

ANTHONY PALOMBA

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EDUCATION

PURDUE UNIVERSITY DANIELS SCHOOL OF BUSINESS (in progress)

M.S. ECONOMICS, March 2028

Area of Specialization: Econometrics & Finance

UNIVERSITY OF FLORIDA COLLEGE OF JOURNALISM AND COMMUNICATIONS

PH.D. MASS COMMUNICATIONS, December 2015

Area of Specialization: Telecommunications (Media Marketing)

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

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

My research lies at the intersection of media, marketing, and technology, with a central focus on the entertainment and advertising industries. I investigate what drives audience engagement with media content and how we can improve audience and content measurement to better predict consumption and retention. I also examine how emerging technologies, particularly artificial intelligence and platform innovation, reshape competitive dynamics across media, entertainment, and gaming. Methodologically, I draw on applied econometrics, data science, machine learning, and natural language processing to analyze consumer behavior and firm strategy. For example, my current work leverages longitudinal TV subtitle and metadata to model viewership trends, audience sentiment, and stock price responsiveness to narrative features.

PEER REVIEWED JOURNAL ARTICLES

Google citations: 280

h-index:9

i10-index:9

As of 12/09/2025

15. **Palomba, A.** & Fleskes, N. (2025). Series superstars: How subscription-video-on-demand (SVOD) content popularity drives provider demand in the United States. *International Journal on Media Management* (in press).
14. Ngaw, B. & **Palomba, A.** (2025). The complex relationship between TV budgets, audience demand and stock performance. *International Journal on Media Management* (in press).
13. **Palomba, A.** (2025). Advancing predictive content analysis: a natural language processing and machine learning approach to television script data. *Journal of Marketing Analytics*.
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.

UNDER REVIEW & WORK IN PROGRESS

9. Franks, J., Malthouse, E., **Palomba, A.**, Viswanathan, V. How ad-free media are re-shaping exposure to advertising. (Revise and resubmit request, *International Journal of Advertising Research*).
8. **Palomba, A.**, Yang, A. Measuring dead weight loss in the SVOD marketplace. (Under review, *Journal of Media Business Studies*)
7. Albert, M., **Palomba, A.**, Mousavi, R. Using large language models to enhance TV scripts. (In progress)
6. **Palomba, A.** Drivers of episode debut: Using NLP to predict viewership in millions for next TV episode debut. (In progress)
5. **Palomba, A.** TV series genre evolutions: How genre evolution over time has impacted TV series viewership. (In progress)
4. **Palomba, A.**, Gretz, R., Allen, BJ Is it innovative? Understanding how video game sequels can impact sales of back-catalogue installations (In progress).
3. **Palomba, A.**, Tefertiller, A. #NintendoYearinReview: How consumers posted about video game play experiences during COVID-19. (In progress).
2. **Palomba, A.**, Russell, C. What makes a TV series a hit? Understanding pop culture and cultural fit. (In progress).
1. **Palomba, A.**, Pimentel, D., & Wu, Linwan. Advertised together or alone: How co-located mixed-reality advertisement experiences impact consumer perceptions of brands (In progress).

