

KASEY FARRIS WINDELS
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EDUCATION

University of Texas at Austin

Doctor of Philosophy in Advertising, August 2008

Dissertation:

Proportional Representation and Regulatory Focus: The Case for Cohorts Among Female Creatives

Credited by the 3% Conference for raising awareness of the dearth of female creatives and creative directors, serving as an impetus for the Conference and movement.

Report accessed at: <http://www.3percentconf.com/downloads/female-cds-rise>

View press here: <http://www.adweek.com/news/advertising-branding/share-female-creative-leaders-winning-awards-rises-ad-annual-160043>

University of Texas at Austin

Master of Arts in Advertising, May 2004

Texas Creative Portfolio Sequence

Louisiana State University

Bachelor of Arts in Mass Communication, May 2002

Major: Advertising Minor: Geography

ACADEMIC EMPLOYMENT

Louisiana State University: Baton Rouge, LA

Assistant Professor (August 2012 – Present)

Manship School of Mass Communication

DePaul University: Chicago, IL

Assistant Professor (September 2008 – June 2012)

College of Communication

University of Texas: Austin, TX

Assistant Instructor: Instructor of Record (Spring 2007-Spring 2008)

Course: Psychology of Advertising

University of Texas: Austin, TX

Teaching Assistant (August 2004- December 2006)

Professors: Jef Richards and William Carner

Courses: Advertising and Society; Direct Marketing; Principles of Marketing

RESEARCH INTERESTS

Organizational Creativity
Creativity in the Advertising Agency
Gender in the Advertising Agency
Social Influences on the Creative Process

RESEARCH

Peer-Reviewed Journal Articles

- Windels, Kasey (2016), "Stereotypical or Just Typical: How do U.S. Practitioners View the Role and Function of Stereotypes in Advertising?" *International Journal of Advertising*, available online at <http://dx.doi.org/10.1080/02650487.2016.1160855>.
- Chu, Shu-Chuan, Kasey Windels and Sara Kamal (2015), "The Influence of Self-Construal and Materialism on Social Media Intensity: A Study of China and the United States," *International Journal of Advertising*, available online at <http://dx.doi.org/10.1080/02650487.2015.1068425>.
- Stuhlfaut, Mark W. and Kasey Windels (2015), "The Creative Code: A Moderator of Divergent Thinking in the Development of Marketing Communications," *Journal of Marketing Communications*, 21(4), 241-259.
- Windels, Kasey and Karen L. Mallia (2015), "How Being Female Impacts Learning and Career Growth in Advertising Creative Departments," 37 (1), 122-140, *Employee Relations*.
- Windels, Kasey and Mark W. Stuhlfaut (2014), "Confined Creativity: The Influence of Creative Code Intensity on Risk Taking in Advertising Agencies," *Journal of Current Issues and Research in Advertising*, 35 (2), 147-166. **Best Article of 2014, Runner Up.**
- Windels, Kasey, Karen L. Mallia and Sheri J. Broyles (2013), "Soft Skills: The Difference Between Leading and Leaving the Advertising Industry?" *Journal of Advertising Education*, 18 (2), 17-27. **Best Article Award of 2013-2014.**
- Mallia, Karen L., Kasey Windels and Sheri J. Broyles (2013), "The Fire Starter and the Brand Steward: An Examination of Successful Leadership Traits for the Advertising-Creative Director," *Journal of Advertising Research*, 53 (3), 339-353.
- Windels, Kasey and Wei-Na Lee (2012), "The Construction of Gender and Creativity in Advertising Creative Departments," *Gender in Management: An International Journal*, 27 (8), 502-519.
- Stuhlfaut, Mark W. and Kasey Windels (2012), "Measuring the Organisational Impact on Creativity: The Creative Code Intensity Scale," *International Journal of Advertising*, 31 (4), 795-818.
- Windels, Kasey (2011), "What's in a Number? Minority Status and Implications for Creative Professionals," *Creativity Research Journal*, 23 (4), 321-329.

Mallia, Karen L. and Kasey Windels (2011), "Will Changing Media Change the World? An Exploratory Investigation of the Impact of Digital Advertising on Opportunities for Creative Women," *Journal of Interactive Advertising*, 11 (2), 30-44.

Windels, Kasey, Wei-Na Lee and Yi-Hsin Yeh (2010), "Does the Creative Boys' Club Begin in the Classroom?," *Journal of Advertising Education*, 14 (2), 15-24.

Other Publications

Windels, Kasey (forthcoming), "Exceptional Exemplars: Practitioners' Perspectives on Ads that Communicate Effectively with Men and Women," chapter proposal accepted, currently editing after first round of feedback for *Feminists, Feminisms and Advertising*, Edited by Kim Golombisky and Peggy Kreshel.

Windels, Kasey and Wei-Na Lee (2013), "The Construction of Gender and Creativity in Advertising Creative Departments," in *New Directions in Critical Marketing Studies* (Vol. 4), M. Tadajewshi and R. Cluley (Eds.), Sage Publications. (Article republished; original publication in *Gender in Management: An International Journal*.)

