**Grant E. Donnelly**

*Curriculum Vitae – May 21, 2025*

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514 Fisher Hall

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**Academic Employment**

|  |  |
| --- | --- |
| 2025 – | Associate Professor of Marketing (with tenure)  The Ohio State University, Columbus, Ohio, USA |
| 2018 – 2025 | Assistant Professor of Marketing |
|  | The Ohio State University, Columbus, Ohio, USA |

**Affiliations**

|  |  |
| --- | --- |
| 2018 – | Sustainability Institute, Core Faculty  The Ohio State University |
| 2018 – | Sustainability Transparency Accountability Research (STAR) Lab  Harvard University |

**Education**

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| --- | --- |
| 2013 – 2018 | Doctor of Business Administration – Marketing  Harvard Business School, Boston, Massachusetts, USA  Dissertation: *Essays on Enhancing Consumer Welfare*  Committee: Michael I. Norton (Chair); Leslie K. John; Cait Lamberton;  John Gourville |
| 2010 – 2013 | Master of Arts – Psychology (Mind, Brain and Behavior Research)  San Francisco State University, San Francisco, California, USA  Thesis: *The Psychological Barriers of Money Management*  Committee: Ryan T. Howell (Advisor); Charlotte U. Tate |
| 2001 – 2005 | Bachelor of Arts – Environmental Studies (The Urban Environment)  San Francisco State University, San Francisco, California, USA |

**Journal Publications**

Landekhovskaya, Maria, **Grant E. Donnelly,** andRebecca Walker Reczek, “Challenge Based Advertising Appeals Motivate Consumers to Try Virtuous Replacement Products” Forthcoming at *Journal of Public Policy and Marketing*

Hurst, Kristin, Nicole Sintov, Logan Hobbs, and **Grant E. Donnelly,** “Self-Silencing Predicts Behavioral Conformity in Sustainability Contexts” Forthcoming at *Journal of Environmental Psychology*

Haltman, Cory, Atar Herziger, **Grant E. Donnelly,** andRebecca Walker Reczek, “Better Late than Never? Gift Givers’ Overestimate Relationship Harm from Late Gifts” In Press at *Journal of Consumer Psychology*

**Donnelly, Grant E.**, Samantha Mertens and Nicole Sintov “Increasing Recycling with Charitable Incentives” Forthcoming at *Journal of Environmental Psychology*

Herziger, Atar, and **Grant E. Donnelly**, “Reduce or Refrain: Rethinking Resource Restriction Requests” Forthcoming at *Journal of Environmental Psychology*

**Donnelly, Grant E.**, Cait Lamberton, Stephen Bush, Zoë Chance, and Michael I. Norton (2023), “‘Repayment-by-Purchase’ Increases Consumer Debt Repayment” *Journal of Marketing Research,* 61(3), 411-429.

* Selected Media Coverage: [*The Wall Street Journal*](https://www.wsj.com/articles/a-better-way-to-pay-off-credit-card-debt-1540174021)*,* [*CNBC*](https://www.cnbc.com/2018/10/29/this-repayment-hack-could-help-you-knock-out-credit-card-debt-faster.html)

**Donnelly, Grant E.,** Blanco, Christian, Calvin Spanbauer andSara L. Stienecker (2023), “The Effects of Item Dirtiness on Disposal Decisions” *Journal of the Association for Consumer Research*, 8(3), 339-350.

Hurst, Kristin, Nicole Sintov, and **Grant E. Donnelly** (2023), “Increasing Sustainable Behavior Through Conversation” *Journal of Environmental Psychology*, 86(1), Article 101948.

Whillans, Ashley V., Jaewon Yoon, and **Grant E. Donnelly** (2022), “People Overestimate the Self-Presentational Costs of Deadline Extension Requests” *Journal of Experimental Social Psychology*, 98(1), Article 104253.

* Selected Media Coverage: [*Harvard*](file:///Users/gdonnelly/Documents/GeneralAdmin/•%09https:/hbr.org/2019/04/why-we-dont-ask-for-more-time-on-deadlines-but-probably-should) *Business Review*

**Donnelly, Grant E.,** Duncan Simester, and Michael I. Norton (2021), “The Short and Long-Run Impact of Empowering Customers in Corporate Social Responsibility Initiatives” *Journal of Economic Behavior and Organization,* 192(4), 616-637.

