



ANTHONY
PALOMBA

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EDUCATION

QUANTIC SCHOOL OF BUSINESS AND TECHNOLOGY

M.B.A., April 2022

UNIVERSITY OF FLORIDA COLLEGE OF JOURNALISM AND COMMUNICATIONS

PH.D. MASS COMMUNICATIONS, December 2015

Area of Specialization: Telecommunications (Media Management)

Outside Concentration: Marketing

SYRACUSE UNIVERSITY S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

M.A. TELEVISION, RADIO, & FILM, May 2012

Area of Specialization: Media Business

Outside Concentration: Research Methods

MANHATTANVILLE COLLEGE

B.A. POLITICAL SCIENCE & HISTORY, May 2009

CERTIFICATIONS & CLASSES

NATIONAL ASSOCIATION FOR BUSINESS ECONOMICS

Applied Econometrics Certification, August 2024

4-day class in applied econometrics

Link: https://nabe.com/NABE/CBE/Courses/Applied_Econometrics_Course/August_2024.aspx

DATA SCIENCE INFINITY

Certification, May 2024

Intensive six-month Python-based bootcamp in Artificial Intelligence and Machine Learning (Additional engagement with SQL, Tableau, Docker, AWS, and Streamlit)

GitHub link: <https://github.com/aphd87?tab=repositories>

PURDUE UNIVERSITY

Post Graduate Program, April 2023

Intensive one-year Python-based bootcamp in Artificial Intelligence and Machine Learning

GitHub link: <https://github.com/aphd87?tab=repositories>

ACADEMIC EXPERIENCE

Darden School of Business, University of Virginia

Assistant Professor of Business Administration
Affiliated Faculty Member Appointment at the LaCross Institute for Ethical
Artificial Intelligence in Business

Charlottesville, VA
May 2020-Present

College of Professional Studies, St. John's University

Assistant Professor of Communication Arts (Media Management)

Queens, NY
July 2018 – July 2020

CUNY La Guardia Community College

Assistant Professor of Communication Studies

Queens, NY
July 2016 – August 2018

FIELDS OF RESEARCH INTEREST

Palomba's intellectual pursuits are deeply rooted in the realms of media, entertainment, and advertising industries. Palomba's research primarily delves into two areas. First, he investigates the motivations behind audience consumption of entertainment and aims to enhance audience measurement techniques to better predict consumption patterns. Second, he explores the impact of technological innovations on the competitive dynamics among entertainment and media firms. From a methodological standpoint, Palomba is interested in employing machine learning, artificial intelligence, and applied econometrics to gain deeper insights into consumer and firm behaviors.

PEER REVIEWED JOURNAL ARTICLES

Google citations: 198

h-index:9

i10-index:9

As of 9/18/2024

12. **Palomba, A.**, Zhang, A., Hedlund, D. (2024). Order of passive and interactive sports consumption and its influences on consumer emotions and sports gambling. *The Sport Journal*, 1-13.
11. **Palomba, A.** (2022). Building OTT brand loyalty and brand equity: Impact of original series on OTT services. *Telematics and Informatics*. (Impact Factor 2021: 6.128).
10. ***Palomba, A.** (2021). How consumers' personalities, lifestyles, and demographics predict SVOD genre and SVOD platform consumption. *Journal of Contemporary Marketing Science*.
***2022 Emerald Publishing Literati Award for Outstanding Paper – Selected as best article for the year in Journal of Contemporary Marketing Science.**
9. **Palomba, A.** (2021). Are consumer trade-offs predictive of SVOD subscriptions and SVOD account access? Using utility constant sums to predict SVOD subscriptions and SVOD accounts. *International Journal on Media Management*, 1-23. (CiteScore 2020: 2.6).
8. **Palomba, A.** (2020). High brand loyalty video game play and achieving relationships with virtual worlds and its elements through presence. *Journal of Media Business Studies*. (2018 Impact Factor: 1.54).

