

November 7, 2013

**GREG NYILASY, Ph.D.**  
Lecturer (Assistant Professor)  
Department of Management and Marketing,  
Faculty of Business and Economics,  
University of Melbourne

## **EDUCATION**

Ph.D. (Mass Communication), University of Georgia, 2006.  
*Specialties: measuring advertising effects, word-of-mouth communications, marketing research, marketing theory, the sociology of occupations*

M.MC. (Mass Communication), University of Georgia, 2002.  
*Specialties: advertising management, consumer behavior, advertising research*

B.A. (English and Hungarian Literature), Pazmany Peter University, 2000.

## **TEACHING EXPERIENCE**

Department of Management and Marketing  
University of Melbourne  
Australia

Semester 2 2013	<i>Strategic Marketing</i> (undergraduate) <i>Marketing Strategy</i> (graduate) <i>Advanced Marketing Metrics</i> (honors/graduate)
Semester 2 2012	<i>Strategic Marketing</i> (undergraduate) <i>Marketing Strategy</i> (graduate) <i>Advanced Marketing Metrics</i> (honors/graduate)
Semester 2 2011	<i>Strategic Marketing</i> (undergraduate) <i>Marketing Strategy</i> (graduate) <i>Advanced Marketing Metrics</i> (honors/graduate)
Semester 2 2010	<i>Strategic Marketing</i> (undergraduate) <i>Marketing Strategy</i> (graduate)

Department of Advertising & Public Relations  
Grady College of Journalism & Mass Communication  
The University of Georgia  
USA

Spring 2005	<i>Advertising Message Strategy</i> (undergraduate)
Fall 2004	<i>Advertising Message Strategy</i> (undergraduate)
Spring 2004	<i>Advertising Message Strategy</i> (undergraduate)
Fall 2003	<i>Advertising Message Strategy</i> (undergraduate)
Spring 2003	<i>Advertising Message Strategy</i> (undergraduate)
Fall 2002	<i>Advertising Message Strategy</i> (undergraduate)

### **TEACHING INTERESTS**

Marketing Strategy  
Integrated Marketing Communications Management  
Advertising Management  
Consumer Behavior  
Marketing Metrics

### **RESEARCH AREAS**

Green marketing/sustainable consumption  
Food marketing  
Services marketing  
IMC and advertising  
Institutional theory

### **PH.D. DISSERTATION**

2006	<i>Practitioner Theories at the Advertising Agency: Evidence on the Academician-Practitioner Gap and the Professional Status of Advertising</i> , The University of Georgia Dr. Leonard N. Reid, committee chair Drs. Karen W. King, William Finlay, Dean M. Krugman, committee members
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### **SCHOLARLY EDITORIAL ACTIVITIES – AD HOC REVIEWER**

*European Journal of Marketing*  
*International Journal of Advertising*  
*Journal of the Academy of Marketing Science*  
*Journal of Advertising*  
*Journal of Advertising Research*

*Journal of Consumer Affairs*  
*Journal of Consumer Research*  
*Journal of Marketing*  
*Journal of Product and Brand Management*

## **RESEARCH ACTIVITIES – RESEARCH IN PROGRESS**

### **Green marketing/sustainable consumption**

“Environmental consumer behavior in the Pacific”

“Factors in greenwashing perceptions” with Harsha Gangadharbatla and Zsofia Kenesei

### **Services marketing**

“Consumer patience as a resource” – with Simon Bell

“The fallacy of the ‘mirror image’ in justice theory” Zsofia Kenesei and Krisztina Kolos

### **Food marketing**

“Food choice: color and price interactions with utilitarian/hedonic factors” – with Anish Nagpal and Jill Lei

### **IMC and advertising**

“Advertising Media Engagement: A Meta-Analysis” – with Karen W. King and Leonard N. Reid

“Practitioner theories of social media advertising”

## **RESEARCH ACTIVITIES – MANUSCRIPTS UNDER REVIEW**

Nyilasy, Gergely, Zsofia Kenesei and Krisztina Kolos (under review), “The role of employee affective delivery and customer perceived control in service recovery,” *Journal of Service Management*.

Ots, Mart and Gergely Nyilasy (conditionally accepted), “One heart, several minds: Practitioner mental model divergence in IMC implementation,” *Journal of Advertising Research*.