* Selected Media Coverage: [*The Wall Street Journal*](https://www.wsj.com/articles/how-companies-can-benefit-more-from-their-corporate-giving-1490582286)

Whillans, Ashley V., Jaewon Yoon, Aurora Turek, **Grant E. Donnelly** (2021), “Extension Request Avoidance Predicts Greater Time Stress Among Women” *Proceedings of the National Academy of Sciences,* 118(45), 109-118.

* Selected Media Coverage: [*The Wall Street Journal*](https://www.wsj.com/articles/men-women-differences-deadlines-11635532693)*,* [*Forbes*](https://www.forbes.com/sites/kimelsesser/2019/05/28/study-women-should-ask-for-more-deadline-extensions/#3ed9f6a322dd)

**Donnelly, Grant E.,** Paige Guge,Ryan T. Howell, and Leslie K. John (2021), “A Salient Sugar Tax Decreases Sugary Drink Buying” *Psychological Science*, 32(11), 1830-1841.

**Donnelly, Grant E.**, Anne Wilson, Ashley V. Whillans and Michael I. Norton (2021), “Communicating Resource Scarcity and Interpersonal Connection” *Journal of Consumer Psychology*, 31(4), 726-745.

* Selected Media Coverage: [*Harvard Business Review*](https://hbr.org/2019/03/why-i-dont-have-time-is-a-bad-way-to-decline-an-invitation), [*Forbes*](https://www.forbes.com/sites/johnhall/2019/03/17/why-saying-i-dont-have-time-is-a-great-way-to-lose-trust-with-your-teammates/#1d3410b638f1)

Brough, Aaron R., **Grant E. Donnelly**, Vladas Griskevicius, Ezra M. Markowitz, Kaitlin T. Raimi, Crystal Reeck, Remi Trudel, Kurt B. Waldman, Karen Page Winterich and Kimberly S. Wolske (2020), “Understanding How Sustainable Initiatives Fail: A Framework to Aid Design of Effective Interventions” *Social Marketing Quarterly*, 26(4), 309-324.

Lee-Yoon, Alice, **Grant E. Donnelly**, and Ashley V. Whillans (2020), “Overcoming Resource Scarcity: Consumers’ Response to Gifts Intending to Save Time and Money,” *Journal of the Association for Consumer Research*, 5(4), 391-403.

* Selected Media Coverage: [*The Wall Street Journal*](https://www.wsj.com/articles/in-this-crisis-theres-a-right-way-to-give-people-financial-giftsand-a-wrong-way-11588284510)

John, Leslie K., **Grant E. Donnelly**, and Christina A. Roberto (2019), “Using Behavioral Science to Inform Policies Limiting Sugary-Drink Portions: Reply to Wilson and Stolarz-Fantino (2018),” *Psychological Science*, 30(7), 1103-1105.

**Donnelly, Grant E.,** Laura Zatz, Dan Svirsky and Leslie K. John (2018), “The Effect of Graphic Warnings on Sugary-Drink Purchasing,” *Psychological Science*, 29(8), 1321-33.

* Selected Media Coverage: [*The Boston Globe*](https://www.bostonglobe.com/metro/2018/06/18/warning-labels-scare-people-away-from-sugary-drinks-harvard-study-says/YI160KGhKtLppmRBFuWffJ/story.html), [*The Boston Globe (Beverage Industry Response)*](https://www.bostonglobe.com/metro/2018/06/19/soda-industry-fires-salvo-harvard-researchers-over-sugary-drink-study-warnings/OlyGBPFeHQZOvoUpf4tAfN/story.html), [*U.S. News*](https://health.usnews.com/health-care/articles/2018-06-18/warning-labels-can-scare-folks-away-from-sugary-drinks), [The Harvard Gazette](https://news.harvard.edu/gazette/story/2018/06/graphic-warning-labels-on-sugary-drinks-linked-to-reduced-purchases/)

**Donnelly, Grant E**., Tianyi Zheng, Emily Haisley and Michael I. Norton (2018), “The Amount and Source of Millionaires’ Wealth (Moderately) Predicts Their Happiness,” *Personality and Social Psychology Bulletin*, 44(5), 684-99.