7. **Palomba, A.** (2020). Consumer personalities and lifestyles at the box office and beyond: How demographics, lifestyles and personalities predict movie consumption. *Journal of Retailing and Consumer Services*. (2020 Impact Factor: 7.135).
6. Bizen, Y., Sato, S., **Palomba, A.** (2020). A cross-cultural comparison of sports magazine covers between USA and Japan. *Asian Sports Management Review*.
5. **Palomba, A.** (2019). Digital seasons: How time of the year may shift video game play habits. *Entertainment Computing*. Volume 30, 1-7. (2019 Impact Factor: 1.34).
4. **Palomba, A.** (2018). Virtual perceived emotional intelligence: How high brand loyalty video game players evaluate their own video game play experiences to repair or regulate emotions. *Computers in Human Behavior*. Volume 85, Issue 1, 34-42. (2018 Impact Factor: 4.306).
3. Shay, R. and **Palomba, A.** (2018). First-party success or first-party failure? A case study on audience perceptions of the Nintendo brand during the Wii U's product life cycle. *Games and Culture*. 1-26. (2018 Impact Factor: 1.574).
2. **Palomba, A.** (2016). The antecedents of interactive loyalty through a structural equation model. *Online Journal of Communication and Media Technologies*. Volume 6, Issue 2, 107-130.
1. **Palomba, A.** (2016). Brand personalities of video game consoles. *American Communication Journal*. Volume 18, Issue 1, 63-82.

BUSINESS CASES & NOTES

9. **Palomba, A.** & Alam, N. (2024). Name, Image, and Likeness: A new era in collegiate sports. Case M-1036. Available at <https://store.darden.virginia.edu/name-image-and-likeness-a-new-era-in-collegiate-sports>
8. **Palomba, A.** (2024). Supreme Mart: Understanding product mix. Case M-1051. Available at <https://store.darden.virginia.edu/supreme-mart-understanding-product-mix>
7. **Palomba, A.** (2024). Advanced Tableau tips and tricks. Technical Note QA-0972. Available at <https://store.darden.virginia.edu/advanced-tableau-tips-and-tricks>
6. **Palomba, A.** Adkins, T. (2024). Understanding TV and video streaming industries: Measuring the viewing zeitgeist. Darden Case No. M-1042. Available at <https://store.darden.virginia.edu/understanding-tv-and-video-streaming-industries-measuring-the-viewing-zeitgeist>
5. **Palomba, A.** Cian, L., Klopfenstein, A. (2024). Dinh's Donuts (B): Crafting advertising strategy. Darden Case No. BC-0303. Available at <https://store.darden.virginia.edu/dinhs-donuts-a-optimizing-advertising-reach>
4. **Palomba, A.** Cian. L., Yemen, G., Shaloudgei, K. (2024). Dinh's Donuts (A): Optimizing advertising reach.

Darden Case No. BC-0302. Available at <https://store.darden.virginia.edu/dinhs-donuts-a-optimizing-advertising-reach>

3. **Palomba, A.** (2022). The solution shop and storytelling process. Darden Case No. UVA-BC-0294, Available at SSRN: <https://ssrn.com/abstract=4321084> or <http://dx.doi.org/10.2139/ssrn.4321084>
2. **Palomba, A.** (2022). Pitcher Perfect: Visualizing interactive beer profiles. Darden Case No. BC-0293. Available at SSRN: <https://ssrn.com/abstract=4321083> or <http://dx.doi.org/10.2139/ssrn.4321083>
1. **Palomba, A.** (2022). A Darden perspective: Teaching cases—Plan, listen, dance. Darden Case No. Technical Note UVA-PHA-0083. Available at SSRN: <https://ssrn.com/abstract=4038426>

BUSINESS CASES & NOTES IN PROGRESS

9. **Palomba, A.** (2024). Human experience articulated: Why we need art and expression (Case).
8. **Palomba, A.** (2024). Reel choices: The crossroads of a movie studio’s destiny (Case).
7. **Palomba, A.** (2024). Uniting worlds: Microsoft’s acquisition of Activision (Case).
6. **Palomba, A.** (2024). Who’s the artist: AI musician or digital muse? (Case)
5. **Palomba, A.** (2025). Mechanisms of TV deals. (Technical note).
4. **Palomba, A.** (2025). Mechanisms of movie deals. (Technical note).
3. **Palomba, A.** (2025). Mechanisms of video game deals. (Technical note).
2. **Palomba, A.** (2025). What makes a hit TV series? Lessons from interviews with creatives (Case A)
1. **Palomba, A.** (2025). What makes a hit TV series? Using natural language processing and machine learning to uncover drivers of debut episode views (Case B).

BOOK CHAPTERS

3. **Palomba, A.** (2020). Gaming Industry. In Meghan Mahoney & Tang (Eds). *The Handbook of Media Management & Business*.
2. Hedlund, D. P., **Palomba, A.**, Hanson L. C., Naraine, M., & Wear, H. (2020). Esports Marketing. In D. P. Hedlund, G. Fried & R. Smith (Eds.), *Esports Business Management*. Champaign, IL: Human Kinetics.
1. **Palomba, A.**, Rogers, R., Colaiacomo, A., Hedlund, D. P., Maloney J., & Scott, M. (2020). Esports Communications. In D. P. Hedlund, G. Fried & R. Smith (Eds.), *Esports Business Management*. Champaign, IL: Human Kinetics.

