Dexter PURNELL

Professeur associé

Académie : Digitalisation

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Formation

2023	Master of Science, Marketing, The University of Alabama, Etats-Unis d'Amérique
2017	Doctorate in Business Administration, Marketing, Wilmington University, Etats-Unis d'Amérique
2013	Master of Science, Management, Peru State College, Etats-Unis d'Amérique

Expérience Professionnelle

Positions académiques principales

Depuis 2026	Professeur associé, SKEMA Business School, Etats-Unis d'Amérique

Publications

Articles académiques revus

SUSARLA, P., PURNELL, D. et 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. et 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. et 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.