* Selected Media Coverage: [*The New York Times*](https://www.nytimes.com/2019/10/17/style/rich-people-things.html), [CNBC](https://www.cnbc.com/2018/01/03/harvard-study-how-much-money-millionaires-need-to-be-happy.html), [*The Atlantic*](https://www.theatlantic.com/family/archive/2018/12/rich-people-happy-money/577231/), [*The Wall Street Journal*](https://www.wsj.com/articles/even-for-the-very-rich-more-money-brings-happiness-1512662638)*,* [*Time*](http://time.com/money/5071182/money-happiness-million/), [*Vice*](https://free.vice.com/en_us/article/mbwa48/money-happiness-truth)*,* [*Columbus Monthly*](https://www.columbusmonthly.com/lifestyle/20190118/money-happiness-of-millionaires)

John, Leslie K., **Grant E. Donnelly**, and Christina A. Roberto (2017), “Psychologically Informed Implementations of Sugary-Drink Portion Limits,” *Psychological Science*, 28(5), 620-29.

**Donnelly, Grant E.**, Cait Lamberton, Rebecca Walker Reczek, and Michael I. Norton (2017), “Social Recycling Transforms Unwanted Goods into Happiness,” *Journal of the Association for Consumer Research,* 2(1), 48-63.

* Selected Media Coverage: [*Boston Public Radio*](http://news.wgbh.org/2017/03/03/local-news/its-time-put-your-garbage-work)

Ksendzova, Masha, **Grant E. Donnelly**, and Ryan T. Howell (2017), “A Brief Money Management Scale and its Associations with Personality, Financial Health, and Hypothetical Debt Repayment,” *Journal of Financial Counseling and Planning*, 28(1), 62-75.

**Donnelly, Grant E.**, Masha Ksendzova, Ryan T. Howell, Kathleen D. Vohs, and Roy F. Baumeister (2016), “Buying to Blunt Negative Feelings: Materialistic Escape from the Self,” *Review of General Psychology*, 20(3), 272-316.

**Donnelly, Grant E.**, Masha Ksendzova, and Ryan T. Howell (2013), “Sadness, Identity and Plastic in Over-Shopping: The Interplay of Materialism, Poor Credit Management, and Emotional Buying Motives in Predicting Compulsive Buying,” *Journal of Economic Psychology*, 39(6), 113-125.

* Selected Media Coverage: [*The Huffington Post*](http://www.huffingtonpost.com/2013/08/05/compulsive-shoppers-boost-mood-credit-management_n_3709079.html?utm_hp_ref=healthy-living)

**Donnelly, Grant E.**, Ravi Iyer and Ryan T. Howell (2012), “The Big Five Personality Traits, Material Values, and Financial Well-Being of Self-Described Money Managers,” *Journal of Economic Psychology,* 33(6), 1129-1142.

**Manuscripts Under Review and in Revision**

Haltman, Cory, Jianna Jin, **Grant E. Donnelly,** andRebecca Walker Reczek, “Equity or Immorality? How Political Ideology Shapes Consumer Response to Historically Underrepresented Identities in Marketing Communications” Revising for fourth round review at *Journal of Consumer Research*

Haltman, Cory, **Grant E. Donnelly,** andRebecca Walker Reczek, “I Liked it Before it Was Cool: When and Why Consumers Signal Early Adoption of Popular Products” Under third round review at *Journal of Marketing*

Von Schuckmann, Julia, Lucia Barros, **Grant E. Donnelly**, and Marco Bertini, “The Situational Samaritan: How and Why Marketplace Conditions Shape Prosocial Consumer Behavior” Revising for third round review at *Journal of Consumer Psychology*

Garcia-Rada, Ximena, **Grant E. Donnelly,** Jenny Olson, Hristina Nikolova, andMichael I. Norton, “Couples Underestimate the Hedonic Benefits of Talking about Money” Under second round review at *Journal of Experimental Psychology: General*

Ordabayeva, Nailya, Selin Malkoc, Christine Kim, Monika Lisjak, Elicia John, **Grant E. Donnelly**, Lisa Cavanaugh, and Vikas Mittal, “Politics in the Middle: A Call to Study Nuanced Political Differences in a Binary World” Under second round review at *International Journal of Research in Marketing*

Bunosso, Isabella, **Grant E. Donnelly,** andSelin A. Malkoc, “Is this Store Liberal (Un)Like Me? Consumer Response to Operational Policies that Activate Implicit Associations with Political Issues” Revising for second round review at *Journal of Consumer Research*

Vinoo, Poornima, **Grant E. Donnelly**, Mathew S. Isaac, and Aaron R. Brough “Used Enough? The Effect of Categorization on Product Replacement Timing” Revising for second round review at *Journal of Marketing Research*