BUSINESS CASES & NOTES

15. **Palomba, A.** (2025). Metaverse Mediation: Balancing business and artistic needs (A). Case M-1040. Available at <https://store.darden.virginia.edu/metaverse-mediation-balancing-business-and-artistic-needs-a>
14. **Palomba, A.** (2025). Metaverse mediation: Balancing business and artistic needs (B). Case M-1041. Available at <https://store.darden.virginia.edu/metaverse-mediation-balancing-business-and-artistic-needs-b>
13. **Palomba, A.** (2025). Human experience articulated: Understanding why we need art and expression. Case S-0409. Available at <https://store.darden.virginia.edu/human-experience-articulated-understanding-why-we-need-art-and-expression>
12. **Palomba, A.** (2025). News streaming services: Exploring audience retention and growth in a diminishing broadcast news landscape. Case BC-0318. Available at <https://store.darden.virginia.edu/news-streaming-services-exploring-audience-retention-and-growth-in-a-diminishing-broadcast-news-landscape>
11. **Palomba, A.** (2025). Behind the box office: Decoding movie magic. Case S-0410. Available at <https://store.darden.virginia.edu/behind-the-box-office-decoding-movie-magic>
10. **Palomba, A.** (2025). Uniting worlds: Microsoft's acquisition of Activision. Case S-0411. Available at <https://store.darden.virginia.edu/uniting-worlds-microsofts-acquisition-of-activision>
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. Case 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. Case 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. Case BC-0303. Available at <https://store.darden.virginia.edu/dinhs-donuts-b-crafting-advertising-strategy>
4. **Palomba, A.** Cian, L., Yemen, G., Shaloudgei, K. (2024). Dinh's Donuts (A): Optimizing advertising reach. Case 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. Case BC-0294. Available at <https://store.darden.virginia.edu/the-solution-shop-and-storytelling-process>
2. **Palomba, A.** (2022). Pitcher Perfect: Visualizing interactive beer profiles. Case BC-0293. Available at <https://store.darden.virginia.edu/pitcher-perfect-visualizing-interactive-beer-profiles>
1. **Palomba, A.** (2022). A Darden perspective: Teaching cases—Plan, listen, dance. Case PHA-0083. Available at <https://store.darden.virginia.edu/a-darden-perspective-teaching-casesplan-listen-dance>

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. (2025). *Advancing predictive content analysis: a natural language processing and machine learning approach to television script data*. Paper presented at The Mallen Group Conference. UCLA Anderson School of Management. Los Angeles, CA.

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

U.S. Navy – Exec Ed – October 20, 2025 – Storytelling with Data.

U.S. Navy – Exec Ed – May 20, 2025 – Artificial intelligence and natural language processing.

Capital One – Exec Ed – January 29-30, 2025 – Storytelling with Data.

AARP – Lead Up – January 27-28, 2025 – Storytelling with Data.

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

Faris, J., & Moses, L. (2025, December 15). *Who does Netflix compete with? That question could make or break its Warner Bros. bid.* Business Insider. <https://www.businessinsider.com/netflix-warner-bros-antitrust-analysis-paramount-skydance-regulators-social-media-2025-12>

Neidel, C., Helhoski, A., & VanderKnyff, R. (2025, December 15). *RIP SAVE: Popular student loan repayment plan axed* [Newsletter]. MoneyNerd (NerdWallet). <https://moneynerd-nerdwallet.beehiiv.com/p/rip-save-popular-student-loan-repayment-plan-axed>

CBC News Network. (2025, December 13). *CBC News Network's Linda Ward speaks with University of Virginia's Anthony Palomba* [Video]. CBC. <https://www.cbc.ca/player/play/video/9.7015137>

Ashford, K., & Neidel, C. (2025, December 12). *The high stakes behind the Netflix/Paramount bidding war for Warner Bros.* NerdWallet. <https://www.nerdwallet.com/finance/news/netflix-paramount-bidding-war>

Ramspacher, A. (2025, December 11). *Q&A: What does the Netflix–Paramount bidding war mean for your streaming future?* University of Virginia. <https://news.virginia.edu/content/ga-what-does-netflix-paramount-bidding-war-mean-your-streaming-future?i=0>

Foster, L. (2025, December 3). *Why hits like 'Stranger Things' don't tell the whole story . The Darden Report.* <https://news.darden.virginia.edu/2025/12/03/why-hits-like-stranger-things-dont-tell-the-whole-story/>

Ramspacher, A. (2025, November 3). *Q&A: Why does YouTube TV keep clashing with major networks?* UVA Today. <https://news.virginia.edu/content/ga-why-does-youtube-tv-keep-clashing-major-networks>

Duff, B. (2025, October 16). *AI 'Actor' Tilly Norwood isn't real, but could present real problems for Hollywood.* University of Virginia Darden School of Business. <https://news.darden.virginia.edu/2025/10/16/ai-actor-tilly-norwood-isnt-real-but-could-present-real-problems-for-hollywood/>

Palomba, A. (2025, October 13). *Why we need art: Lessons for business from the human experience.* Darden Ideas to Action, University of Virginia Darden School of Business. <https://ideas.darden.virginia.edu/why-we-need-art>