CONFERENCE PRESENTATIONS

- Palomba, A.** (2024). *Series superstars: How streaming-video-on-demand (SVOD) content popularity informs SVOD platform demand*. Paper presented at The Mallen Group Conference. Cambridge University. Cambridge, UK.
- Palomba, A.** (2024). *Series superstars: How streaming-video-on-demand (SVOD) content popularity informs SVOD platform demand*. Paper presented at Association for World Media Economics and Management Conference (WMEMC). The University Institute of Lisboa, ISCTE. Lisbon, Portugal.
- Shay, R. & **Palomba, A.** (2021). *How much is too much? Audience response to day-and-date streaming prices during Covid-19*. Paper presented at Association for World Media Economics and Management Conference (WMEMC). Luiss Business School. Rome, Italy (Remote).
- Palomba, A.** (2021). *How consumer personalities, lifestyles, and demographics predict SVOD genre and SVOD platform consumption*. Paper presented at Association for World Media Economics and Management Conference (WMEMC). Luiss Business School. Rome, Italy (Remote).
- Palomba, A.** (2021). *Building SVOD brand loyalty and brand equity: application of consumer-based brand equity model to SVOD consumption*. Paper presented at Association for World Media Economics and Management Conference (WMEMC). Luiss Business School. Rome, Italy (Remote).
- Palomba, A.** (2019). *Consumer personality and lifestyles at the box office and beyond: How demographics, lifestyles, and personalities predict movie consumption*. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC). Toronto, Canada.
- Palomba, A.** (2019). *Ingredient branding at the box office: How creative genre fit and familiarity predict movie theater attendance*. Presented at the Association for Education in Journalism and Mass Communication (AEJMC). Toronto, Canada.
- Palomba, A.** (2017). *High brand loyalty video game play and achieving relationships with virtual worlds and its elements through presence*. Presented at the Association for Education in Journalism and Mass Communication (AEJMC). Chicago, Illinois, USA.
- Palomba, A.** (2016). *Virtual perceived emotional intelligence: How high brand loyalty video game players evaluate their own video game play experiences to repair or regulate emotions*. Paper presented at the World Media Economics and Management Conference (WMEMC). Gabelli School of Business, Fordham University, New York, New York, USA.
- Shay, R. and **Palomba, A.** (2015). *First-party success or first-party failure? A case study on audience perceptions of the Nintendo brand during the Wii U's product life cycle*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC). San Francisco, California, USA.
- Palomba, A.** and Shay, R. (2015). *Digital seasons: How time of the year may shift video game play habits*. Paper presented at the International Communication Association (ICA). San Juan, Puerto Rico.

Palomba, A. (2014). *Impact of consumers' perceived emotional intelligence, regulation, and repair on media brand experiences and brand loyalty toward video game brands*. Paper presented at the European Media Management Association Doctoral Summer School in the Media Management and Transformation Centre at Jonkoping International Business School. Jonkoping, Sweden.

Palomba, A. (2014). *Brand personalities of video game consoles*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC). Montreal, Canada.

Palomba, A. (2014). *The antecedents of interactive loyalty through a structural equation model*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC). Montreal, Canada.

Hull, K. Alston, K. and **Palomba, A.** (2014). *Don't worry, be happy: An examination of journalist message boards*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC). Montreal, Canada.

Palomba, A. (2014). *Brand personalities of video game consoles*. Paper presented at the Association for Education in Journalism and Mass Communication Southeast Colloquium (AEJMC-SC). Gainesville, Florida, USA.

Palomba, A. and Wurts, E. (2012). *Transmedia storytelling: Viewers' reactions to extending the narratives of ABC's Modern Family and NBC's Community into new media*. Presented at the Broadcast Education Association (BEA). Las Vegas, Nevada, USA.

JOURNAL ARTICLE REVIEWER

International Journal of Human-Computer Interaction
Journal of Media Business Studies
Journal of Consumer Behaviour
International Journal of Media Management
Journal of Communication Technology
Computers in Human Behavior
Journal of Cultural Economics
Journal of Media Economics
Frontiers in Psychology

INDUSTRY CONFERENCE & SEMINAR ATTENDANCE

Faculty Fellow, **National Association of Television Program Executives**. January 20-23, 2019. Miami, Florida.