Wang, Qingyang, and **Grant E. Donnelly**, “I’d Like Anything But Anchovies: Rejecting Unappealing Options Reduces Decision Difficulty in Joint Decision Making” Revising for second round review at *Journal of Marketing Research*

Kim, Hyebin, Elanor F. Williams, Aviva Philipp-Mueller, **Grant E. Donnelly**, and Emily Rosenzweig “Mismatched Giver and Recipient Preferences for Utilitarian and Hedonic Gifts” Revising for reject and resubmit at *Journal of Marketing*

Rifkin, Jacqueline, **Grant E. Donnelly**, Siyuan Yin, “First Impression or Frequent Flyer? The Persuasive Effect of Customer Tenure Claims in Online Word of Mouth” Revising for reject and resubmit at *Journal of Marketing Research*

Herziger, Atar, Kristin Hurst, and **Grant E. Donnelly,** “Understanding When Green Engagement Initiatives Fail to Empower Material Recovery” Under first round review at *Journal of Environmental Psychology*

Jin, Jianna, **Grant E. Donnelly,** andRebecca Walker Reczek, “Consumer Aversion to Digital Mental Health Tools: The Role of Negative Self-Perceptions” Under first round review at *Journal of Marketing Research*

**Working Papers (Data Collection Complete)**

Shi, Yaoxi, Hanne Collins, **Donnelly, Grant E.**, and Alison Wood Brooks, “How Prisoner Apologies Influence Parole Decisions” Writing to submit to *Proceedings of the National Academy of Sciences*

**Donnelly, Grant E.**, Gillian Sandstrom, “Synchronous Conversations Between Customers and Service Providers Enhance Consumer Engagement” Writing to submit to *Journal of Consumer Psychology*

Jin, Jianna, **Grant E. Donnelly**, and Selin Malkoc, “The Dark Side of Personal Quantification: The Social Consequences of Time Tracking” Writing to submit to *Journal of Experimental Social Psychology*

Macdonald, Tyler, Jesse Walker, **Grant E. Donnelly,** Aaron R. Brough and Carey Morewedge, “The ‘Overqualified’ Product: When Consumers Prefer Lower-Quality to Higher-Quality Options” Writing to submit to *Psychological Science*

Zhang, Raina Zexuan, and **Grant E. Donnelly**, “More Time, More Luxury: The Impact of Duration on Experience Upgrades” Writing to submit to *Journal of Consumer Research*

**Selected research in progress**

Bunosso, Isabella, and **Grant E. Donnelly**,“Caught in the Crossfire: How Social Judgement Concerns Deter Consumers from Politically Active Brands” 5 studies completed

Bunosso, Isabella, and **Grant E. Donnelly**,“Green Goals, Broken Promises: How Transparency About Company Sustainability Pledges Shapes Consumer Interest” 6 studies completed

Goor, Dafna, Siyuan Yin, **Grant E. Donnelly,** andMichael I. Norton, “The Road Not Taken: Consumption of Unfamiliar Products Increase Consumer Engagement through Feelings of Self-Discovery” 8 studies completed

Nam, Jimin, and **Grant E. Donnelly,** “Corporate Responses to Customer Reviews with Discrimination Claims” 3 studies completed

Shen, Mingnan, and **Grant E. Donnelly,** “Incentivizing Attention” 8 studies completed

Yin, Siyuan, **Grant E. Donnelly**, Cait Lamberton, and Michael I. Norton, “The Life You Save (For): Experiences Dominate Goods in Motivating Savings” 7 studies completed

**Popular Press**

Haltman, Cory, **Donnelly, Grant E.,** and Rebecca Walker Reczek (December 2, 2024). Why Sending a Belated Gift is Not as Bad as You Probably Think – and Late is Better than Never. [*The Conversation*](https://theconversation.com/why-sending-a-belated-gift-is-not-as-bad-as-you-probably-think-and-late-is-better-than-never-244012)*.*

Bunosso, Isabella, **Grant E. Donnelly**, and Selin Malkoc(May 27, 2022). Keeping a Business Safe without a Mask Mandate Requires a Nuanced Approach. [*Scientific American.*](https://www.scientificamerican.com/article/keeping-a-business-safe-without-a-mask-mandate-requires-a-nuanced-approach1/)

Whillans, Ashley V., and **Grant E. Donnelly** (October 30, 2021). How Men and Women Treat Deadlines in the Workplace Differently. [*The Wall Street Journal*](https://www.wsj.com/articles/men-women-differences-deadlines-11635532693)*.*

