

# ABIGAIL TORRES RICO

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## EDUCATION

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<b>Ph.D., Marketing</b>	<i>May 2023</i>
College of Business, The University of Texas at Arlington	
<b>M.S., Marketing Research</b>	<i>Dec 2018</i>
College of Business, The University of Texas at Arlington	
<b>B.B.A., Marketing</b>	<i>May 2015</i>
McCombs' School of Business, The University of Texas at Austin	
Minor: Communications	

## ACADEMIC APPOINTMENTS

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<b>Assistant Professor of Marketing</b>	<i>August 2024 – Present</i>
Dillard's College of Business, Midwestern State University, Texas	
<b>Visiting Assistant Professor of Marketing</b>	<i>August 2023 – May 2024</i>
School of Management, Clark University, Massachusetts	
<b>Adjunct Assistant Professor of Marketing</b>	<i>June 2020 – May 2023</i>
College of Business Administration, The University of Texas at Arlington	

## RESEARCH INTERESTS

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**Substantive:** Marketing Strategy, Services, Retailing, Technology, Organizational Frontlines Research (OFR)

**Methodological Approaches:** Structural Equation Modeling (AMOS, Smart PLS, MPlus), Meta-analysis, Qualitative and Quantitative Techniques

## DISSERTATION

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**Title:** "Understanding the Impact Self-service Technology (SST) Has on Front-line Employees (FLEs) In A Retail Service Environment." (Three Essays Format)

- **Summary:** This dissertation examines the impact of self-service technology (SST) on front-line employees (FLEs) in the service industry, particularly in retail. It addresses gaps in the existing literature by exploring the changes SST brings to FLEs' roles, responsibilities, and interactions with customers. By utilizing conceptual, qualitative, and quantitative methodologies, the dissertation highlights the influence of SST on employee outcomes and perceptions of service encounters, offering practical guidance for managers in a self-service environment.
- **Grant:** College of Business Dissertation Research Grant – Fall 2021
- **Committee:** Elten D. Briggs (Chair), Doug B. Grisaffe, Zhen (Jane) Zhu, and Fred C. Miao

## RESEARCH PIPELINE

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Elten Briggs, **Abigail Torres Rico**, Tracy Kizer, and Zhiyong Yang, *"How a Publicized Leader Transgression can affect Member Outcomes and Purchasing of Associated Symbolic Products."*

- **Summary:** This research examines the ramifications of a negative public incident involving an organizational representative on member outcomes and their intentions to purchase associated symbolic products. We also consider how members' attributions of organizational control affect the relationship between member outcomes and purchasing.
- **Status:** Accepted of April 2024
- **Journal:** European Journal of Marketing

**Abigail Torres Rico** and Elten Briggs, *"The New Service Environment: Exploring the Role of Frontline Employees in A Self-Service Era."*

- **Summary:** This research examines how effective integration of self-service technology impacts front-line employees' customer orientation and other employee outcomes, such as job satisfaction and employee commitment.
- **Stage:** First Round under Review
- **Journal:** Journal of Service Marketing

**Abigail Torres Rico** and Elten Briggs, *"Exploring the Impact of Self-Service Technologies on Retail Employees: A Qualitative Study."*

- **Summary:** This study investigates the impact of Self-Service Technologies (SST) in the retail industry on frontline employees, using qualitative methods like focus groups and in-depth interviews to explore their perspectives on service encounters and the effects on job satisfaction, productivity, and commitment.
- **Status:** Preparation for Submission
- **Target:** Marketing Letters

Prashanth Ravula and **Abigail Torres Rico**, *"Determinants of Loyalty in Online Reviews."*

- **Stage:** Data Collection
- **Target:** Journal of Business Research

**Abigail Torres Rico** and MyungJin Smale, *"AI vs. Human generated reviews and gift-giving."*

- **Stage:** Data Collection
- **Target:** Journal of Consumer Psychology

**Abigail Torres Rico**, *"The Impact of Mobile Apps on Customer Loyalty in A Service Environment."*

- **Stage:** Conceptualization
- **Target:** Journal of Service Research

## CONFERENCE PRESENTATIONS

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*"The New Service Environment: Exploring the Role of Frontline Employees in A Self-Service Era"*

- Society of Marketing Advantages Conference, Ft. Worth, TX Nov 2023
  - AMA Summer Academic Conference, San Francisco, CA Aug 2023
  - 5<sup>th</sup> Annual Ph.D. Project – Baruch Research Symposium, New York, NY, April 2023
- Type: Competitive Paper/Quantitative Research

*"Convenient For Customers, Not Employees: Qualitative Study of the Impact Self-Service Technology Has on Front-line Employees."*

AMA Summer Academic Conference, Chicago, IL Aug 2022  
Type: Poster/Qualitative Research

*"Examining the impact of self-service technology (SST) on front-line employees (FLEs) and service encounters."*

SMA Academic Conference, Orlando, Nov 2021  
Type: Competitive Paper/Conceptual Paper

*"The Effects of Self-Service Technology on Employees' Job Characteristics and Role Stressors"*

AMA Summer Academic Conference, Online, Aug 2020  
Type: Competitive Paper

*“Controllability Attribution Effects Following the Misbehavior of Cause Representatives”*  
AMA Winter Academic Conference, Austin, TX, USA, Feb 2019  
Type: Poster

## HONORS & AWARDS

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College of Business Dissertation Research Grant *Fall 2021*  
Society for Marketing Advances, Doctoral Consortium Program *Fall 2020*

## TEACHING INTERESTS

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- Principles of Marketing (Marketing Management)
- Marketing Research
- Multicultural/Cross-Cultural Marketing
- Marketing Strategy
- Services Marketing
- Retailing

## TEACHING EXPERIENCE

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*Instructor* *Summer 2020 – Spring 2024*  
Marketing Management Grad & Undergrad/Online & In-person  
Multicultural Marketing Undergrad/Online & In-person  
Principles of Marketing Undergrad/In-person  
Consumer Behavior Undergraduate/Online

*Teaching Assistant* *Fall 2017 – Spring 2022*  
Service Marketing Management Graduate/In-person  
Sales & Sales Management Graduate/In-person  
Principles of Marketing Undergrad/Online  
Integrated Marketing Communication Undergrad/Online  
Professional Selling Undergrad/In-person  
Multicultural Marketing Undergrad/In-person  
Principles of Marketing Undergrad/In-person

## JOB EXPERIENCE

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Simpli.fi – Digital Marketing Coordinator *Jan 2016 – Aug 2016*

## SERVICE EXPERIENCE

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AMA Academic Conferences – **Reviewer** *2022 – Present*  
Society for Marketing Advances – **Reviewer** *2021 – Present*  
International Journal of Bank Marketing – **Ad-hoc Reviewer** *2020*

## PROFESSIONAL MEMBERSHIPS

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Society for Marketing Advances (SMA) *Fall 2020 – Present*  
American Marketing Association (AMA) & DocSIG *Fall 2018 – Present*  
The Ph.D. Project & Marketing Doctoral Student Association (MDSA) *Fall 2018 – Present*

## TECHNICAL SKILLS & CERTIFICATIONS

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Python & RStudio, SPSS, Mplus, AMOS, SmartPLS4, LISREL, SAS, & Qualtrics  
Marketing Analytics Certification, Digital Marketing Certification

## REFERENCES

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