

JENNIFER DAPKO, Ph.D.

Last updated June 2026

EDUCATION

Ph.D. Marketing, 2007 – 2012

“Perceived Firm Transparency: Scale and Model Development”

Muma College of Business, University of South Florida, Tampa, FL

Master of Business Administration, 2003

Tracks: Entrepreneurship, Marketing, and Leading a Customer Driven Organization

Muma College of Business, University of South Florida, Tampa, FL

Bachelor of Science in Communications, 1998

Major: Public Relations, Minor: Business

College of Communication and Information, Florida State University, Tallahassee, FL

ACADEMIC/TEACHING EXPERIENCE

Courses Taught

(All courses are at the undergraduate level unless noted otherwise)

Promotions Management (USF)

Integrated Marketing Communications (FSC)

Marketing Principles (FSC)

Marketing Management (FSC)

Business & Society (FSC)

Marketing Strategy (FSC, MBA course)

Professional Selling (USF, FSC)

Social Entrepreneurship (FSC)

Business Communications (FSC)

Independent studies (USF, FSC, undergraduate and graduate)

Students in Free Enterprise (FSC)

Business Analytics (FSC)

Synthesis and Trends (FSC, MBA course)

Digital Marketing (FSC)

Professional Selling & Sales Management (FSC, MBA course)

Event Management and Marketing (FSC)

Supervision of Student Projects with Businesses

Where relevant and feasible, I try to incorporate working with businesses in the community and abroad via class project. Past business clients include: Andrew Logans, By the Chef Pizza, Citrus Connection, Arrow + Bow, Comedy Cathedral, Krazy Kombucha, The Wine Garden, Lisha Lou, Alisha Desiree, Lakeland Rotary Club, Lakeland Community Theatre, Poppin Toffee, Pinoy Cravings, Mike & Mike Desserts, Meals on Wheels Polk County, Florida Southern College Homecoming, Cope Notes, Briggs Vance Realty Group, Lakeland Convention and Visitors Bureau (Explore Lakeland), Swan City Food Tours, Polaris (Swedish oil lamp company), Papa John's, Fun Bike Center, Mojo's Wings, Genghis Grill, Ledger Media Group, Uncle Nick's Bagels, UPS, Posto 9, United Way, Bread Pedlar, Florida Institute of Hair Restoration, Two Men & A Truck, 5th & Hall, Vine to Glass, The Animal League, AMA FSC, Barnett School of Business & Free Enterprise, Swan Improv, and Red Door.

Teaching Philosophy

I draw on industry experiences as a marketing professional to deliver relevant and applicable “real world” knowledge to students. I utilize learning activities to engage students with me, the content, and with classmates. Students are encouraged to develop critical thinking skills and build the confidence to hunt for knowledge for long term success inside and outside of the classroom. I utilize a variety of content formats realizing that students have different learning styles. I believe in responding promptly to student inquiries and coming into the classroom fully organized and prepared.

Florida Southern College, Lakeland, FL May 2025 – Current (Assoc. Prof.)
August 2019 – May 2025 (Asst. Prof.)
August 2012 – July 2017 (Visiting Prof.; Asst. Prof.)

Florida Southern College, a private liberal arts college, is known for its innovative teaching approach, small class sizes, and modern technologies. Responsible for teaching, mentoring, and coaching undergraduate and graduate students (both traditional and adult learners) in the marketing discipline. Teaching method emphasizes engaged learning and ‘learn by doing’ philosophy.

University of South Florida, Tampa, FL August 2009 – 2010
Ph.D. Candidate and instructor

University of South Florida is a Tier 1 research institution. I taught several courses while simultaneously working toward my Ph.D. as a graduate student.

INDUSTRY EXPERIENCE

My work in industry spans multiple sectors, focusing on corporate communications, marketing management, and consumer data analysis. I began my career in community relations within a Fortune 50 global technology corporation and as a marketing associate for a specialized data solutions firm. I later transitioned into corporate management, serving as the marketing communications manager for a major internet infrastructure and data center provider prior to its acquisition by a leading global digital infrastructure company. In the hospitality and leisure sector, I worked as a senior analyst within the customer intelligence division of a prominent public vacation ownership corporation, where I worked as a part of the consumer insights and analytics team. Most recently, I directed regional marketing campaigns and stakeholder outreach as the director of marketing and communications for a private legal services firm. Alongside my corporate roles, I have consulted for companies in the areas of market research, customer and employee satisfaction research, marketing communications, and transparency strategies.

