Comparison Theory and Service Recovery. *Journal of the Academy of Marketing Science*, 36(4), 565-577. <http://www.springerlink.com/content/a372625169322314/fulltext.pdf>
- Bonifield, C., Cole, C. (2007). Affective Responses to Service Failure: Anger, Regret, and Retaliatory versus Conciliatory Responses. *Marketing Letters*, 18(1), 85-99. http://econpapers.repec.org/article/kapmktlet/v_3A18_3Ay_3A2007_3Ai_3A1_3Ap_3A85-99.htm
- Bonifield, C., Kurata, H. (2007). How Customization of Pricing and Item Availability Information Can Improve E-Commerce Performance. *Journal of Revenue and Pricing Management*, 5(4), 305-314. <http://www.ingentaconnect.com/content/pal/rpm/2007/00000005/00000004/art00005>

Conference Proceedings

- Bailey, A. A., Bonifield, C., Arias-Salazar, A., Villegas, J. (2026). *A Parsimonious Model of Social CRM and Reciprocal Social Media Behaviors Among Colombian Consumers*. Association of Marketing Theory & Practice Proceedings 2026.
- Bonifield, C. (2020). *Impact of service provider social CRM efforts on consumer engagement*. La Londe Conference 2020 (16th International Research Conference in Service Management).
- Bonifield, C. (2011). "C'est Moi Qui Decide?" "Oui, C'est Vous Qui Decidez": Role of Personality Factors in Influencing Consumer Response to Self-Determined Promotions. ESCP Europe.
- Bonifield, C., Bailey, A. A. (2010). *"All the (Retailing) World's a Stage": A Dramaturgy of Retailing*. ESCP Europe.
- Tomas, A., Bonifield, C. (2008). *A Different Reality: Considering Possible Selves in the Virtual World*. Philadelphia, Pennsylvania: Advertising and Consumer Psychology Conference/Society for Consumer Psychology.

Presentations Given

- Bonifield, C. (Author & Presenter), Bailey, A. A. (Author & Presenter), La Londe Conference, "Impact of Service Provider Social CRM Efforts on Consumer Engagement," Aix-Marseille Graduate School of Management, La Londe les Maures, France. (June 2020).
- Bonifield, C. (Author), Cole, C. A. (Author & Presenter), Kim, Y. K. (Author), Marketing and Public Policy Conference, "The Privacy Paradox at a Mobile Coupon Site," Washington, District Of Columbia, United States. (June 2019).
- Bonifield, C. (Author & Presenter), Cole, C. A. (Author), (Author), Marketing and Public Policy Conference, "Age Differences in Responses to Mobile Technology," Washington, District Of Columbia, United States. (June 2015).
- zz-Zhang, J., Bonifield, C., Lucas, M., Production and Operations Management Society Conference, "What Drives Successful Homesharing Matches? A Longitudinal Study," Washington, D.C., United States. (May 2015).
- Bonifield, C. (Author & Presenter), 2011 International Marketing Trends Conference, "'C'est Moi Qui Decide?' 'Oui, C'est Vous Qui Decidez': Role of Personality Factors in Influencing Consumer Response to Self-Determined Promotions," ESCP Europe, Paris, France. (January 2011).
- Bonifield, C., Bailey, A. A., 2010 International Marketing Trends Conference, "'All the (Retailing) World's a Stage': A Dramaturgy of Retailing," ESCP Europe, Venice, Italy. (January 2010).
- Bonifield, C. (Author & Presenter), Tomas, A. (Author & Presenter), Advertising and Consumer Psychology Conference, "A Different Reality: Considering Possible Selves in the Virtual World," Society for Consumer Psychology, Philadelphia, Pennsylvania, United States. (2008).
- Bonifield, C. (Author & Presenter), Cole, C. A. (Author), Society for Consumer Psychology, "Effects of Anger, Regret, Distributive Justice and Social Comparison on Post-Purchase Behaviors," San Francisco, California, United States. (2004).
- Bonifield, C. (Author & Presenter), Cole, C. (Author), Schultz, R. L. (Author), Society for Consumer Psychology, "Product Returns on the Internet: A Consumer Side Study," New Orleans, Louisiana, United States. (2003).
- Bonifield, C. (Author & Presenter), Cole, C. A. (Author), Society for Consumer Psychology, "The Effects of Regret and Anger on Postpurchase Behaviors," Austin, Texas, United States. (2002).
- Bonifield, C. (Author & Presenter), Cole, C. A. (Author), Schultz, R. (Author), Marketing and Public Policy Conference, "Product Returns on the Internet," Washington, District Of Columbia, United States. (2001).
- Bonifield, C. (Author & Presenter), Cole, C. A. (Author), Association for Consumer Research, "The Impact of Perceived Control, Counterfactual Thoughts, and Regret on Product Returns: The Case of E-Commerce," Salt Lake City, Utah, United States. (2000).
- Bonifield, C. (Author & Presenter), Nebraska Marketing Doctoral Symposium, University of Iowa, Lincoln, Nebraska, United States. (2000).