O'Donovan, C., & Oremus, W. (2025, October 4). *This billionaire Trump ally and his son are building an unprecedented media empire.* The Washington Post. <https://www.washingtonpost.com/>

Palomba, A. (2025, September 11). *Can a TV show's script predict a hit? Data says yes.* UVA Darden Ideas to Action. <https://ideas.darden.virginia.edu/applying-NLP-to-TV-scripts>

- Kelly, J. (2025, September 3). *Amazon is cracking down on free shipping. This UVA expert explains what it means.* UVA Today. <https://news.virginia.edu/content/amazon-cracking-down-free-shipping-uva-expert-explains-what-it-means>
- Palumbo, A. (2025, August 26). *Cable TV isn't dead yet. How it survives in a streaming world.* Barron's. Retrieved from https://www.barrons.com/articles/cable-tv-streaming-competition-stocks-01f6939e?st=HzsvnE&reflink=desktopwebshare_permalink
- Ramspacher, A. (2025, January 31). Q&A: How long until the super bowl is a streaming-only viewing event?. UVA Today. Retrieved January 31, 2025, from <https://news.virginia.edu/content/qa-how-long-until-super-bowl-streaming-only-viewing-event>
- 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/qa-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,

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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/qa-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.gbkc collective.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
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- 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>
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AWARDS AND NOMINATIONS

Batten Faculty Fellow	November 2025
Winner, 40 Under 40 Best MBA Professors Poets & Quants (From 1,700+ submissions)	April 2025
Nominated for Faculty Marshal Voted by students at the Darden School of Business	April 2025
Selected by Section C to deliver “Last Lecture” Voted by students at the Darden School of Business	April 2025
Selected by Section B to deliver “Last Lecture” Voted by students at the Darden School of Business	April 2024
Outstanding Faculty Award Voted by students at the Darden School of Business	April 2024
Top 10% Instructor/Course Evaluations Storytelling with Data	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) Funded investigation into how consumer augmented reality experiences can inspire social media posting actions Darden School of Business University of Virginia	September 2021
Darden Faculty Fast Track Research Award (\$6,260) 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	September 2020
Travel Award (\$1,000) St. John's University	September 2019
College of Professional Studies Faculty Report Recognition Award (\$1,000) Recognized as an outstanding faculty member in entire college Collins College of Professional Studies St. John's University	August 2019
Research Infrastructure (\$7,000) 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	May 2019
IISR Internal Grant (\$1,000) Funded investigation into how consumers may manage their moods and rewrite	April 2019

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

<p>Conference Reviewer <i>Innovation and Entrepreneurship Theory and Practice</i> Hawaii International Conference on System Sciences</p>	June 2019
<p>Conference Reviewer Media Management, Economics, and Entrepreneurship Division AEJMC Mid-Winter Conference</p>	January 2019
<p>Conference Reviewer Media Management, Economics, and Entrepreneurship Division AEJMC</p>	April 2018
<p>Discussant Media Management, Economics, and Entrepreneurship Division AEJMC Mid-Winter Conference</p>	January 2018
<p>Academic Panel Moderator & Industry Panel Moderator 12th Annual World Media Economics and Management Conference Gabelli School of Business, Fordham University</p>	May 2016
<p>Conference Coordinator 12th Annual World Media Economics and Management Conference Gabelli School of Business, Fordham University</p>	February 2016 – May 2016
<p>Conference Reviewer 12th Annual World Media Economics and Management Conference Gabelli School of Business, Fordham University</p>	December 2015
<p>Bateman Team (Public Relations Department) Research Consultant College of Journalism and Communications, University of Florida</p> <ul style="list-style-type: none"> • 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 	August 2013 – May 2015
<p>Research Assistant Navigate New Media S.I. Newhouse School of Public Communications, Syracuse University</p>	August 2011– May 2012

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

Programming & Data: Python, SQL, PySpark

Cloud & Infrastructure: AWS, Docker

Analytics & Modeling: Econometrics, Machine Learning, NLP

Visualization & Communication: Streamlit, Tableau, Think-Cell