## **RESEARCH ACTIVITIES – PEER-REVIEWED JOURNAL ARTICLES**

Nyilasy, Gergely, Harsha Gangadharbatla, and Angela Paladino (in press), “The Perceived Greenwashing Effect in Green Advertising,” *Journal of Business Ethics*.

Nyilasy, Gergely, Robin Canniford and Peggy J. Kreshel (2013), “Ad Agency Professionals’ Mental Models of Creativity,” *European Journal of Marketing*, 47 (10), 1691-1710.

Nyilasy, Gergely, Leonard N. Reid and Peggy J. Kreshel (2012), “Agency Practitioners, Pseudo-Professionalization Tactics, and Advertising Professionalism,” *Journal of Current Issues and Research in Advertising*, 33 (2), 146-169.

Nyilasy, Gergely, and Leonard N. Reid (2011), “Advertiser Pressure and the Personal Ethical Norms of Newspaper Editors and Ad Directors,” *Journal of Advertising Research*, 51 (September), 538-551.

- Nyilasy, Gergely, Karen W. King and Leonard N. Reid (2011), "Checking the Pulse of Print Media: Fifty Years of Newspaper and Magazine Advertising Research," *Journal of Advertising Research*, 51 (March Supplement), 167-175.
- Nyilasy, Gergely, and Leonard N. Reid (2009), "Agency Practitioners' Meta-theories of Advertising," *International Journal of Advertising*, 28 (4), 639-668.
- Nyilasy, Gergely, and Leonard N. Reid (2009), "Agency Practitioners' Theories of How Advertising Works," *Journal of Advertising*, 38 (Fall), 81-96.
- Nyilasy, Gergely, and Leonard N. Reid (2007), "The Academician-Practitioner Gap in Advertising," *International Journal of Advertising*, 26 (4), 425-445.

## **RESEARCH ACTIVITIES – BOOK CHAPTERS**

- Nyilasy, Gergely, and Leonard N. Reid (2012), "Agency Practitioners' Theories About Advertising," in *Advertising Theory*, Shelly Rodgers and Esther Thorson, eds. New York: Routledge, 33-48.
- Nyilasy, Gergely (2006), "Word of Mouth: What We Really Know – And What We Don't," in *Connected Marketing*, Justin Kirby and Paul Marsden, eds. London, UK: Butterworth-Heinemann, 161-184.

## **RESEARCH ACTIVITIES – SCHOLARLY PAPERS PRESENTED AT CONFERENCES**

- Kenesei, Zsafia, Gergely Nyilasy, and Harsha Gangadharbatla (2013), "A scenario based analysis of green advertising perception," paper presented at the 4th EMAC CEE Regional Conference. St Petersburg, Russia.
- Nyilasy, Gergely, Zsafia Kenesei, and Krisztina Kolos (2013), "Cross-cultural analysis of greenwashing perceptions," poster accepted for the 2013 Conference of the European Marketing Academy. Istanbul, Turkey.
- Gangadharbatla, Harsha, Gergely Nyilasy, and Angela Paladino (2012), "Is Green Advertising Recommended When Things Go Wrong?," paper presented at the Association for Education in Journalism and Mass Communication 2012 Conference. Chicago, IL.
- Ots, Mart and Gergely Nyilasy (2012), "A Practice Theory Approach to Value Discrepancies in IMC Implementation: The Case of Consumer Magazines," paper presented at the 2012 European Advertising Academy ICORIA Conference. Stockholm, Sweden.
- Nyilasy, Gergely, Harsha Gangadharbatla, and Angela Paladino (2012), "Greenwashing: A Consumer Perspective," paper presented at the 11th International Congress on Public and Non-Profit Marketing. Vilnius, Lithuania.
- Nyilasy, Gergely, Zsafia Kenesei, and Krisztina Kolos (2012), "The 'Cross-Justice' Effect: An Experimental SEM Approach," paper presented at the AMA Services Marketing SIG Conference. Helsinki, Finland.
- Nyilasy, Gergely, Zsafia Kenesei, and Krisztina Kolos (2012), "The Role of Employee Emotions in Service Recovery: Contrasting Two Theoretical Models," paper