**Donnelly, Grant E.,** and Ashley V. Whillans (August 3, 2021). Declined invitations go over more graciously when lack of money is cited instead of lack of time. [*The Conversation*](https://theconversation.com/declined-invitations-go-over-more-graciously-when-lack-of-money-is-cited-instead-of-lack-of-time-new-research-164473?utm_source=twitter&utm_medium=bylinetwitterbutton)*.*

**Donnelly, Grant E.,** and Ashley V. Whillans (May 1, 2020). In this crisis, giving people financial gifts can lead to bad feelings. [*The Wall Street Journal*](https://www.wsj.com/articles/in-this-crisis-giving-people-financial-gifts-can-lead-to-bad-feelings-11588259432)*.*

Yoon, Jaewon, Ashley V. Whillans, and **Grant E. Donnelly** (April 4, 2019). Why we don’t ask for more time on deadlines (but probably should). [*Harvard Business Review*](https://hbr.org/2019/04/why-we-dont-ask-for-more-time-on-deadlines-but-probably-should)*.*

**Donnelly, Grant E.** (March 6, 2019). Why “I don’t have time” is a bad way to decline an invitation. [*Harvard Business Review*](https://hbr.org/2019/03/why-i-dont-have-time-is-a-bad-way-to-decline-an-invitation?_lrsc=b4f3a3f1-a84f-4d72-919b-228b34e57f34&utm_source=social&utm_medium=leap#comment-section)*.*

**Donnelly, Grant E.,** and Michael I. Norton (October 21, 2018). A better way to pay off credit-card debt. [*The Wall Street Journal*](https://www.wsj.com/articles/a-better-way-to-pay-off-credit-card-debt-1540174021)*.*

**Donnelly, Grant E.,** and Michael I. Norton (December 7, 2017). Even for the very rich, more money brings happiness. [*The Wall Street Journal*.](https://www.wsj.com/articles/even-for-the-very-rich-more-money-brings-happiness-1512662638)

**Grant Funding**

|  |  |
| --- | --- |
| **Total** | **$1,054,578.00** |
| 2023 | **Decision Sciences Collaborative**  Something to Bond Over: When and Why Individuals Seek Out Unpleasant Experiences with Others (Co-Primary Investigator), $2,800 |
| 2020 | **Coca-Cola Sustainability**  Increasing the use of Reverse Vending Machines Through Consumer Empowerment (Primary Investigator), $667,691 |
| 2019 | **Decision Sciences Collaborative**  Behavioral Energy Conservation Living Lab (Co-Primary Investigator), $3,000 |
| 2019 | **Harvard University, Mind Brain and Behavior Initiative**  Trapped by Time: Do Women’s Negative Beliefs about Extension Requests Contribute to Gender Gaps in Workplace Success, $14,960 |
| 2019 | **Sustainability Institute, The Ohio State University,**  Behavioral Energy Conservation Living Lab (Co-Primary Investigator), $308,117 |
| 2018 | **Long-Term Research Grant, Thinking Forward Initiative,**  Putting it All Out on the Kitchen Table: Examination of Couples’ Financial Communication(Co-Primary Investigator), $58,010 |

**Honors and Awards**

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| --- | --- |
| Outstanding Undergraduate Instructor Award, Fisher College of Business | 2024 |
| Best Paper – Consumer Well-Being, Society for Consumer Psychology | 2024 |
| Mittelstaedt & Gentry Doctoral Symposium, Invited Faculty | 2024 |
| Pace Setters Faculty Research Award, Fisher College of Business | 2022 |
| Recognition Award, Fisher College of Business, Marketing Department | 2019 |
| Haring Doctoral Symposium, Invited Faculty | 2019 |
| AMA- Sheth Doctoral Consortium Fellow | 2017 |
| Finalist, Experimental Pitch Competition, Harvard University | 2016 |

**Invited Presentations**

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|  |  |
| 2025 | Washington University in Saint Louis, Olin Business School |
|  | University of Southern California, Department of Marketing |
|  | Cornell University, SC Johnson College of Business |
| 2024 | Temple University, Fox School of Business |
|  | London Business School, Department of Marketing |
|  | Pennsylvania State University, Smeal College of Business, IDEAS Conference |
| 2023 | HEC Montreal, Department of Marketing |
|  | Duke University, