

Impact of Privacy Data Events on Consumer
CAST Solicitation for Developmental Research Funding

Dr. George D. Deitz
George Johnson Associate Professor and Research Fellow in Marketing
Department of Marketing and Supply Chain Management
gdeitz@memphis.edu

Dr, Mehdi Amini
George Johnson Professor of Operations Management
Department of Marketing and Supply Chain Management
mamini@memphis.edu

Dr. Subhash Jha
Doctoral Candidate
Department of Marketing and Supply Chain Management
sjha@memphis.edu

Executive Summary

The increased number of privacy breach incidents and corresponding magnitude of data lost suggest a growing asymmetry with respect to the level of sophistication of these attacks and cybersecurity efforts of businesses, NGOs, and governmental agencies. The proposal presents a multi-method research program aimed at improving understanding of how information relating to a privacy data breach incident affects consumers' subsequent brand perceptions, attitudes, and behaviors. This consumer study is characterized by a

sequence of behavioral experiments that feature the utilization of physiological and biometric measurement techniques.

Key Words: Privacy Data Breach, Cybersecurity, Trust, Consumer Neuroscience