- presented at the 2012 Conference of the European Marketing Academy. Lisbon, Portugal.
- Ots, Mart and Gergely Nyilasy (2012), “Parallel Practitioner Mental Models of IMC Implementation,” paper presented at the 2012 Conference of the European Marketing Academy. Lisbon, Portugal.
- Nyilasy, Gergely, Kenesei, Zsofia and Krisztina Kolos (2011), “The Impact of Employee Affect on Customer Affect in Service Recovery: Two Competing Theoretical Models,” paper presented at the 2011 Conference of the Australian & New Zealand Marketing Academy, Perth, Australia.
- Coker, Brent and Gergely Nyilasy (2011), “The Effects of the Social Internet (Web 2.0) on Modern Consumer Responses to Advertising,” poster presented at the 2011 Conference of the European Marketing Academy, Ljubjana, Slovenia.
- Nyilasy, Gergely (2010), “Ad Agency Professionals’ Mental Models of Advertising Creativity,” paper presented at the 2010 European Advertising Academy ICORIA Conference, Madrid, Spain.
- Nyilasy, Gergely and Leonard N. Reid (2005), “Advertiser Pressures on Newspapers: An Update and Extension,” paper presented at the 2005 Annual Conference of the American Academy of Advertising, Houston, TX.
- Nyilasy, Gergely (2004), “Word-of-Mouth Advertising: A 50 Year Review and Two Theoretical Models for an Online Chatting Context,” paper presented at the 2004 Convention of the Association for Education in Journalism and Mass Communication, Toronto, Canada.
- Nyilasy, Gergely (2004), “Nitpickers: Uncritical Critics of Film and Television Fiction,” paper presented at the 54th Annual Conference of the International Communication Association, New Orleans, LA.
- Nyilasy, Gergely, Federico De Gregorio, and Hyunjae Yu (2004), “A Content Analysis of Advertising Content Analyses in Mass Communication Journals,” paper presented at the 2004 Annual Conference of the American Academy of Advertising, Baton Rouge, LA.

## **RESEARCH ACTIVITIES – PROPRIETARY RESEARCH REPORTED IN TRADE PUBLICATIONS**

- Bloomfield, Jane and Greg Nyilasy (2008), “The Future of Research for Advertising: Jane Bloomfield and Greg Nyilasy, Hall & Partners, Discuss the Implications of Advertising Time Travel in the Digital Age,” *Admap* (October), 24-27.

## **OTHER PUBLICATIONS**

- Nyilasy, Greg (2010), “Viewpoint: Recessionary Reassessment,” in *Kleppner’s Advertising Procedure*, 18th ed., W. Ronald Lane, Karen W. King, Tom Reichert and Otto Kleppner, eds. Boston, MA, London: Pearson, 462-463.
- Nyilasy, Greg (2008), “Viewpoint: How I Learned to Love Research,” in *Kleppner’s Advertising Procedure*, 17th ed., W. Ronald Lane, Karen W. King and Thomas Russell, eds. Upper Saddle River, NJ: Prentice Hall, 490-491.

Nyilasy, Greg (2005), "Graduate Students Speak..." *AAA Newsletter*, 1 (September), 11.

## **RESEARCH GRANTS APPLIED/RECEIVED**

*Theorizing Cultural Change in Consumption Communities* (2011), University of Melbourne, Faculty of Business and Economics, 2012 Faculty Research Grant, \$7,905 (co-investigator with Robin Canniford).

*Practitioner Theories of Social Media and Its Marketing Utilization* (2010), American Academy of Advertising, \$2,500.

*Advertising Pressure on Newspapers: Big Markets, Little Markets* (2004), Cox Institute for Newspaper Management Studies, \$11,000 (co-investigator with Leonard N. Reid).

## **ACADEMIC HONORS**

Dissertation Completion Award, The University of Georgia, 2005

Winning Prize for the 2004 Annual Dissertation Competition Awards of the American Academy of Advertising: "Practitioner Theories at the Advertising Agency and Client Advertising Department."

Broun Dissertation Fund, The University of Georgia, 2004.

Yarbrough Student Award, The University of Georgia, 2004, 2005.

Teaching Assistantship, The University of Georgia, 2002, 2003, 2004.

Graduate Assistantship, The University of Georgia, 2001.