TV Fellow, **Television Academy Foundation**. November 6-10, 2017. Los Angeles, CA.

Attendee, **Data Visualization with Donna Wong (Wall Street Journal)**. Hosted by New York American Association of Public Opinion Research. November 1, 2017. New York, NY.

Industry Attendee, **E3 Conference (Electronic Entertainment Expo)**. June 13-15, 2017. Los Angeles, CA.

EXECUTIVE EDUCATION

NAMIC – September 13, 2024 - Media and Entertainment Businesses Research Presentation.

Navy Senior Executive Data Analytics & Leadership Development September 8-13, 2024 – Storytelling with Data.

AARP - Lead Up - July 15-18, 2024 – Storytelling with Data.

Executive MBA – Envisioning Your Future – Storytelling with Data.

IN THE MEDIA

Ramspacher, A. (2024, December 18). What's your favorite holiday ad? We asked UVA marketing experts for theirs. *UVAToday*. Retrieved December 18, 2024, from <https://news.virginia.edu/content/whats-your-favorite-holiday-ad-we-asked-uva-marketing-experts-theirs>

Gil, B. (2024, November 25). Streaming was made to escape ads. Now they're back with a vengeance. *Quartz*. Retrieved December 18, 2024, from <https://qz.com/netflix-disney-amazon-prive-video-ads-streaming-revenue-1851696868>

Canal, A. (2024, September 5). This NFL season is about to show how fast the sports TV landscape is changing. *Yahoo! Finance*. Retrieved September 6, 2024, from <https://finance.yahoo.com/news/this-nfl-season-is-about-to-show-how-fast-the-sports-tv-landscape-is-changing-142831168.html>

Reedy, J. (2024, August 27). Future of sports streaming market, consumer options under further scrutiny after Venu Sports ruling. *AP*. Retrieved August 31, 2024, from <https://apnews.com/article/fubo-venu-lawsuit-streaming-directv-6d3f3604e2f775fd8330fd07b0f4c61a>

McCance, M. (2024, June 18). What's really behind Microsoft's Strategy for 'Call of Duty' and Game Pass. The Darden Report. Retrieved June 19, 2024, from <https://news.darden.virginia.edu/2024/06/18/whats-really-behind-microsofts-strategy-for-call-of-duty-and-game-pass/>

Mastrangelo, D. (2014, May 25). Netflix makes waves with push into live events. *The Hill*. Retrieved May 28, 2024, from <https://thehill.com/homenews/media/4682588-netflix-makes-waves-with-push-into-live-events/>

Berry, A. (2024, February 8). Skipping the Super Bowl? Here's what to watch instead. *UVAToday*. Retrieved February 12, 2024, from <https://news.virginia.edu/content/skipping-super-bowl-heres-what-watch-instead>

- Ramspacher, A. (2023, December 21). Q&A: Tired of paying for separate streaming services? A solution has arrived. *UVAToday*. Retrieved December 22, 2023, from <https://news.virginia.edu/content/ga-tired-paying-separate-streaming-services-solution-has-arrived>
- Palomba, A. (2023, December 1). Media and the public's limited advertising attention span. *Darden Ideas to Action*. Retrieved December 1, 2023, from <https://ideas.darden.virginia.edu/advertising-attention-span>
- Greenwood, J. (2023, November 28). The impact of generative AI on media and entertainment: Insights from Dr. Anthony Palomba. *GBK Collective*. Retrieved November 30, 2023, from <https://open.spotify.com/episode/1D6vPGPkRLe2n7gSG2U6JY>
- Spotify. (2023). Good Disruption: Episode 12 - AI + Entertainment. *Spotify*. Retrieved November 7, 2023, from <https://gooddisruption.podbean.com/e/good-disruption-episode-12-ai-entertainment/>
- Wong, W. (2023, September 26). Actors strike over AI: A glimpse of workers' Future? *AI Business*. Retrieved October 2, 2023, from <https://aibusiness.com/responsible-ai/the-human-consequences-of-ai-in-hollywood>
- Isidore, C. (2023, July 18). AI is a concern for writers. But actors could have even more to fear. *CNN*. Retrieved July 18, 2023, from <https://edition.cnn.com/2023/07/18/business/ai-actors-strike/index.html>
- Ramspacher, A. (2023, June 30). Q&A: Why is 'Titanic' now available on Netflix? It's not what you think. *UVAToday*. Retrieved July 3, 2023, from <https://news.virginia.edu/content/ga-why-titanic-now-available-netflix-its-not-what-you-think>
- Canal, A. (2023, June 15). LIV Golf's struggles show TV networks want sports — just not all sports. *Yahoo! Finance*. Retrieved June 20, 2023, from <https://finance.yahoo.com/news/liv-golfs-struggles-show-tv-networks-want-sports--just-not-all-sports-093026312.html>
- Rauch, K. & Thompson, T. (2023). RevThink Hollywood Breaks Ep 127 - Being Yoda - Special guest - Anthony Palomba. [Online sound recording. RevThink. <https://www.youtube.com/watch?v=uu2xBfLsuAg>
- Freeman, E. (2023). The Stakeholder Podcast - Anthony Palomba. [Online sound recording]. Ed Freeman. <https://open.spotify.com/episode/6QTQsk8hLCKgiU69NjH78T?si=b464f69555884647>
- Darden Admission. (2023, April 5). Anticipating pop culture zeitgeist and measuring consumer behavior: An office hours conversation with Anthony Palomba. *UVA Darden - Discover Darden*. Retrieved June 20, 2023, from <https://blogs.darden.virginia.edu/admissions/2023/04/05/anticipating-pop-culture-zeitgeist-and-measuring-consumer-behavior-an-office-hours-conversation-with-anthony-palomba/>
- Newman, C. (2023, March 22). The personality of streaming services: What roles do original series play? *Darden Ideas to Action*. Retrieved March 22, 2023, from <https://ideas.darden.virginia.edu/streaming-services-original-content>
- Ramspacher, A. (2023, February 23). Netflix Cracks Down on Password Sharing: What It Means and How It Can Benefit Users. *UVAToday*. Retrieved February 8, 2023, from <https://news.virginia.edu/content/netflix-cracks-down-password-sharing-what-it-means-and-how-it-can-benefit-users>

