

Natalie Chisam

HLH 345F, P.O. Box 880492, Lincoln, Nebraska 68588 | nchisam@unl.edu

Academic and Honorary Appointments

University of Nebraska–Lincoln, College of Business, Lincoln, Nebraska	2023–Present
Assistant Professor of Marketing	
Sales and Marketing Strategy (SAMS) Institute	2025–Present
Research Fellow	

Academic Background

University of Washington, Foster School of Business, Seattle, Washington	June 2023
Doctor of Philosophy, Marketing	
<i>Minor:</i> Statistics	
<i>Dissertation:</i> Understanding the Impacts of Data Privacy Regulations on Firm Performance	
<i>Committee:</i> Robert W. Palmatier (Chair), Frank Germann, Nidhi Agrawal, Oliver Rutz, Jerald R. Herting	
University of Washington, Foster School of Business, Seattle, Washington	June 2021
Master of Science in Business Administration	
University of Notre Dame, Mendoza College of Business, Notre Dame, Indiana	May 2019
Master of Business Administration with Honors (<i>Magna cum laude</i>)	
<i>Concentrations:</i> Marketing and Business Analytics	
Indiana University–Bloomington, Kelley School of Business, Bloomington, Indiana	May 2013
Bachelor of Science in Business	
<i>Major:</i> Marketing	

Research

Research Interests: Marketing strategy, data privacy ecosystem, marketing law & public policy.

Impact: 12,600+ reads on the official journal websites; citations = 57; h-index = 4; i10-index = 3

Journal Publications

1. Natalie Chisam, Jordan W. Moffett, Frank Germann, and Robert W. Palmatier, “Privacy Trade-Offs in International Markets,” forthcoming in *Journal of International Business Studies*. UTD and *Financial Times* 50 Journal.
 - Research Excellence Team Support Program Recipient (University of Kentucky; \$10,000)
 - Research Grant Program Recipient (University of Nebraska–Lincoln; \$4,219)
 - Featured in MSI Working Paper Series and MSI Source Newsletter
2. Jordan W. Moffett, Natalie Chisam, Kelly D. Martin, and Robert W. Palmatier, “Privacy as Strategy,” forthcoming in *Harvard Business Review*. *Financial Times* 50 Journal.
 - Selected as the lead “Idea Watch” article for the May 2026 print edition.

3. Jordan W. Moffett*, **Natalie Chisam***, Kelly D. Martin, and Robert W. Palmatier (2025), "Customer Data Privacy Stewardship," forthcoming in *Journal of Marketing*, doi.org/10.1177/00222429251367342. UTD and *Financial Times* 50 Journal.
 - YouGov Data Yearly Subscription (University of Kentucky; \$25,000)
 - Research Excellence Team Support Program Recipient (University of Kentucky; \$10,000)
 - Research Grant Program Recipient (University of Nebraska–Lincoln; \$2,500)
 - Featured in MSI Working Paper Series and MSI Source Newsletter
 - *Equal authorship
4. Mehdi Nezami, **Natalie Chisam**, and Robert W. Palmatier (2025), "Network Centrality and Firm Performance: A Meta-Analysis," *Journal of the Academy of Marketing Science*, 53 (1), 79–104. *Financial Times* 50 Journal.
5. Leigh McAlister, Frank Germann, **Natalie Chisam**, Pete Hayes, Adriana Lynch, and Bill Stewart (2023), "A Taxonomy of Marketing Organizations," *Journal of the Academy of Marketing Science*, 51 (3), 617–35. *Financial Times* 50 Journal.
 - *Journal of the Academy of Marketing Science* Sheth Foundation Best Paper Award Finalist
6. **Natalie Chisam**, Frank Germann, and Robert W. Palmatier (2022), "A Call for Research at the Public Policy–Marketing Strategy Interface," *Journal of Public Policy & Marketing*, 41 (3), 213–15.

Research Under Review or Revisions

1. **Natalie Chisam***, Nita Umashankar*, and Jordan W. Moffett, "From Self-Expression to Self-Incrimination: How Consumers Respond to Data Threats Under Surveillance," preparing for second-round review at *Journal of Marketing*. UTD and *Financial Times* 50 Journal.
 - Research Grant Program Recipient (University of Nebraska–Lincoln; \$2,000)
 - *Equal authorship
2. Jordan W. Moffett*, **Natalie Chisam***, Laurel Johnston*, Kelly D. Martin*, and Kelly Hewett*, "Navigating the Global Privacy Ecosystem: A Multilevel Review of Customer, Firm, and Regulatory Perspectives on Data Privacy in International Business," proposal accepted at *Journal of International Business Studies*. UTD and *Financial Times* 50 Journal.
 - Research Grant Program Recipient (University of Nebraska–Lincoln; \$4,000)
 - *Equal authorship; *doctoral student
3. **Natalie Chisam***, Jordan W. Moffett*, and Kelly D. Martin*, "Customer Privacy Journey," reject and resubmit at *Journal of Marketing*. UTD and *Financial Times* 50 Journal.
 - Research Excellence Team Support Program Recipient (University of Kentucky; \$13,500)
 - Research Grant Program Recipient (University of Nebraska–Lincoln; \$4,000)
 - Featured in MSI Working Paper Series
 - *Equal authorship