Stuhlfaut, Mark W. and Kasey Windels (2013), "How to Unlock Your Agency's Creative Code: Rules for Managing and Improving Your Advertising Agency's Creative Product," a white paper Trend Report published by *Ad Age* Insights.
Accessed at: <http://adage.com/trend-reports/report.php?id=76>
View press for the white paper here: <http://adage.com/article/news/winning-research-reports-focus-social-media-creativity/241643/>

Peer-Reviewed Conference Presentations

Jeong, Yongick, Lance Porter, Kasey Windels, Rui Wang, A-Reum Jung, Jun Heo (2016), "Can You See: An Eye-Tracking Approach to Examine the Effectiveness of Native Advertisements on Social Networking Sites," Annual Conference of International Communication Association.

Windels, Kasey, Yongick Jeong, Lance Porter, A-Reum Jung, Rui Wang, Jun Heo (2016), "All Eyes on Privacy: An Eye-Tracking Study Examining the Relationship between Privacy Concerns and Socially-Referred Native Ads on Social Networking Sites," Annual Conference of the American Academy of Advertising in Seattle, WA.

Mallia, Karen L. and Kasey Windels (2015), "Female Representation in the *Communication Arts Advertising Annual*," **Top Paper Award** in Advertising Professional Freedom & Responsibility Division at the Annual Conference of the Association for Education in Journalism and Mass Communication in San Francisco, CA.

Porter, Lance, Kasey Windels, Jun Heo, Rui Wang, Yongick Jeong, A-Reum Jung and Joseph Giglio (2015), "Disclosure or Deception?: Social Media Literacy, Use, and Identification of Native Advertising," Annual Conference of the Association for Education in Journalism and Mass Communication in San Francisco, CA.

Windels, Kasey and Mark W. Stuhlfaut (2015), "Shaping Creative Values: Communication

Strategies for Actively Influencing the Creative Code in Advertising Agencies,” Annual Conference of the American Academy of Advertising in Chicago, IL.

Medrano, Silvia and Kasey Windels (2015), “How Practitioners at Hispanic-Oriented Agencies Develop Messages that Resonate,” Annual Conference of the American Academy of Advertising in Chicago, IL.

Windels, Kasey and Karen L. Mallia (2013), “How Gender Situates Learning in Advertising Creative Departments,” **Top Paper Award** in Advertising Professional Freedom & Responsibility Division at the Annual Conference of the Association for Education in Journalism and Mass Communication in Washington D.C.

Mallia, Karen, Kasey Windels, Jenny Mumah Nichotu, and Sheri J. Broyles (2013), “Lost in Space: Advertising Agency Employees’ Perceptions of Work Space,” Annual Conference of the Association for Education in Journalism and Mass Communication in Washington D.C.

Windels, Kasey and Mark W. Stuhlfaut (2013), “Confined Creativity: The Influence of Creative Code Intensity on Risk Taking in Advertising Agencies,” **Top Paper Award** at the Annual Conference of the American Academy of Advertising in Albuquerque, New Mexico.

Windels, Kasey, Karen L. Mallia and Sheri J. Broyles (2012), “Soft Skills: The Difference Between Leading and Leaving the Advertising Industry,” Annual Conference of the American Academy of Advertising in Myrtle Beach, SC.

Mallia, Karen L., Kasey Windels and Sheri J. Broyles (2011), “The Cat Herder: The Role and Function of the Agency Creative Director,” Annual Conference of the Association for Education in Journalism and Mass Communication in St. Louis, MO.

Windels, Kasey (2010) “What’s in a Number? Minority Status and Implications for Female Creatives,” Annual Conference of the American Academy of Advertising in Minneapolis, MN.

Windels, Kasey and Wei-Na Lee (2009), “Proportional Representation and Regulatory Focus: Can Minority Status Affect Motivation in Female Creatives,” Annual Conference of the Association for Education in Journalism and Mass Communication in Boston, MA.

Windels, Kasey, Yi-Hsin Yeh and Wei-Na Lee (2008), “Advertising’s Creative Boys’ Club: Does Gender Affect Students’ Decisions When Choosing a Creative Director for a Student Agency?” Annual Conference of the American Academy of Advertising in San Mateo, CA.

Windels, Kasey and Wei-Na Lee (2007), “An Exploration into the Representation of Female Creatives in Today’s Advertising Agencies,” Annual Conference of the American Academy of Advertising in Burlington, VT.

Research Mentions in the Press

Adweek (2015), "How Mad Men, by Looking Back, Changed the Future of Advertising," <http://www.adweek.com/news/television/how-mad-men-looking-back-changed-future-advertising-164640>.

Adweek (2014), "Women are Now Winning 11% of Creative Director Awards, Up from 4% in 2004," <http://www.adweek.com/news/advertising-branding/share-female-creative-leaders-winning-awards-rises-ad-annual-160043>.