- Newman, C. (2023, January 27). Ad-free or ad-full? Streaming and the media diet dilemma. *UVA Darden Ideas to Action*. https://ideas.darden.virginia.edu/streaming-ads-media-diet? gl=1*1bb079g* ga*NTE2ODc2NTE1LjE2NzU3MjEzOTU.* ga_SLY12CWTWF*MTY3NTcyMTM5NC4xLjAuMTY3NTcyMTM5NC42MC4wLjA.& ga=2.182081892.215173141.16757213
- GBK Collective. (2022, December 8). Q&A with Dr. Anthony Palomba, leading consumer behavior strategist and audience measurement expert. Retrieved February 10, 2023, from <https://www.gbkcollective.com/thoughtleadership/qandaanthonypalomba>
- Canal, A. (2022, November 29). AMC Networks stock sinks after CEO departs, layoffs announced as cable losses mount. *Yahoo Finance*. Retrieved December 1, 2022, from <https://money.yahoo.com/amc-networks-stock-layoffs-ceo-departs-203203633.html>
- Ramspacher, A. (2022, October 25). What's your favorite ad of all-time? We asked Darden, McIntire Professors for Theirs. In *UVAToday*. Retrieved October 25, 2022, from <https://news.virginia.edu/content/whats-your-favorite-ad-all-time-we-asked-darden-mcintire-professors-theirs>
- Canal, A. (2022, September 6). Amazon's 'Lord of the Rings' prequel faces 'tornadoes' despite record Prime debut. In *Yahoo Finance*. Retrieved September 7, 2022, from https://finance.yahoo.com/news/amazon-lord-of-the-rings-prequel-prime-debut-214934827.html?ncid=twitter_yfsocialtw_l1gbd0noiom
- Yahoo Finance. (2022, July 20). Netflix 'is a wildly successful' platform despite Q2 subscriber loss, analyst says. In *Yahoo! Finance (Live Interview Clip)*. Retrieved July 20, 2022, from <https://finance.yahoo.com/video/netflix-wildly-successful-platform-despite-153706211.html>
- Sperling, N. (2022, July 17). Netflix, still reeling, bets big on 'The Gray Man'. In *The New York Times*. Retrieved July 17, 2022, from <https://www.nytimes.com/2022/07/17/business/media/netflix-the-gray-man-subscribers.html>
- Ramspacher, A. (2022, June 28). Netflix to add ads. Why this could be a 'game-changer' for your viewing experience. In *UVAToday*. Retrieved June 28, 2022, from <https://news.virginia.edu/content/netflix-add-ads-why-could-be-game-changer-your-viewing-experience>
- Canal, A. (2022, April 29). CNN+ debacle shows why cable companies struggle with streaming. In *Yahoo! Finance*. Retrieved April 29, 2022, from <https://news.yahoo.com/cnn-debacle-shows-why-cable-companies-are-struggling-on-streaming-172640023.html>
- Faughnder, R. (2022, April 12). Gen Z spends half its waking hours on screen time. Here's the good and bad news for Hollywood. In *Los Angeles Times*. Retrieved April 15, 2022, from <https://www.latimes.com/entertainment-arts/business/newsletter/2022-04-12/gen-z-spends-half-its-waking-hours-on-screen-time-heres-the-good-and-bad-news-for-hollywood-the-wide-shot>
- Canal, A. (2022, April 12). How 'Dancing with the Stars' could usher in new era for Disney+, streaming wars. In *Yahoo Finance!* Retrieved April 15, 2022, from <https://finance.yahoo.com/news/how-dancing-with-the-stars-could-usher-in-new-era-for-disney-streaming-wars-142657328.html>
- Canal, A. (2022, April 13). How Hulu's 'The Kardashians' fits into the 'survival of the fittest' media landscape. In *Yahoo Finance*. Retrieved April 15, 2022, from <https://finance.yahoo.com/news/how-hulus-the>