HONORS, AWARDS, & GRANTS

- Educator of the Year (2026), Barney Barnett School of Business & Free Enterprise
- Faculty Research Grant awarded by the Barney Barnett School of Business & Free Enterprise (Summer 2026) for “Investigating Content Creator Adoption and Strategic Application of AI in Social Media Production”

- Student Faculty Research Collaboration Grant awarded by Florida Southern College (Summer 2026) for “The Authenticity Gap: Assessing Consumer Perceptions and Marketing Strategies for AI-Generated Social Media Content” (with Meredith Pearce, Allie Draper, and Jackson Neal).
- Student Faculty Research Collaboration Grant awarded by Florida Southern College (Summer 2025) for “Signed, Sealed, and Sold: How Artist Attribution Influences Consumer Perceptions and Purchase Behavior” (with Alisa Fine and Madison Blithe)
- Faculty Research Grant awarded by the Barney Barnett School of Business & Free Enterprise (Summer 2025) for “Signed, Sealed, and Sold: How Artist Attribution Influences Consumer Perceptions and Purchase Behavior.”
- Faculty Research Grant awarded by the Barney Barnett School of Business & Free Enterprise (Summer 2024) for “The Role of Transparency in Ethical Behavior of Sales Professionals.”
- Faculty Research Grant awarded by the Barney Barnett School of Business & Free Enterprise (Summer 2023) for “To Say or Not to Say: The Impact of CEO Transparency on Consumer Perceptions of the Firm.”
- Faculty Research Grant awarded by the Barney Barnett School of Business & Free Enterprise (Summer 2022) for “Chatbots versus Popups: Which is best for Driving Donations on Nonprofit Websites?”
- Student Faculty Research Collaboration Grant awarded by Florida Southern College (Summer 2022) for “AI-Based Sales Training in the Metaverse.” (with Dr. Jonathan Cazalas, Kira Freijo and Rachel Williams)
- Faculty Research Grant awarded by the Barney Barnett School of Business & Free Enterprise (Summer 2021) for “Developing Business Analytics Skills in Undergraduate Business Students when One Class is All You’ve Got in the Curriculum.”
- Student Faculty Research Collaboration Grant awarded by Florida Southern College (Summer 2021) for “An Investigation of the Use of Chatbots on Websites and their Resulting Impact on Consumer Attitudes and Intentions toward the Brand.” (with Santino Miozzi)
- Faculty Research Grant awarded by the Barney Barnett School of Business & Free Enterprise (Summer 2020) for “The Importance of Social Media Responsiveness for Unfamiliar Brands.”
- Faculty/Student Research Grant awarded by Florida Southern College (Summer 2015) for “Best Small Business Social Media Strategies to Increase Purchase Intention: An Empirical Investigation” with Sam Parsons, Bree Olson, Sarah Kahn, and Matt Lalli
- Faculty Research Grant awarded by Florida Southern College (Summer 2015) for “Check the Box: Examining Employers’ Perceptions of Prospective Employees with Felony Convictions” with Dr. Lisa Carter
- Faculty/Student Research Grant awarded by Florida Southern College (Summer 2014) for “An Exploration of Social Media Usage by Very Small Businesses: What They Are Doing and Tactical Solutions for Improvement” with Nikole Dangelo
- Doctoral Fellow, Sheth Consortium (2011)
- Doctoral Fellow, Society for Marketing Advances (2009)
- Doctoral Fellow and competitive paper award recipient, National Conference in Sales and Sales Management (2009)
- Doctoral Travel Fellowship, Sales Excellence Institute Conference (2009)

RESEARCH INTERESTS

I am a behavioral scientist, a marketing strategist, and an educator whose work focuses on the relationship between transparency, trust, and consumer skepticism. Through my research and work with local businesses through TransparencyStrategy.com, I help organizations evaluate how effectively they communicate with stakeholders and identify opportunities to strengthen trust through greater transparency. My research examines how perceived firm transparency influences consumer responses. My work has shown that transparency can increase trust, improve attitudes toward organizations, reduce skepticism, and increase purchase intention. My doctoral research focused on the development and measurement of perceived firm transparency, providing an evidence-based foundation for understanding how organizations can communicate more effectively with increasingly persuasion-aware audiences.

