

ALEC N. SLEPCHUK

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B.I. Moody III College of Business
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EMPLOYMENT

- 2023 – Assistant Professor, B.I. Moody III College of Business Administration
University of Louisiana at Lafayette
- 2020 – 2023 Teaching Associate, Isenberg School of Management
University of Massachusetts Amherst
- 2018 – 2020 Research Assistant, Isenberg School of Management
University of Massachusetts Amherst
- 2016 – 2018 Graduate Teaching Assistant, College of Business
University of Texas at Arlington
- 2013 – 2015 Youth Development Coordinator
United States Peace Corps

EDUCATION

- 2023 Doctor of Philosophy, Isenberg School of Management (Marketing)
University of Massachusetts Amherst, Amherst, Massachusetts
Dissertation: *Investigation of Privacy within Health Marketing,
Digital Activism, and International Contexts*
- 2018 Master of Science in Marketing Research, College of Business
University of Texas at Arlington, Arlington, Texas
- 2013 Bachelor of Business Administration (Honors), Marketing
Minor: French and Francophone Studies
University of Massachusetts Amherst, Amherst, Massachusetts

PUBLICATIONS

6. Mertz, Breanne A.*, **Alec N. Slepchuk***, Courtney B. Peters, Irem Yoruk, and Vernon Murray (2025), "A Netnography of Human Trafficking on TikTok: Knowledge Types,

Misinformation, and Brands,” *Journal of Marketing Theory and Practice*, 1 - 19.
<https://doi.org/10.1080/10696679.2025.2544672> [*Denotes equal authorship.]

5. Solomon, Shelby J., **Alec N. Slepchuk**, Justin Davis, and Joshua S. Bendickson (2025), “The Phantom Push: A Reevaluation of Necessity Entrepreneurship,” *Journal of Small Business Management*, 1-28. <https://doi.org/10.1080/00472778.2025.2480847>
4. **Slepchuk, Alec N.** and Joby John (2025), “Exploring Perceptions of AI in the Marketing Classroom: A Stimuli-Organism-Response Framework,” *Marketing Education Review*, 1-9. <https://doi.org/10.1080/10528008.2025.2478869>
3. **Slepchuk, Alec N.**, George R. Milne, and Kunal Swani (2022), “Overcoming Privacy Concerns in Consumers’ Use of Health Information Technologies: A Justice Framework,” *Journal of Business Research*, 141, 782-793.
2. Swani, Kunal, George R. Milne, and **Alec N. Slepchuk** (2021), “Revisiting Trust and Privacy Concern in Consumers’ Perceptions of Marketing Information Management Practices: Replication and Extension,” *Journal of Interactive Marketing*, 56 (1), 137-158.
1. **Slepchuk, Alec N.** and George R. Milne (2020), “Informing the Design of Better Privacy Policies,” *Current Opinion in Psychology*, 31, 89-93.

CONFERENCES

23. **Slepchuk, Alec N.**, George R. Milne, and Samira Yaabdollahi (2026), “Thinking about the Future, Feeling the Present: The Consumer Robot Typology.” Macromarketing Conference, Denver, CO, June 14 – 17, 2026.
22. **Slepchuk, Alec N.**, Timyra Wilson, George R. Milne, and Kunal Swani (2026), “Informational, Temporal, and Spatial Privacy Expectations across Industries: A Cluster Analysis.” Macromarketing Conference, Denver, CO, June 14 – 17, 2026.
21. Solomon, Shelby J., **Alec N. Slepchuk**, Joshua S. Bendickson, and Blake Mathias (2026), “Back to the Primitive: Constraints and Entrepreneurial Creativity.” United States Association for Small Business and Entrepreneurship Conference, Salt Lake City, UT, February 18 – 21, 2026.
20. Yoruk, Irem, **Alec N. Slepchuk**, Courtney B. Peters, and Breanne A. Mertz (2026), “Uneven Multispecies Valuation: Comparing Animal-Centric, Human-Centric, and General Sustainability Labels in the Egg Market.” American Marketing Association Winter Conference, Madrid, Spain, February 13-15, 2026.
19. **Slepchuk, Alec N.**, Irem Yoruk, Courtney B. Peters, and Breanne A. Mertz (2025), “From Coop to Cart: How Animal- and Human-Centric Labels Shape Egg Pricing.” Society for Marketing Advances Conference, Las Vegas, NV, November 5-8, 2025.

