Dexter PURNELL

Associate Professor

Academy: Digitalization

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Education

2023	Master of Science, Marketing, The University of Alabama, United States of America
2017	Doctorate in Business Administration, Marketing, Wilmington University, United States of America
2013	Master of Science, Management, Peru State College, United States of America

Experience

Full-time academic positions

Since 2026	Associate Professor, SKEMA Business School, United States of America

Publications

Peer-reviewed journal articles

SUSARLA, P., PURNELL, D. and SCOTT, K. (2026). Zillow's artificial intelligence failure and its impact on perceived trust in information systems. *Journal of Information Technology Teaching Cases*, 16(1), pp. 13-19.

PURNELL, D., LEGOCKI, K.V. and BARNES, S.R. (2025). Navigating the firestorm: a framework for managing corporate sociopolitical activism-driven social media crises with linguistic insights. *Journal of Marketing Theory and Practice*.

BRYANT, M.M., RILEY, J., TURNER-HENDERSON, T. and PURNELL, D. (2024). Ready, set, go! Deploying the social listening stoplight activity to teach marketing analytics using qualitative techniques. *Journal of Marketing Analytics*, 12(2), pp. 169-181.