Research Currently in Progress

"A conceptual model of thrifting" (Planning).

Thrifting, or purchasing secondhand items, has grown dramatically. The market for secondhand apparel is projected to reach \$74 billion by 2029, up from \$28 billion in 2019 to \$49 billion in 2024 (ThredUp Resale Report, thredup.com/resale). Purchasers of secondhand apparel are not confined to a specific income demographic and pre-owned items can be found at both thrift stores and luxury resale platforms (Danziger, 2025). Gen Z, in particular, appears to be drawn to thrifting. Whereas in past years, many consumers felt a stigma to shopping at thrift stores, thrifting, among many, has become a regular part of their purchases. A variety of reasons account for thrifting's growth in popularity, including rising inflation, increased interest in sustainability, the 'coolness' factor, and the enjoyment of the 'hunt' (Danziger, 2025; Sicurella, 2021). This research aims to test a conceptual model which looks at the impact of sustainable consumption, pro-environmental orientation, and perceived social acceptability of secondhand goods on consumers' attitude toward thrifting, intention to thrift, and eWOM about thrifting.

"Drivers of fan-athlete identification: Preliminary investigation among Columbian sports fans" (On-Going).

Drawing on social identity theory as a theoretical foundation, this research investigates the factors that drive sports fans' identification with individual athletes and the subsequent effect of this identification on behavioral outcomes such as fan support for athlete-endorsed brands, fan-athlete engagement on social media, and purchase intentions for athlete's merchandise. While several studies have investigated the factors that drive sports fans' identification with sports teams, few studies have explored the factors that drive sports fans-athlete identification and the impact this has on athlete-related outcomes.

Awards and Honors

Dean's List, Ohio Univeristy.

Manasseh Cutler Scholarship, Ohio University.

AMA-Sheth Doctoral Consortium Fellow, University of Miami. (2001).

Marketing Department Fellowship, University of Iowa. (2001).

Beta Gamma Sigma. (1986).

Graduated with honors, Ohio University. (1982).

TEACHING

Teaching Experience

The University of Vermont

BSAD 150, Marketing Management, 8 courses.
BSAD 153, Consumer Behavior, 39 courses.
BSAD 155, Marketing Communications, 44 courses.
BSAD 195, Services Marketing, 5 courses.
BSAD 299, Business Admin Honors Thesis, 1 course.
BSAD 301, Sustainable Marketing, 1 course.
BSAD 395, Sustainable Marketing, 4 courses.
BUS 2500, Marketing Management, 4 courses.
BUS 3530, Consumer Behavior, 4 courses.
BUS 3550, Digital Marketing, 4 courses.
BUS 3554, Services Marketing, 4 courses.
BUS 3555, Marketing Communications, 8 courses.

BUS 4996, Business Admin Honors Thesis, 2 courses.
MBA 301, Sustainable Brand Marketing, 2 courses.

Awards and Honors

Outstanding Professor Award, University of Vermont. (2005).

M. Bhanu Murthy Excellence in Teaching Award, University of Iowa. (1998).

SERVICE

Service to Academic Community

Committee Member, Faculty Standards Committee. (September 2010 - Present).

Faculty Advisor, UVM Marketing Club. (January 1, 2026 - December 31, 2026).

Faculty Advisor, Women in Business Club. (January 1, 2026 - December 31, 2026).

Committee Member, Search Committee for GSB Lecturer. (February 20, 2026 - May 2026).

Faculty Advisor, UVM Marketing Club. (January 1, 2025 - December 31, 2025).

Faculty Advisor, Women in Business Club. (January 1, 2025 - December 31, 2025).

Faculty Advisor, UVM Marketing Club. (January 1, 2024 - December 31, 2024).

Faculty Advisor, Women in Business Club. (January 1, 2024 - December 31, 2024).

Faculty Advisor, Women in Business Club. (August 15, 2023 - December 31, 2023).

Faculty Advisor, UVM Marketing Club. (January 1, 2023 - December 31, 2023).

Faculty Advisor, UVM Marketing Club. (March 1, 2022 - December 31, 2022).

Committee Member, Search Committee for GSB Digital Media Professional. (March 1, 2022 - March 30, 2022).

Attendee, Meeting, Admitted Student Visit Days. (April 2018).

Attendee, Meeting, Admitted Student Visit Days. (April 2017).