kardashians-fits-into-the-survival-of-the-fittest-media-landscape-181723088.html?ncid=twitter_yfsocialtw_l1gbd0noiom

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- NTD. (2021, November 29). Twitter CEO Jack Dorsey steps down; Judge blocks federal healthcare vax mandate; Spider-Man ticket sales crash ticket sites. In *YouTube*. Retrieved November 29, 2021, from <https://www.youtube.com/watch?v=WrfGfWfXXpo&t=1375s>
- Palomba, A. (2021, October 1). Concurrent theater/streaming release of Sopranos prequel may be wave of the future. In *UVA Today*. Retrieved October 11, 2021, from <https://news.virginia.edu/content/concurrent-theaterstreaming-release-sopranos-prequel-may-be-wave-future>
- Palomba, A. (2021, October 1). David Chase might hate that 'The Many Saints of Newark' is premiering on HBO Max - but it's the wave of the future. In *The Conversation*. Retrieved October 11, 2021, from <https://theconversation.com/david-chase-might-hate-that-the-many-saints-of-newark-is-premiering-on-hbo-max-but-its-the-wave-of-the-future-168805>
- Richardson, R. (2021, April 29). COVID-19 changed what we watch and how. In *CPA Trendlines*. Retrieved April 29, 2021, from <https://cpatrendlines.com/2021/04/27/covid-19-changed-what-we-watch-and-how/>
- Thill, M. (2021, April 27). Academy Awards - Future of movie theaters. In *ORF*. Retrieved April 29, 2021, from <https://webmarco.orf.at/mARCoBasketsOnline/7580da93-9894-4da3-88b9-c2629e2b6840/start.htm>
- Hindmarch, T. (2021, March 10). How big game acquisitions can affect players. In *Lifewire*. Retrieved March 10, 2021, from <https://www.lifewire.com/how-big-game-acquisitions-can-affect-players-5115827>
- Shevenock, S. (2021, January 28). Among Us surge in popularity. *Morning Consult*.
- Head, L. (2021, January 26). Covid-19 and its impact on media. Television Interview. *CBS 19 Charlottesville*. <https://www.cbs19news.com/story/43264235/covid19-changes-what-we-watch-and-how-we-watch-it>
- Collier, L. (2021, January 20). Hollywood and Covid-19 – At Issue: Will movie theaters return to profitability after the COVID-19 pandemic ends? *Congressional Quarterly Research*.
- Hendrick, D. (2021, January 15). Q&A: How COVID-19 has changed what we watch and how we watch it. In *UVAToday*. Retrieved December 19, 2020, from https://news.virginia.edu/content/ga-how-covid-19-has-changed-what-we-watch-and-how-we-watch-it?utm_source=DailyReport&utm_medium=email&utm_campaign=news

- Richards, S. (2020, December 17). The Netflix effect: The movie industry and new data. In *Darden Ideas to Action*. Retrieved December 19, 2020, from <https://ideas.darden.virginia.edu/movie-industry-and-new-data>
- Hendrick, D. (2020, December 10). Streaming video and gaming grow as theaters hit pause: 5 questions on media amid the pandemic. In *Darden Ideas to Action*. Retrieved December 19, 2020, from <https://ideas.darden.virginia.edu/streaming-video-and-gaming-grow>
- Palomba, A. (2020, November 23). PS5: is Sony's next-gen console taking a step towards semi-luxury? In *Le Mag Jeux High-Tech*. Retrieved November 23, 2020, from <https://lemagjeuxhightech.com/actualites/ps5-la-console-next-gen-de-sony-fait-elle-un-pas-vers-le-semi-luxe/53242/>
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AWARDS AND NOMINATIONS

