

Kristopher Kyle Floyd
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Education

- **Ph.D. in Marketing** (Minor: Business Statistics)
University of Texas at Arlington (2015)
- **MBA in Marketing**
University of Texas at Arlington (2010)
- **B.A. in Elementary Education**
Appalachian State University (1997)

AI Courses & Professional Certifications

- **IBM:** Artificial Intelligence Essentials, Generative AI Essentials, Generative AI, Prompt Engineering; Generative AI: Prompt Engineering
- **Google:** Prompt Engineering Basics; Prompting Essentials
- **University of Pennsylvania:** AI in Education: Leveraging ChatGPT for Teaching; Transforming Classrooms with GenAI: A Practical Guide
- **University of Michigan:** Exploring Generative AI for Learning Design

Peer-Reviewed Publications

- Alhoqail, Saad, **Robert Zacca**, and **Kristopher Floyd** (2022), “Thrown Under the Bus: The Signaling Role of CMO Dismissal and its Effect on Firm Value.” *Journal of East-West Business*, 28(4), 388-403.
- Alhoqail, Saad and **Kristopher Floyd** (2021), “How Website Information Decreases Intangibility and Increases Donation.” *Journal of Philanthropy and Marketing*, 26(4), e1702.
- Alhoqail, Saad and **Kristopher Floyd** (2021), “Content is King but Context is Queen: How Involvement Facilitates the Impact of Website Characteristics on Donation.” *International Review on Public and Nonprofit Marketing*, 17, 375-389.
- Yang, Zhiyong, **Kristopher Floyd**, and Jeff Tanner (2019), “Effects of antismoking messages from media on adolescent smoking: The roles of family, school, and culture.” *Journal of Business Research*, 103, 221-231.
- Alhoqail, Saad, Cho, Hyun Young, and **Kristopher Floyd** (2019), “Signaling Corporate Social Responsibility: How Talking on Social Media Can Influence the Bottom Line.” *Academy of Marketing Studies Journal*, 23(4).
- **Floyd, Kristopher**, Ryan Freling, Saad Alhoqail, Hyun Young Cho, and Traci Freling (2014), “How Online Product Reviews Affect Retail Sales: A Meta-analysis.” *Journal of Retailing*, 90(2), 271-232.

Books (Self-Published)

- AI as a Co-Pilot: Educating Students to Think, Simulate and Create with Artificial Intelligence
- Cultural Codes: How AI Adapts to a Diverse World
- The Art of Teaching: Learn How to Integrate AI into the Classroom without Losing Humanity
- The Power of Storytelling in Marketing: 15 Strategies to Help You Craft Your Story
- Guerilla Marketing: 15 Strategies for a Shoestring Budget

Academic Appointments & Teaching Experience

Adjunct Professor

Basel School of Business, Basel, Switzerland (2023–Present)

- **Courses Taught:**
 - Integrated Marketing Communications (Evaluation: 4.5/5)
 - Digital Marketing (Evaluation: N/A)
 - Luxury and Niche Marketing (Evaluation: N/A)

Clinical Assistant Professor of Marketing

Chapman University, Orange, CA (2017–2019)

- **Courses Taught:**
 - Principles of Marketing (Evaluations: 4.67, 4.60/5)
 - Services Marketing (Evaluations: 4.53, 4.49/5)

Visiting Professor

California Baptist University, Riverside, CA (2016–2017)

- **Courses Taught:**
 - Principles of Marketing (Evaluations: 4.928, 4.615/5)
 - Integrated Marketing Communications (Evaluation: 4.791/5)
 - Retail & Merchandising Management (Evaluation: 4.721/5)

Adjunct Professor

California Baptist University, Riverside, CA (2016)

- Integrated Marketing Communications (Evaluation: 4.74/5)

Enhanced Graduate Teaching Assistant

University of Texas at Arlington (2013–2014)