Select Working Papers and Works in Progress

1. Francois Carrillat, **Natalie Chisam**, and Robert W. Palmatier, "A Meta-Analysis of Data Privacy and Firm Performance," Target: *Journal of Marketing*. UTD and *Financial Times* 50 Journal.
2. Negin Malaki*, S. Sajeesh, and **Natalie Chisam**, "Impact of Consumer Knowledge on Price Obfuscation Strategies," Target: *Marketing Science*. UTD and *Financial Times* 50 Journal.
 - *doctoral student

Published MSI Working Papers and Book Chapters

1. **Natalie Chisam**, Jordan W. Moffett, and Kelly D. Martin (2025), "Customer Privacy Journey," *Marketing Science Working Paper Series*, www.msi.org/working-paper/customer-privacy-journey/.
2. **Natalie Chisam**, Jordan W. Moffett, Kelly D. Martin, and Robert W. Palmatier (2023), "Leading on Privacy: How Firms Can Build Trust and Enhance Performance Across Authenticity Indicators," *Marketing Science Working Paper Series*, www.msi.org/working-paper/leading-on-privacy-how-firms-can-build-trust-and-enhance-performance-across-authenticity-indicators/.
3. **Natalie Chisam**, Frank Germann, and Robert W. Palmatier (2023), "Navigating the Data Privacy Regulatory Landscape: How Firms Can Withstand the Negative Performance Implications," *Marketing Science Working Paper Series*, www.msi.org/working-paper/navigating-the-data-privacy-regulatory-landscape-how-firms-can-withstand-the-negative-performance-implications/.
4. **Natalie Chisam**, Joshua T. Beck, and Robert W. Palmatier (2022), "Relationship Marketing," in *Handbook of Business-to-Business Marketing* (2nd edition), ed. Gary L. Lilien, Andrew J. Petersen, and Stefan Wuyts, Edward Elgar Publishing, 315–34.

Invited Research Presentations and Conference Special Sessions

1. "Consumer Privacy in the Global Technology Ecosystem," TechSIG Special Session Panel, with Jordan W. Moffett, Laurel Johnston, Kelly D. Martin, Johanna Zimmerman, Alexander Bleier, Michael Haenlein, Kelly Hewett, and Kristen Walker (2026)
2. "Customer Data Privacy Stewardship," Session Chair, AMA Summer Conference, Chicago, Illinois (2025)
3. "AI Influencers and the Privacy Paradox," TechSIG Special Session Panel, with Christian Hughes, P. K. Kannan, Michael Lambie, Detelina Marinova, Kelly Martin, Jordan Moffett, and Vanitha Swaminathan, Session Co-Chair, AMA Summer Conference, Boston, Massachusetts (2024)
4. "Privacy as Strategy," Customer Data Privacy, Security, and Vulnerability Special Session, AMA Summer Conference, San Francisco, California (2023)
5. "The Effect of Privacy Regulations on Firm Performance," Customer Data Privacy, Security, and Vulnerability Special Session, AMA Summer Conference, San Francisco, California (2023)
6. "Data Privacy Regulation: Effects on Firm Performance," AMA Summer Conference, Chicago, Illinois (2022)
7. "Data Privacy Regulation: Effects on Firm Performance," UW–UBC Annual Marketing Conference, Seattle, Washington (2022)
8. "Data Privacy Regulation Management Strategies," Microsoft Compliance Research Showcase, Seattle, Washington (2022)

Teaching and Professional Experience

Teaching Experience, University of Nebraska, Assistant Professor

- Market Research, Undergraduate (Overall Course/Instructor Median: 5.00/5.00)
 - Spring 2026 (1 section)
 - Fall 2025 (2 sections)
 - Spring 2025 (1 section)
 - Fall 2024 (2 sections)
 - Fall 2023 (2 sections)

- Marketing Communication, Undergraduate (Overall Course/Instructor Median: 5.00/5.00)
 - Fall 2023 (1 section)

Teaching Experience, University of Washington, Graduate Teaching Assistant

- Executive MBA Marketing Strategy with Teaching Component (2020–2023)

Professional Experience

- Monsanto Company, St. Louis, Missouri, Marketing Coordinator, Channel Seed (2016–2017)
- Bernstein-Rein Advertising, Kansas City, Missouri, Account Executive, McDonald's (2014–2016)
- Cerner Corporation, Kansas City, Missouri, Consultant, Revenue Cycle (2013–2014)

