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Education

Ph.D. Virginia Tech, 2006.
M.B.A. Virginia Tech, 1993.
B.S. Mars Hill College, 1985.

ACADEMIC APPOINTMENTS/SIGNIFICANT WORK EXPERIENCE

Courses Taught

Courses from the Teaching Schedule: Buyer Behavior & CRM (Bachelors), Independent Study in Marketing (Bachelors), Integrated Brand Promotion (Bachelors), Marketing Internships (Bachelors), Marketing Research & Analysis (Bachelors), Principles of Marketing (Bachelors), The Environment of Business (Bachelors)

PROFESSIONAL ACTIVITIES

Intellectual Contributions Grid: Years: 2023, 2022, 2021, 2020, 2019

Category	BDS	AIS	TLS	Total
Articles-in-Progress (All)		3		3
Publications in Conference Proceedings (Refereed)	4	4		8
Publications of Non-refereed or Invited Papers		1		1
Paper Presentations (Refereed)		1		1

Refereed Proceedings

Applied or Integrative/application Scholarship

Littlefield, J., Williams, W.P., & Marshall, K.P. (2024). Music and Authenticity: The Emerging Role of AI in Music Creation, Education, and Consumption. *Atlantic Marketing Association*.

Littlefield, J., Williams, W.P., Williams, A., & Welsh, T. (2023). Young Adult Fiction for Sale: Literacy Instruction and the Marketing of Literacy. *Eastern Educational Research Association*.

David, J., Dobscha, S., Kaufman-Scarborough, C., Littlefield, J., Menzel Baker, S., et. al. (2021). Special Double Session: The Challenge of Privilege: Unpacking Advantage. *American Marketing Association*.

Williams, W.P., & Littlefield, J. (2021). Buying the Brand to Beat the Bully. *Atlantic Marketing Association*.

Basic or Discovery Scholarship

Littlefield, J., & Williams, W. P. (2022). Marketing Art to Children: The Case of Young Adult Fiction. *Atlantic Marketing Association*.

Littlefield, J. (2021). The Use of Music in Retro Branding. *Atlantic Marketing Association*.

Littlefield, J. (2020). Retro Branding as a Modern Marketing Positioning: A Case History of the MoonPie. *Atlantic Marketing Association*.

Littlefield, J., & Hughes, O. (2020). Identity and Social Norms among Music Festival Attendees. *Atlantic Marketing Association*.

Non-Refereed Proceedings

Applied or Integrative/application Scholarship

Garcia, F., & Littlefield, J. (2020). Latino Needs Assessment Grant. *Latin American Association*.

Presentations of Refereed Papers

Regional

Angel, S. & Littlefield, J. (2019-2020). *Combining Sport and Performance: Dramaturgical Identity among Independent Wrestlers*. Atlantic Marketing Association, Asheville, North Carolina.

Working Papers

Littlefield, J. (2023). "Authenticity in Music Performance: Evidence from the Singer-songwriter Community."

Bunch, C. & Littlefield, J. (2023). "Retro Branding as a Modern Market Positioning: A Case History of the MoonPie."

Littlefield, J. & Garcia, F. (2023). "LAA Focus Group Project (title to be decided)."

Other Research

Web Publications

2022-2023: Garcia, F., Marshall, V.B., Kim, D.', & Littlefield, J., *Fulfilling the Potential of a Partnership*, AACSB Insight.

SERVICE

Service to the Profession

Chair: Conference / Track / Program

2019-2020 – 2023-2024: Atlantic Marketing Association.

Reviewer - Article / Manuscript

2022-2023: Journal of International Marketing.

2021-2022: Marketing Theory.

2020-2021: Journal of Marketing Management.

Reviewer: Conference Paper

2019-2020 – 2023-2024: Atlantic Marketing Association.

Reviewer: Journal Article

2023-2024: Qualitative Market Research.

Service to the Campus

College Assignments

Chair:

2023-2024: Strategic Planning Committee

Member:

2023-2024: Promotion and Tenure Committee

2023-2024: Curriculum Committee

University Assignments

Member:

2023-2024: Institutional Review Board (IRB) Committee

2023-2024: Faculty Senate Committee

Last updated by member on 05-Sep-23 (10:46 AM)