18. **Slepchuk, Alec N.**, George R. Milne, and Kunal Swani (2025), “An Empirical Analysis of Privacy Satisfaction among Fortune 100 Companies.” Society for Marketing Advances Conference, Las Vegas, NV, November 5-8, 2025.
17. Barnwell, R. X., Ken Graham, Alisha Horky, Becca Jones, Michael Levin, Shannon McCarthy, and **Alec N. Slepchuk** (2025), “The Muses: An Analysis of Marketing through Analogy.” Society for Marketing Advances Conference, Las Vegas, NV, November 5-8, 2025.
16. **Slepchuk, Alec N.**, George R. Milne, and Nadeesha Bandara (2024), “Initiating Robot Public Policy: A Consumer-Centric Approach.” Society for Marketing Advances Conference, Tampa, FL, November 6-9, 2024. **Awarded Best Paper in Track**
15. **Slepchuk, Alec N.** and Lucy Henke (2024), “Children’s Privacy: A Social-Cognitive Developmental Perspective.” Marketing and Public Policy Conference, Washington, DC, June 6-8, 2024.
14. Solomon, Shelby, **Alec N. Slepchuk**, Justin Davis, and Joshua Bendickson (2024), “The Phantom Push: A Reevaluation of Necessity Entrepreneurship.” Inn-eaux-vate: 7th Annual Conference on Entrepreneurship Education, Lafayette, LA, April 25-27, 2024.
13. **Slepchuk, Alec N.**, Breanne A. Mertz, Courtney B. Peters, Irem Yoruk, and Vernon Murray (2023), “A Netnography of Human Trafficking on TikTok.” Society for Marketing Advances Conference, Fort Worth, TX, November 8-11, 2023. **Awarded Best Paper in Track**
12. **Slepchuk, Alec N.**, George R. Milne, and Kunal Swani (2023), “Meeting Privacy Expectations around the World.” Marketing and Public Policy Conference, Arlington, VA, June 8-10, 2023.
11. Murray, Vernon, Breanne Mertz, **Alec N. Slepchuk**, and Irem Yoruk (2022), “Human Trafficking Intervention Needs Marketing Research.” Society for Marketing Advances Conference, Charlotte, North Carolina, November 2-5, 2022.
10. **Slepchuk, Alec N.**, Francisco Villarroel Ordenes, and George R. Milne (2021), “Privacy Consumer Activists on Reddit: Exploring Discourse, Sentiment, and Advocated Practices.” Association for Consumer Research Conference, virtual, October 28-30, 2021.
9. Bandera, Nadeesha, Kaeun Kim, George R. Milne, George Pettinico, and **Alec N. Slepchuk** (2021), “The Robots Are Coming: How Will Consumers React?” Marketing and Public Policy Conference, virtual, June 24-25, 2021.
8. **Slepchuk, Alec N.** (2020), “Illegal Markets and the Marketing Mix.” Marketing and Public Policy Conference, virtual, May 28-30, 2020.

7. **Slepchuk, Alec N.**, George R. Milne, and Kunal Swani (2020), “The Changing Role of Concern and Trust in Using Interactive Technologies: A Look at the Healthcare Industry.” Association for Marketing & Health Care Research Conference, Breckenridge, CO, February 26-28, 2020.
6. Swani, Kunal, George R. Milne, and **Alec N. Slepchuk** (2019), “Antecedents and Consequences of Trust and Concern in Direct Marketing Industries.” Interactive Marketing Research Conference, Houston, TX, March 27-29, 2019.
5. **Slepchuk, Alec N.**, George R. Milne, and Kunal Swani (2019), “Changes in Consumer Attitudes toward Companies’ Use of Personal Healthcare Information.” Association of Marketing and Healthcare Research, February 27 – March 2, 2019.
4. Milne, George R., Kunal Swani, **Alec N. Slepchuk**, and Nadeesha Bandara (2019), “Transformation in the Direct Marketing Industry,” Winter Global Business Conference Proceedings. January 28 – February 1, 2019.
3. Milne, George R., Francisco Villaroel-Ordenes, **Alec N. Slepchuk**, and Begum Kaplan-Oz (2018), “A Text Mining Segmentation Approach to Understand the Role of Privacy (or lack of) in Consumers’ Lives.” Marketing and Public Policy Conference, June 7-9, 2018.
2. **Slepchuk, Alec N.**, George R. Milne, and Kaeun Kim (2018), “A Qualitative Assessment of SNS-Smart Phone Addiction.” MSMR Insights Conference, Arlington, TX, April 12, 2018.
1. **Slepchuk, Alec N.**, George R. Milne, and Kaeun Kim (2017), “A Qualitative Assessment of SNS-Smart Phone Addiction.” AMHCR Conference Proceedings, 67.

SERVICE TO THE FIELD

Session Chair, 2025 Society for Marketing Advances Conference (Trust, Bias, and the Creator Economy), Las Vegas, NV.

Track Co-Chair, 2025 Society for Marketing Advances Conference (Marketing and Public Policy), Las Vegas, NV.

Track Co-Chair, 2024 Society for Marketing Advances Conference (Marketing and Public Policy), Tampa, FL.

Journal of Macromarketing (Ad Hoc Reviewer 2025).

