

Davon M. 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)
Dissertation: Essays on Virtual Influencer Authenticity	
 Bachelor of Business Administration: Marketing	 2021
Georgia State University, J. Mack Robinson College of Business	

RESEARCH INTERESTS

Substantive: AI in Advertising, Digital Innovation, Virtual Influencers, Authenticity

Methodological Expertise: Experimental Design

RESEARCH-IN-PROGRESS

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

Status: Currently under review at Journal of Business Research

*First authors contributed equally; listed alphabetically

Priscilla Peña*, **Davon Holmes***, and Seth Ketron* “Virtual Influencer Authenticity in Activism Campaigns: The Role of Activism Duration and Visual Style”

Status: Currently under review at Journal of Business Research

*First authors contributed equally; order randomized

Tessa Garcia-Collart, Nelson Amaral, Eda Anlamlier, Ryan Cruz, **Davon Holmes**, Ahmet Kocak, Smriti Kumar, Ludovica Scalco, Ellen Campos Sousa, and Amanda Spry “Marketplace Happiness: A Paradigm Shift Toward Eudaimonic Happiness Through Marketing and Public Policy.”

Status: Currently under review at Journal of Public Policy & Marketing

Davon Holmes*, Naveen Donthu, Lane Fronczek, and Seth Ketron “The Role of Racial Congruency in Virtual Influencer Endorsed Products.”

Status: Manuscript in preparation: planned submission by end of 2025

Target: Journal of Business Research

Sydni Fomas Do*, **Davon Holmes***, and Aaron Barnes, “AI in Advertising: a Nuanced Conversation in Marketing

Status: Data collection in progress

Target: Journal of Marketing

*First authors contributed equally; listed alphabetically

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

Status: Data collection in progress

Target: Journal of Consumer Research

HONORS, AWARDS, AND GRANTS

Georgia State University: Robinson Research Summit Hackathon 2025-Runner Up

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

Society for Marketing Advances 2024-Doctoral Consortium Fellow

AMA/The PhD Project’s 2023 Valuing Diversity PhD Scholarship-Winner

INVITED SESSIONS AND PANELS

The PhD Project’s Annual Conference, Chicago, IL, 2025

- o Marketing Breakout Session Panelist

CONFERENCE PRESENTATIONS AND POSTERS

AMA Marketing & Public Policy Conference, Washington, DC, 2025

- o Poster Session

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

- American Marketing Association Conference, Madrid, ES, 2026
 - o Competitive Paper Reviewer

American Marketing Association Marketing and Public Policy Conference

- AMA Marketing and Public Policy Conference, Washington, DC, 2025
 - Competitive Paper Reviewer

American Marketing Association Conference

- American Marketing Association Conference, Phoenix, AZ, 2025
 - Competitive Paper Reviewer

American Marketing Association Conference

- American Marketing Association Conference, Boston, MA, 2024
 - Competitive Paper Reviewer

American Marketing Association/The PhD Project

- Valuing Diversity PhD Scholarship Reviewer 2024

Marketing Education Review

- Competitive Paper Reviewer 2024

The PhD Project Annual Conference, – Chicago, IL, 2024, Recruitment Representative

President, The PhD Project, Marketing Doctoral Student Association March 2025-March 2026

Vice President, The PhD Project, Marketing Doctoral Student Association August 2024-March 2025

Secretary, The Robinson PhD Fellows, Georgia State Robinson College of Business, August 2024-July 2025

Subject Pool Manager, Robinson College of Business, Georgia State University March 2022- Current

LEADERSHIP AND RESEARCH EXPERIENCE

Georgia State University: Research Coordinator (2022 – Present).

- Together with Drs. Sonia Monga and Lane Fronczek, helped create a subject pool with over 700 participants as a graduate research assistant.
- Set up the SONA platform for students to register for the pool, take online studies, and receive credit for their course.

DOCTORAL COURSEWORK

- Doctoral Seminar in Theory Construction, Dr. Ajay Kohli
- Doctoral Seminar in Structural Equation Modeling (Multiple Indicator Methods), Dr. Ed Rigdon
- Doctoral Seminar in Machine Learning (New Technologies in Marketing), Dr. Ramakrishnan
- Doctoral Seminar in Marketing Strategy, Dr. Denish Shah
- Doctoral Seminar in Consumer Behavior Theory, Drs. Ryan Hamilton, and Morgan Ward
- Doctoral Seminar in Behavioral Aspects of Branding, Dr. Sonia Monga
- Doctoral Seminar in Consumer Behavior Methods, Dr. Lane Fronczek
- Doctoral Seminar in Qualitative Methods, Dr. Leigh Anne Liu
- Doctoral Seminar in Sociological Theory, Dr. Daniel Pasciuti
- Statistics I, Dr. Chris Goode

- Statistics II, Dr. Chris Goode
- Design of Experiments, Dr. Mark Keil

ACADEMIC AFFILIATIONS

- Marketing and Public Policy
- American Marketing Association
- Transformative Consumer Research
- Society for Marketing Advances