Committee Member, Subcommittee to review process for faculty evaluation of teaching.
(February 2017 - March 2017).

Attendee, Meeting, Admitted Student Visit Days. (February 2016).

Committee Chair, BSAD, ad-hoc-Search-Marketing TT. (March 2015 - November 2015).

Attendee, Meeting, Admitted Student Visit Days. (April 2014).

Committee Member, Honors Day committee. (January 2013 - May 2013).

Attendee, Meeting, Admitted Student Visit Days. (April 2013).

Committee Member, BSAD, Online Course Equivalency Guidelines Committee. (October 2012 - November 2012).

Committee Member, BSAD, ad-hoc-Curriculum Review & Strategic Planning. (September 2011 - May 2012).

Attendee, Meeting, Admitted Student Visit Days. (April 2012).

Committee Member, BSAD, ad-hoc-Search-POM/SCM. (September 2011 - February 2012).

Committee Member, BSAD, Faculty Standards Committee-Mentoring-Arel, FSC appointment. (September 2011 - December 2011).

Committee Member, BSAD, Faculty Standards Committee-Mentoring-Beaudoin, FSC appointment. (September 2011 - December 2011).

Attendee, Meeting, Admitted Student Visit Days. (April 2011).

Faculty Advisor, Marketing Club/American Marketing Association Chapter (co-advisor w/A. Tomas). (September 2010 - December 2010).

Committee Member, Alumni Engagement Subcommittee (Board of Advisors). (April 2010 - December 2010).

Faculty Advisor, Marketing Club/American Marketing Association Chapter (co-advisor w/A. Tomas). (September 2009 - May 2010).

Meet with admitted students and parents, Admitted Student Visit Day. (April 16, 2010).

Committee Member, Management Strategy Candidate Search Committee. (August 2009 - March 2010).

Committee Member, Global and Civic Awareness Ad Hoc Committee. (February 2009 - May 2009).

Committee Member, Undergraduate Studies Committee. (August 2003 - May 2006).

University of Vermont Academic Panel. (August 2003 - May 2006).

Student Org Advisor (Professional Org), UVM American Marketing Association. (August 2003 - May 2006).

University Service including GSB

Committee Member, Faculty Senate Catamount Core Curriculum Committee. (August 2025 - June 30, 2028).

Committee Member, Faculty Senate Executive Council. (August 2024 - June 30, 2025).

Committee Chair, Faculty Senate Professional Standards Committee. (August 2024 - June 30, 2025).

Committee Member, Academic Leadership Council Planning Committee. (September 2024 - February 2025).

Committee Member, Faculty Senate Constitution and Bylaws Committee. (September 2024 - December 2024).

Committee Member, Faculty Senate Executive Council. (August 2023 - June 30, 2024).

Committee Chair, Faculty Senate Professional Standards Committee. (August 2023 - June 30, 2024).

Committee Member, Campus Safety Awards Group. (September 2023 - March 2024).

Committee Member, Academic Leadership Council Planning Committee. (September 2023 - February 2024).

Committee Member, Faculty Senate Executive Council. (August 2022 - June 30, 2023).

Committee Chair, Faculty Senate Professional Standards Committee. (August 2022 - June 30, 2023).

Committee Chair, Faculty Senate Professional Standards Committee. (August 30, 2021 - June 30, 2022).

Committee Member, Faculty Senate Executive Council. (August 2021 - June 30, 2022).

Committee Member, Vice Provost for Faculty Affairs Advisory Committee. (December 1, 2021 - January 21, 2022).

Committee Member, Faculty Senate Professional Standards Committee. (January 2010 - May 31, 2021).

Committee Member, RPT Panel -- PSC Members (for RPT Week 2019). (March 5, 2019).

Committee Member, RPT Panel -- PSC Members (for RPT Week 2019). (March 4, 2019).

Committee Member, RPT Panel -- PSC Members (for RPT Week 2018). (March 8, 2018).

Committee Member, Faculty Senate Professional Standards Committee. (July 2, 2014).

Committee Member, Faculty Senate Professional Standards Committee. (August 15, 2013).

Committee Member, Faculty Senate Professional Standards Committee. (July 30, 2013).

Committee Member, Faculty Senate Professional Standards Committee. (July 10, 2012).

Advisor for incoming students, Orientation. (June 2004 - August 2004).

Advisor for incoming students, Orientation. (June 2003 - August 2003).

Professional Service

Editorial Review Board Member, The Service Industries Journal. (January 1, 2026 - December 31, 2026).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2025 - December 31, 2025).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2024 - December 31, 2024).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2023 - December 31, 2023).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2022 - December 31, 2022).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2021 - December 31, 2021).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2020 - December 31, 2020).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (July 2019 - December 2019).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2019 - December 31, 2019).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2018 - December 31, 2018).