Journal of Consumer Affairs (Ad Hoc Reviewer 2025).

Journal of Business Research (Ad Hoc Reviewer 2024).

Journal of Services Marketing (Ad Hoc Reviewer 2023-2026).

Marketing Education Review (Ad Hoc Reviewer 2023-2024).

Society for Marketing Advances Conference (Reviewer 2024).

Academy of Marketing Science Annual Conference (Reviewer 2024).
 AMA Winter Academic Conference (Reviewer 2022, 2024-2026).
 AMA Marketing + Public Policy Conference (Reviewer 2022, 2023, 2025, 2026).
 AMA Summer Academic Conference (Reviewer 2022, 2025).
 Association for Consumer Research Conference (Reviewer 2022).

Digital Marketing by Raj Sachdev (Reviewer 2025).

DEVELOPMENTAL ACTIVITIES

- Transformative Consumer Research Conference, Washington, DC (June 12-15, 2025)
- Marketing & Public Policy Doctoral Research Workshop & Symposium, Waco, TX (June 6 – 9, 2022)
- ACR/Sheth Doctoral Symposium, virtual (October 28, 2021)

UNIVERSITY SERVICE

2025 - McNair Scholar Mentor (Kaden Wallace, Timyra Wilson)
 2025 - Honors Project Mentor (Timyra Wilson)
 2025 - Faculty Senate
 2024 - Graduate Faculty (Associate Membership)

COLLEGE SERVICE

2025 - Moody Student Research Showcase Committee
 2025 - Undergraduate Curriculum & AoL Committee
 2025 - Professorship Screening Committee
 2024 - Research Committee

DEPARTMENT SERVICE

2026 - Marketing Honors Advisor
 2025 - ARSE Marketing Coordinator, Alternative
 2024 - Endowed Chair in Professional Sales Search Committee
 2023 - ARSE Pathways Committee
 2023 - MS Marketing Initiative Committee
 2023 - Marketing Analytics Certificate Initiative Committee

AWARDS, GRANTS, HONORS AND RECOGNITIONS

2026 Colonels Jean and Philip Piccione Faculty Award for Research
 2026 UL Rising Star Award
 2025 UL Internal Entrepreneurship Fellowship
 2025 Moody COBA Faculty High Quality Research Award
 2024 Best Paper in Track, SMA 2024
 2024 Lafayette Coca-Cola/BORSF Endowed Professorship in Marketing

2024 Marc & Alcide Judice of Justice Inn/BORSF Endowed Professorship in Business
 2024 Faculty Professional Development Travel Grant
 2023 Best Paper in Track, SMA 2023
 2023 Faculty Research Travel Grant
 2022 Harold E. Hardy Scholarship
 2022 Isenberg Doctoral Program Student Research Excellence Award
 2021 Harold E. Hardy Scholarship
 2018 Walter S. Barr Fellowship
 2018 Isenberg Doctoral Program Fellowship
 2018 Beta Gamma Sigma
 2017 UTA Student Employee Award of Excellence
 2016 UTA College of Business Graduate Scholarship
 2013 Graduated Cum Laude

TEACHING

“Marketing Research”

- Fall 2025: 4.3/5
- Spring 2025: 4.5/5, 4.2/5
- Fall 2024: 4.1/5
- Spring 2024: 4.8/5, 4.6/5
- Fall 2023: 4.7/5
- Spring 2023: 4.8/5
- Spring 2022: 4.8/5
- Fall 2021: 3.9/5
- Spring 2021: 3.9/5
- Fall 2020: No course evaluations

“Digital Marketing”

- Fall 2025: 4.4/5, 4.6/5
- Spring 2025: 4.3/5
- Fall 2025: 4.9/5, 4.3/5
- Spring 2024: 4.5/5
- Fall 2023: 4.6/5, 4.5/5

INVITED TALKS

- UMass Isenberg Marketing PhD Information Session (Alumni speaker; Fall 2025)
- “Internet Marketing”: Privacy in the Digital Age (Guest lecturer; Spring 2023, Spring 2022)
- “Tools for Professional Success”: Designing and Analyzing Survey Research (Guest lecturer; Fall 2022)

PROFESSIONAL MEMBERSHIPS

American Marketing Association (2022 – Present)
Association for Consumer Research (2021 – Present)
Society for Marketing Advances (2022-Present)

PROFESSIONAL CERTIFICATES

CITI Group 2 Social and Behavioral Research Investigators and Key Personnel
Coursera Google Ads for Beginners
Google Analytics Individual Qualification
Google Analytics Certification
Google Search Ads (expired)
HubSpot Academy Email Marketing
HubSpot Academy Social Media
LinkedIn Learning Introduction to Artificial Intelligence
Semrush Academy SEO Fundamentals
ULearn Certified Online Teacher