## **PAST/PRESENT PROFESSIONAL AFFILIATIONS**

Australian Marketing Institute

Australian & New Zealand Marketing Academy

European Marketing Academy

European Advertising Academy

American Academy of Advertising

Association for Education in Journalism and Mass Communication

International Communication Association

## **PROFESSIONAL EMPLOYMENT HISTORY AND CONSULTING**

### **JWT (part of WPP), New York**

*Metrics Planner* (October 2009 – February 2010)

- Design campaign measurement system for Microsoft brands (Office, Bing.com, B2B brands (Windows Server, SQL Server, ForeFront))
- Direct the analysis and interpretation of relevant business metrics (market research data, customer sales data, integrated communication campaign response data)

- Make strategic recommendations based on relevant data to optimize campaign performance and aid strategic planning processes throughout the brand planning cycle; turn data into insights, recommendations for action and ultimately improve campaigns' in-market performance scores (increase in favorable brand perceptions and purchase preference)
- Perform advanced analytics in support of above functions
- Oversee market research and other information vendors, advise the selection and retention of such vendors

### **Hall & Partners (part of Omnicom), New York**

#### *Senior R&D Executive (April 2007 – October 2009)*

- Develop long-term strategy and execution plans for Hall & Partners' innovation function
- Manage all aspects of multiple R&D research projects with a total yearly budget of 1% of the company's net earnings
- Manage New Product Development initiatives arising from proprietary R&D
- Work closely with internal groups (senior teams, operations group, broader research teams, qualitative and healthcare teams) to ensure appropriate training, implementation, customization and marketing of new research products
- Assist operations group with developing global knowledge management tool
- Advise Worldwide CEO on M&A and strategic partnerships
- Work with vendors to assist process innovation in field survey technology
- Collect and analyze competitive intelligence among rival market research companies
- Contributed to various Hall & Partners papers reporting on R&D advancements ("New Models of Communication for the Digital Age" in Admap; "Understanding the World of Participatory Brands" at ESOMAR Conference 2007; "Web experience" and "Online evaluation" whitepapers)

#### *Senior Account Executive (April 2006 – March 2007)*

- Managed and coordinated all aspects of the research process including planning, questionnaire design, financial management, fieldwork, data processing, analysis and presentation planning on the \$700k adidas/Reebok global continuous tracking study
- Trained and managed junior executive supporting the account team; managed broader team of external suppliers and charting support
- Took briefs, wrote and costed proposals for various new business pitches (was lead author of winning proposal for \$200k+ Marriott copytesting study)
- Handled multiple projects simultaneously (BMW and Marriott copytests, Timberland PRO segmentation study)
- Designed advertising database and reporting tool with analytics team for adidas/Reebok clients

#### *Account Executive (June 2005 – March 2006)*

- Acted as day-to-day client contact on adidas/Reebok global continuous tracking study

- Coordinated fieldwork, data processing, analysis and presentation planning on various research accounts (Mercedes continuous tracking; BMW X3 copytest; NFL, Song, Olympus, Texas Instruments wave tracking studies; segmentation studies for the Hong Kong Trade Development Council)
- Oversaw higher-level analytics and statistical procedures required by project work
- Contributed to the planning and execution of numerous new business pitches (Volkswagen, Levi's, Hershey's, Subway)
- Collected secondary research and market intelligence supporting all serviced accounts

### **Carbon Group, Budapest, Hungary**

*Strategic Planner – freelance (January 2004 – May 2005)*

- Led and won agency pitch for \$1M Ledo ice-creams account, developed strategy for 2005 national brand launch. Results: higher than expected awareness and trial after launch, strong positive brand involvement shifts
- Developed marketing communication strategies for: MKB (bank), Eszakkéleti Naplo (newspaper), Hungarian Advertising Association, the Hungarian National Lottery

### **Akció Advertising, Budapest, Hungary**

*Junior Copywriter (January 2001 – June 2001)*

- Created advertising and integrated communications concepts for Westel (wireless services), CIB Bank, Antenna Hungaria (cable provider), RTL Klub (broadcast TV channel), Danubius Radio, Beres pharmaceuticals, Tic Tac, Nutella, Pepsi
- Wrote press releases about agency's activities for the trade press