Reviewer, Ad Hoc Reviewer, Journal of Retailing and Consumer Services. (April 2018 - November 2018).

Reviewer, Ad Hoc Reviewer, European Journal of Marketing. (June 2018).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2017 - December 31, 2017).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2016 - December 31, 2016).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2015 - December 31, 2015).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2014 - December 31, 2014).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (March 2014).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2013 - December 31, 2013).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (October 2013).

Reviewer, Ad Hoc Reviewer, Marketing Letters. (September 2013).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (July 2013).

Reviewer, Ad Hoc Reviewer, Marketing Letters. (December 2012 - April 2013).

Editorial Review Board Member, The Service Industries Journal. (January 1, 2012 - May 31, 2012).

Reviewer, Ad Hoc Reviewer, The Service Industries Journal. (November 2011).

Reviewer, Conference Paper, 2012 Society for Consumer Psychology Conference. (October 2011).

Reviewer, Ad Hoc Reviewer, The Service Industries Journal. (August 2011).

Reviewer, Ad Hoc Reviewer, 2011 SCP-Sheth Foundation Dissertation Proposal Competition. (June 2011).

Reviewer, Ad Hoc Reviewer, The Service Industries Journal. (April 2011).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Communications. (2010).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (November 2010).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (October 2010).

Reviewer, Ad Hoc Reviewer, 2010 SCP-Sheth Foundation Dissertation Proposal Competition. (June 2010).

Session Chair, 2010 Society for Consumer Psychology Conference. (February 2010).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (January 2010).

Reviewer, Ad Hoc Reviewer, 2010 Society for Consumer Psychology Conference Proceedings. (2009).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (2009).

Reviewer, Ad Hoc Reviewer, 2009 SCP-Sheth Foundation Dissertation Proposal Competition. (June 2009).

Reviewer, Ad Hoc Reviewer, 2008 SCP-Sheth Foundation Dissertation Proposal Competition. (2008).

Reviewer, Ad Hoc Reviewer, 2009 Society for Consumer Psychology Conference Proceedings. (2008).

Reviewer, Ad Hoc Reviewer, Journal of Electronic Commerce Research. (2008).

Reviewer, Ad Hoc Reviewer, Journal of Marketing. (2008).

Reviewer, Ad Hoc Reviewer, Journal of Service Research. (2008).

Reviewer, Ad Hoc Reviewer, Journal of the Academy of Marketing Science. (2008).

Reviewer, Ad Hoc Reviewer, MIS Quarterly. (2008).

Reviewer, Ad Hoc Reviewer, Psychology & Marketing. (2008).

Committee Member, American Academy of Advertising-Industry Relations Committee 2007. (2007 - 2008).

Session Chair, 2008 Society for Consumer Psychology Conference. (February 2008).

Reviewer, Ad Hoc Reviewer, 2007 AMA Marketing and Public Policy Conference Proceedings. (2007).

Reviewer, Ad Hoc Reviewer, 2008 Society for Consumer Psychology Conference Proceedings. (2007).

Reviewer, Ad Hoc Reviewer, Psychology & Marketing. (2007).

Session Chair, 2007 Society for Consumer Psychology Conference. (February 2007).

Reviewer, Ad Hoc Reviewer, 2006 SCP-Sheth Foundation Dissertation Proposal Competition. (2006).

Reviewer, Ad Hoc Reviewer, 2007 Society for Consumer Psychology Conference Proceedings. (2006).

Reviewer, Ad Hoc Reviewer, Psychology & Marketing. (2006).

Session Chair, 2005 AMA Winter Conference. (2005).

Reviewer, Ad Hoc Reviewer, 2005 SCP-Sheth Foundation Dissertation Proposal Competition. (2005).

Reviewer, Ad Hoc Reviewer, 2006 AMA Winter Conference Proceedings. (2005).

Reviewer, Ad Hoc Reviewer, 2006 Society for Consumer Psychology Conference Proceedings. (2005).

Reviewer, Ad Hoc Reviewer, 2004 SCP-Sheth Foundation Dissertation Proposal Competition. (2004).

Reviewer, Ad Hoc Reviewer, 2005 AMA Winter Conference Proceedings. (2004).

Reviewer, Ad Hoc Reviewer, 2005 Society for Consumer Psychology Conference Proceedings. (2004).

Reviewer, Ad Hoc Reviewer, 2003 AMA Marketing and Public Policy Conference Proceedings. (2003).

Reviewer, Ad Hoc Reviewer, 2003 SCP-Sheth Foundation Dissertation Proposal Competition. (2003).

Reviewer, Ad Hoc Reviewer, 2004 Society for Consumer Psychology Conference Proceedings. (2003).