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|--|-------------------|
| <p>Selected by Section B to deliver “Last Lecture”
Voted by students at the Darden School of Business</p> | April 2024 |
| <p>Outstanding Faculty Award
Voted by students at the Darden School of Business</p> | April 2024 |
| <p>Top 10% Instructor/Course Evaluations
Storytelling with Data</p> | July 2023 |

Nominated for the Most Outstanding Faculty Member Voted by students at the Darden School of Business	April 2022
Emerald Awards 2022 Literati – Outstanding Paper How consumers’ personalities, lifestyles, and demographics predict SVOD genre and SVOD platform consumption (Journal of Contemporary Marketing Science)	September 2022
Top Conference Reviewer Award Media Management, Economics, and Entrepreneurship Division AEJMC	August 2018
Fellow, Television Academy Foundation 2017 Television Academy Foundation Faculty Seminar One of twenty-five faculty members selected from a pool of one hundred and thirty national candidates.	November 2017
Nominated Candidate for Barry Sherman Teaching Award Media Management, Economics, and Entrepreneurship AEJMC 2017	May 2017
EMMA Doctoral Summer School Fellow Media Management and Transformation Centre Jonkoping International Business School (JIBS), Jonkoping University Jonkoping, Sweden	August 2014
Catherine L. Covert Research Award S.I. Newhouse School of Public Communications, Syracuse University	May 2012
Graduate Scholarship S.I. Newhouse School of Public Communications, Syracuse University	July 2011 – July 2012
Gregg Reidy Award for Outstanding Achievement in American Economic History Manhattanville College	May 2009
Best Criminal Law Concentration Student Award Manhattanville College	May 2009
Board of Trustees Scholarship Manhattanville College	August 2005 – May 2009

GRANTS

UVA Faculty Seminar on the Teaching of Writing (\$2,000) Attended professional faculty development seminar regarding how to teach writing to students and earned funding for research and professional development Writing Across the Curriculum & English Department University of Virginia	January 2022
Darden Faculty Fast Track Research Award (\$7,500)	September 2021

Funded investigation into how consumer augmented reality experiences can inspire social media posting actions
Darden School of Business
University of Virginia

Darden Faculty Fast Track Research Award (\$6,260)

September 2020

Funded investigation into how consumers may be inclined to engage in sports consumption and gambling based on viewing sports highlights and playing Madden NFL football game
Darden School of Business
University of Virginia

Travel Award (\$1,000)

September 2019

St. John's University

College of Professional Studies Faculty Report Recognition Award (\$1,000)

August 2019

Recognized as an outstanding faculty member in entire college
Collins College of Professional Studies
St. John's University

Research Infrastructure (\$7,000)

May 2019

Funded Qualtrics license to continue to pursue and execute intense research agenda and train students on software
Collins College of Professional Studies St.
John's University

IISR Internal Grant (\$1,000)

April 2019

Funded investigation into how consumers may manage their moods and rewrite NFL viewing experiences through NFL Madden video game play
Collins College of Professional Studies St.
John's University

Travel Award (\$1,000)

May 2018

Collins College of Professional Studies St.
John's University

PSC-CUNY Research Award (\$3,400)

April 2018

Funded investigation into drivers behind streaming video on demand research, optimal SVOD bundles, and brand personality traits behind streaming video on demand services City University of New York at La Guardia

Travel Award (\$700)

May 2017

City University of New York at La Guardia

Arts Research & Teaching Technology Equipment Grant Program (\$6,370)

April 2017

One out of six faculty members throughout the entire CUNY university system to win this award
Create data visualization class for multivariate statistical and "bigdata" analyses of entertainment and media industry data through usage of Tableau and Qualtrics
City University of New York at La Guardia

PSC-CUNY Research Award (\$3,412) **April 2017**
Funded investigation into drivers behind why consumers go to the movie theaters and how associated actors, writers, producers, and directors spur consumers to go to movie theaters to see an upcoming movie
City University of New York at La Guardia

Travel Award (\$150) **January 2015**
College of Journalism and Communications, University of Florida

Dissertation Grant Fund Award (\$500) **January 2015**
College of Journalism and Communications, University of Florida

Travel Award (\$400) **September 2014**
College of Journalism and Communications, University of Florida

CONFERENCE SERVICE

Vice President/Program Chair **August 2021-August 2023**
Media Management, Economics, and Entrepreneurship Division
AEJMC