Honors and Awards

Research Awards

- AMA Sheth Foundation Early Career Consortium Fellow, Madrid, Spain (2026)
- University of Nebraska–Lincoln College of Business Emerging Scholar Research Award Nominee (2025)
- Indiana University Haring Symposium Faculty Representative (2025)
- *Journal of the Academy of Marketing Science* Sheth Foundation Best Paper Award Finalist (2023)
- University of Washington James B. Wiley Endowed PhD Fellowship (2023; \$25,000 scholarship)
- University of Washington Gary Wipfler Distinguished Leader Fellowship (2019–2023; \$5,000 per year scholarship)
- Marketing Strategy Consortium Fellow (2022)

Teaching Awards

- Faculty Teaching Award, Department of Marketing, University of Nebraska–Lincoln (2025)
- University of Nebraska–Lincoln College of Business Dean's Coin Recipient (2025)
- Certificate of Recognition for Contributions to Students (2025; awarded on behalf of the University of Nebraska–Lincoln Division of Student Life, Teaching Council, and Parents & Family Association to faculty and staff members who have made significant contributions to students' lives)
- Delta Sigma Pi Faculty of the Month, awarded to College of Business faculty who demonstrate exceptional dedication to their students (February 2025)
- University of Nebraska–Lincoln College of Business Teaching and Learning Center Coursera Learning Community Grant (2025)
- University of Nebraska–Lincoln College of Business Teaching and Learning Center Learning Community Grant (2024)
- University of Nebraska–Lincoln College of Business Distinguished Teaching Award Finalist (2023)
- University of Washington Executive MBA Outstanding Teaching Assistant Award (2023)

Additional Honors and Scholarships

- Profiled in the University of Notre Dame's Women's History Month Marketing LinkedIn Series (2025)
- Notre Dame Dean's Award (2019; \$1,000, awarded to the top student who demonstrates strong leadership amongst classmates, shows promise for future professional success, and has a strong record of scholarship as selected by faculty)
- Notre Dame Donna M. Sclafani Memorial Award (2019; \$1,000, presented to an outstanding female MBA marketing student as voted by the Department of Marketing faculty)
- Notre Dame Forté Fellowship (2017–2019; \$40,000 per year scholarship awarded to female students recognized for academic aptitude, leadership, and future potential)
- Notre Dame 2018 Brogan Award (2018; \$6,000, given to the top four female students ranked by GPA)

Research Funding and Grants

Total Received = \$83,219

- Research Grant Program Recipient, Fall 2025 (University of Nebraska–Lincoln; \$4,000)
- Research Grant Program Recipient, Spring 2025 (University of Nebraska–Lincoln; \$4,219)
- Research Excellence Team Support Program Recipient, 2025 (University of Kentucky; \$8,000)
- Research Grant Program Recipient, Fall 2024 (University of Nebraska–Lincoln; \$4,000)
- Research Grant Program Recipient, Spring 2024 (University of Nebraska–Lincoln; \$2,500)
- Research Grant Program Recipient, Winter 2024 (University of Nebraska–Lincoln; \$2,000)
- Research Excellence Team Support Program Recipient, 2024 (University of Kentucky; \$10,000)
- YouGov Data Yearly Subscription, 2023 (University of Kentucky; \$25,000)
- Research Excellence Team Support Program Recipient, 2023 (University of Kentucky; \$13,500)
- Research Excellence Team Support Program Recipient, 2022 (University of Kentucky; \$10,000)

Service

University Service

- Mittelstaedt & Gentry Doctoral Symposium Co-Chair (2025)
- PhD student supervisory committee member (Negin Malaki; 2025)
- PhD student second-year paper reviewer (2024, 2025)
- PhD first-year student paper reviewer (2025)
- Faculty search committee member (2024)

External Service

- Sales and Marketing Strategy Institute, Associate Executive Director (2019–Present)
- AMA Innovation, Technology, and Interactivity Special Interest Group (TechSIG) Vice President for Engagement (2024–present)
 - Drove community-building efforts on LinkedIn and through event programming, contributing to a threefold increase in membership from 2024 to 2025
- University of Washington Center for Sales and Marketing Strategy, Associate Executive Director (2019–2023)
- American Marketing Association Retail and Pricing SIG Doctoral Student Liaison (2022–2023)
- Ad Hoc Journal Reviewer
 - *Journal of Retailing* (2025)
 - *Journal of Marketing* (2023)
 - *Journal of Public Policy & Marketing* (2022)
- Scholarly Reference & Conference Reviewer
 - Oxford Bibliographies (2025)
 - American Marketing Association Summer Conference (2021–present)
 - American Marketing Association Winter Conference (2021–present)
 - American Marketing Association Marketing and Public Policy Conference (2024)
- Other Service
 - White Cane Foundation Marketing Research Student Project Collaboration (2024)
 - Invited Guest Lecturer (PhD Seminar), Iowa State University, Dr. Ju-Yeon Lee (2024)
 - Invited Guest Lecturer (Introduction to Business), Milford Junior–Senior High School (2024)