

Curriculum Vitae

Davon Holmes

J. Mack Robinson College of Business, Georgia State University
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EDUCATION

Doctor of Philosophy: Marketing 2027
Georgia State University, J. Mack Robinson College of Business (Expected)

Bachelor of Business Administration: Marketing 2021
Georgia State University, J. Mack Robinson College of Business

RESEARCH INTERESTS

Virtual Consumption: Virtual Influencers, AI in Advertising, Services

Consumer Well-Being: Authenticity, Transformative Consumer Research, Identity

DOCTORAL DISSERTATION

Three Essays on Virtual Influencers: Ownership, Responsibility, and Identity Perception, *Under Progress*
Advisor: Dr. Naveen Donthu

Dissertation Committee: Naveen Donthu, Alokparna (Sonia) Monga, Barbara Duffek, and Aaron J. Barnes,

PUBLICATIONS

Tessa Garcia-Collart, Ellen Campos Sousa, Ryan Cruz, Ludovica Scalco, Smriti Kumar, **Davon Holmes**, Amanda Spry, Eda Anlamlier, Ahmet Kocak, and Nelson Amaral “The Marketplace Happiness Framework for Transformative Consumer Research: Managing the Hedonic-Eudaimonic Happiness Tension.” *Journal of Public Policy & Marketing*

WORKING PAPERS

Barbara Duffek*, **Davon Holmes*** and Naveen Donthu “The Role of Brand Ownership in Virtual Influencer Authenticity.”

Status: Reject & Resubmit at *Journal of Business Research* (1st Round)

Dissertation Essay 1

RESEARCH-IN-PROGRESS

Davon Holmes and Naveen Donthu “The Role of Virtual Influencers in Service Recovery”

Status: Data collection in progress

Target: *Journal of Marketing*

Dissertation Essay 2

Davon Holmes and Naveen Donthu “The Role of Racial Congruence and Product Involvement in Response to Virtual vs. Human Influencers”

Status: Data collection in progress

Target: *Journal of Consumer Research*

Dissertation Essay 3

Davon Holmes, Lane Fronczek and Naveen Donthu “The Role of Luxury and Non-Luxury Status in Virtual Influencer Promotions”

Status: Data collection in progress

Target: *Journal of the Academy of Marketing Science*

Sydni Fomas Do*, **Davon Holmes***, and Aaron J. Barnes, “AI Washing: a Nuanced Conversation in Marketing”

Status: Data collection in progress

Target: *Journal of Marketing*

Khalia Jenkins, **Davon Holmes**, Abigail Torres, “Tipping in Online Delivery Platforms”

Status: Data collection in progress

Target: *Journal of Consumer Research*

Priscilla Peña*, **Davon Holmes*** and Seth Ketron “How Virtual vs. Human Influencers Affect Authenticity in Brand Activism”

Status: Data collection in progress

Target: *Journal of Marketing*

HONORS, AWARDS, AND GRANTS

AMA/Sheth Foundation Doctoral Consortium 2026-Fellow

Georgia State University 2026-Teaching Fellow

Mittelstaedt & Gentry Doctoral Symposium 2026-Fellow

Georgia State University: Robinson Research Summit Hackathon 2025-Second Place

The PhD Project’s Annual 3-Minute Thesis Competition 2025-Second Place

Society for Marketing Advances Doctoral Consortium 2024-Fellow

AMA Valuing Diversity PhD Scholarship 2023-Winner

INVITED SESSIONS AND PANELS

The PhD Project's Annual Conference: Marketing Breakout Session Panelist, 2025 and 2026

CONFERENCE PRESENTATIONS AND POSTERS

AMA Marketing & Public Policy Conference, Poster Session, 2025

- o "How Virtual vs. Human Influencers Affect Authenticity in Brand Activism

Virtual influencers and Perceived Authenticity. Three-Minute Thesis presentation at the Georgia State University Robinson Research Summit Hackathon, Atlanta, GA, 2025.

Virtual influencers and Activism Campaigns. Three-Minute Thesis presentation at the PhD Project's Annual Conference. Chicago, IL, 2025.

SERVICE TO THE DISCIPLINE

American Marketing Association Conference, *Competitive Paper Reviewer 2024-2026*

American Marketing Association Marketing and Public Policy Conference, *Competitive Paper Reviewer 2025*

American Marketing Association, *Scholarship Reviewer 2024*

Marketing Education Review, *Competitive Paper Reviewer 2024*




Georgia State University

- Subject Pool Manager, Robinson College of Business – 2022-Current
- Secretary, Robinson PhD Fellows – 2024-2025

The PhD Project

- President, Marketing Doctoral Student Association – 2025-2026
- Vice President, Marketing Doctoral Student Association – 2024-2025
- Georgia State University Recruitment Representative – 2024

DISSERTATION COMMITTEE

<p>Naveen Donthu (ndonthu@gsu.edu) <i>Georgia State University</i></p> 	<p>Alokparna (Sonia) Monga (amonga@gsu.edu) <i>Georgia State University</i></p> 
<p>Barbara Duffek (bduffek@gsu.edu) <i>Georgia State University</i></p> 	<p>Aaron J. Barnes (aaron.barnes@louisville.edu) <i>University of Louisville</i></p> 