- Marketing communications in new and emerging technologies
- Persuasive interpersonal communications in sales and marketing
- Transparency as a prosocial communication strategy for business communications

SELECT JOURNAL PUBLICATIONS

Dapko, J.L., and Krause, E.A. (2026). Exploring transparency, trust, and scepticism when disclosing AI as a creative partner in social media content. *Journal of Digital & Social Media Marketing*, Forthcoming in vol. 14.

Dapko, J.L., Krause, E.A., and Falcon, S. (2025). Optimising marketing of telehealth services: Marketing to the right audience with the right message. *Management in Healthcare*, 9(4).

Dapko, J.L., and Snyder, G.J. (2024). Equipping non-analysts with business analytics skills: A one course curriculum for undergraduate business degrees. *Business Education Innovation Journal*, 16(2), 8-12.

Dapko, J.L., & Snyder, G.J. (2021). Screening for self-directedness: A method for recruiting savvy analysts in a dynamic business environment. *Applied Marketing Analytics*, 7(1), 73-83.

Dapko, J.L., Boyer, S., & Harris, E. (2021). The importance of timely social media responsiveness. *Journal of Digital & Social Media Marketing*, 8(2), 358-364.

Dapko, J.L. (2021). Wise or weaponry: Consumer targeting through psychographic data analytics. *CB9: Consumer Behavior*. Cengage.

Harris, E.G., Fleming, D.E., & **Dapko, J.L.** (2021). A holistic examination of the antecedents and outcomes of frontline employee job resourcefulness. *Journal of Managerial Issues*, 33(2).

Dapko, J.L., & Artis, A.B. (2016). Writing effective prospecting emails: An instructional guide. *Journal of Selling*, 16(1), 33-47.

Parris, D.L., **Dapko, J.L.**, Arnold, R.W., & Arnold, D. (2016). Exploring transparency: A new framework for responsible business management. *Management Decision*, 54(1), 222-247.

Dapko, J.L., & Artis, A.B. (2014). Less is more: An exploratory analysis of optimal visual appeal and linguistic style combinations in a salesperson's initial-contact e-mail to millennial buyers within marketing channels. *Journal of Marketing Channels* 21(4), 254-267.

SELECT CONFERENCE PRESENTATIONS

Dapko, J.L. (2024, November 22 – 24). *Proactive Persuasion: The Effectiveness of Forestalling in Addressing Customer Objections*. [Presentation]. Academy of Business Research Fall 2024 Conference, Orlando, Florida.

Dapko, J.L., & Lewellyn, K. (2024, March 7-9). *Linking CEO transparency to brand attitudes, trust, and purchase intention behavior*. [Presentation]. 27th Annual International Public Relations Research Conference, Orlando, Florida.

Dapko, J.L, Krause, E., & Falcon, S. (2024, February 28 – March 2). *Optimizing marketing of telehealth services: marketing to the right audience with the right message*. [Presentation]. Association for Marketing & Health Care Research Conference, Park City, Utah.

Dapko, J.L. and Snyder, G. (2024, February 21 – 23). *A Curriculum Playbook for a Single Practical Skills-Based Business Analytics Undergraduate Course*. [Presentation]. Southeast Decision Sciences Institute Conference, Charleston, South Carolina.

Dapko, J.L., & Harris, E. (2023, May 17-19). *An exploratory investigation of the annoyance factor and cross-channel engagement intentions when consumers are exposed to website pop-ups on owned sites*. [Presentation]. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, New Orleans, Louisiana.

Dapko, Jennifer and Ryan Buckley (2016, October). *A Content Analysis of how to Create the Perfect Viral Video*. [Presentation]. Direct/Interactive Marketing Research Summit, Los Angeles, California.

Dapko, Jennifer and Anand Kumar (2012, November). *Changing the Persuasion Paradigm: Transparency as a Pro-Social Persuasive Marketing Communications Strategy*. [Presentation]. The Center for Positive Marketing Conference, New York City, New York.

Dapko, Jennifer and Anand Kumar (2011), "Transparency as a Mechanism for Reducing Consumer Skepticism," American Marketing Association academic conference (February).