Research Chair **August 2020-August 2021**
Media Management, Economics, and Entrepreneurship Division
AEJMC

Research Co-Chair **August 2019-August 2020**
Media Management, Economics, and Entrepreneurship Division
AEJMC

Conference Reviewer **June 2019**
Innovation and Entrepreneurship Theory and Practice
Hawaii International Conference on System Sciences

Conference Reviewer **January 2019**
Media Management, Economics, and Entrepreneurship Division
AEJMC Mid-Winter Conference

Conference Reviewer **April 2018**
Media Management, Economics, and Entrepreneurship Division
AEJMC

Discussant **January 2018**
Media Management, Economics, and Entrepreneurship Division
AEJMC Mid-Winter Conference

Academic Panel Moderator & Industry Panel Moderator **May 2016**
12th Annual World Media Economics and Management Conference
Gabelli School of Business, Fordham University

Conference Coordinator**February 2016 – May 2016**

12th Annual World Media Economics and Management Conference
 Gabelli School of Business, Fordham University

Conference Reviewer**December 2015**

12th Annual World Media Economics and Management Conference
 Gabelli School of Business, Fordham University

Bateman Team (Public Relations Department)**August 2013 – May 2015****Research Consultant**

College of Journalism and Communications, University of Florida

- Aided teams of five undergraduate public relations students in research design for national competition
- Lectured on strategic uses of quantitative research and qualitative research
- Brainstormed methods of sample size and sample acquisition for survey and focus group implementation
- Guided students' use of research results into the structure of campaigns
- Earned 1st place in the 2014 national competition and 2nd place in the 2015 national competition
- Provided additional support for and maintained communications with supervisor Professor Deanna Pelfrey

Research Assistant**August 2011– May 2012**

Navigate New Media
 S.I. Newhouse School of Public Communications, Syracuse University

PROFESSIONAL EXPERIENCE**GBK Collective****Greater New York City Area****Advisor****2022-Present**

- Serve as an advisor on board of innovative marketing and consultancy firm
- Author white papers surrounding research studies and innovative ideations
- Design studies for top Fortune 100 clients in media, entertainment, advertising, and technology industries

Independent Consultant**Greater New York City Area/Charlottesville, VA****Anthony Palomba, Ph.D.****2017 – Present**

- Conduct SWOT analyses to figure out strategy for market strategy
- Consult on strategic marketing practices
- Conduct qualitative and quantitative research
- Clients include **Diesel Labs** (AI/ML audience measurement firm), **Bravo** (TV channel), **World Wrestling Entertainment** (WWE), **Mission 305** (Video game development company), **Exelauno**

Ipsos**New York, NY**

Media & Entertainment Account Manager

2015 – 2016

- Designed survey-based and experiment-based research studies for media and entertainment clients including **CNN, Sesame Street, Fox Sports 1, HBO, NBC, and Facebook**
- Programmed research studies for advanced nested samples, looping, skip logic, and specific quotas
- Conducted multivariate statistics to unearth consumer insights
- Explained and presented results to clients
- Produced PowerPoint slide decks detailing design and method of research studies
- Maintained knowledge of new scales and methods tested and proven in academic literature

College of Journalism and Communications, University of Florida

Gainesville, FL

UF-Arbitron, Inc./Nielsen Audio

2012 – 2013

Led multiple research projects from conception to completion within the required period

- Created itineraries, survey questions, and focus group guides for research projects
- Recruited study participants through email, personal interview, and phone interview screening methods
- Disseminated surveys via email to participants and monitored data collection
- Conducted six one-hour focus group sessions each with four to eight participants
- Produced quantitative and qualitative corporate reports for Arbitron, Inc./Nielsen Audio

Law Office of Seth Eisenberger

Nanuet, NY

Legal Assistant

2010 – 2011

- Assisted corporate attorney with litigation matters including drafted summons, answers, notices, motions, document requests, and settlement agreements
- Created investment structure spreadsheets for negotiating settlement agreements
- Consulted with investors and environmental agencies to effectively complete real estate acquisitions

Law Office of David Friedlander

Mt. Kisco, NY

Legal Assistant

2008 – 2010

- Drafted transmittal letters and licensing agreements for an entertainment law firm
- Edited and catalogued contracts for Broadway theater and film production

TECH STACK

Cloud Computing: AWS

Data Collection and Extraction: SQL

Statistical Analysis Software: Python

Data Production Prep: PySpark, Docker

Graphic and Presentation Software: Streamlit, Tableau, and Think-cell