AdAge (2013), "Top Research Explores Social Media Effectiveness, Creativity," <http://adage.com/article/news/winning-research-reports-focus-social-media-creativity/241643/>.

Articles and Op-eds

Sheehan, Kim and Kasey Windels (2015), "How Journalist's Resource Can Help Your Classes," MediaShift, <http://mediashift.org/2015/09/how-journalists-resource-can-help-your-classes/>.

AWARDS AND HONORS

Research Awards / Best Article Awards

Top Paper Award at the Annual Conference for the Association for Education in Journalism and Mass Communication in Washington, D.C. (Summer 2015)
Awarded top paper in advertising's Professional Freedom & Responsibility division.

Runner Up for Best Article of 2014 for *Journal of Current Issues and Research in Advertising* (2014)
For article, "Confined Creativity: The Influence of Creative Code Intensity on Risk Taking in Advertising Agencies," as voted on by members of the American Academy of Advertising.

Best Article Award of 2013-2014 for *Journal of Advertising Education* (2014)
Awarded \$1000 when "Soft Skills: The Difference Between Leading and Leaving the Advertising Industry?" was voted the best journal article for the 2013-2014 academic year.

Top Paper Award at the Annual Conference for the Association for Education in Journalism and Mass Communication in Washington, D.C. (Summer 2013)
Awarded top paper in advertising's Professional Freedom & Responsibility division.

Best Conference Paper Award at the Annual Conference for the American Academy of Advertising in Albuquerque, NM. (Spring 2013)
Awarded top paper of the conference (out of 78 accepted articles).

American Academy of Advertising TAI/Advertising Age White Paper Competition (Spring 2013)
Recipient of \$1,500 award (honorable mention) for a white paper proposal. Award supported the development of white paper research report for *Ad Age*.

Teaching Awards

National Student Advertising Competition (NSAC) Co-Advisor (2015)

Team won District 7 and placed 4th in the country at the national competition in Las Vegas.

Tiger Athletic Foundation Undergraduate Teaching Award (2014)

Recipient of \$1000 award recognizing outstanding undergraduate teaching.

Research Funding and Professorships

Manship Professorships

2015-2016	Recipient of Avis and Bill Ross Professorship Manship School of Mass Communication, LSU “The Role of Technologists in the Creative Process”	\$7870
2015-2016	Doris Westmoreland Darden Professorship Manship School of Mass Communication, LSU “Display and Native Advertising in Social Media” Digital Advertising Research Team (DART)	\$5996
2014-2015	Recipient of Tom Jarreau Hardin Professorship Manship School of Mass Communication, LSU “Is the Creative Code International?”	\$2495
2013-2014	Recipient of Dr. Jensen D. Holliday Professorship Manship School of Mass Communication, LSU “Examining Methods to Build Shared Creative Values”	\$5000

DePaul Summer Research Grants

2011	Summer Research Grant DePaul College of Communication “Developing the Creative Code Intensity Scale (CCIS)”	\$4500
2009	Summer Research Grant DePaul College of Communication “The Impact of Group Gender Proportions on Creativity”	\$4200

Council on Research Summer Stipend Program (July 2014)

Awarded \$5000 stipend from the Council on Research to conduct summer research for a project titled, “The Creative Code: An International Examination of Methods that Shape Shared Creative Values in Organizations.”

University Research Council Paid Research Leave, DePaul University (Winter 2012)

Recipient of paid research leave.

Service Awards

Fire in the Belly Award, DePaul University (2011-2012)

Recipient of award for outstanding service in curriculum development from Dean Jackie Taylor.

Fellowships and Scholarships

Ray Hall Advertising Fellowship, University of Texas at Austin (2007 - 2008)

Awarded \$4000 fellowship for graduate students with talent or interest in creative advertising or media.

Ray Hall Advertising Fellowship, University of Texas at Austin (2006 - 2007)

Awarded \$4000 fellowship for graduate students with talent or interest in creative advertising or media.

TOPS Scholarship, Louisiana State University (August 1998- May 2002)

Four-year, full-tuition academic scholarship.

Harvey Canal Industrial Association's Jean Schliem Scholarship (1998)

\$1000 academic scholarship awarded to exceptional high school seniors who will attend college in Louisiana.

TEACHING

Courses Taught

Undergraduate

Advertising Creative Strategy (LSU)
Advertising Design (LSU)
Public Relations Writing (LSU)
Qualitative Audience Analysis (LSU)
Advertising Campaigns (LSU, DePaul)
Principles of Advertising (DePaul)
Psychology of Advertising (DePaul, Texas)
Capstone in Communication (DePaul)
Creative Portfolio Development (DePaul)
Discover Chicago: The Chicago Advertising Industry (DePaul)

Graduate

Strategic Communication Campaigns (LSU)
Digital Media: Theory, Application, Effects (LSU)
Qualitative Research Methods in Mass Communication (LSU)
Advertising (DePaul)
Consumer Insights (DePaul)
Creative Portfolio Development (DePaul)
Creative Processes (DePaul)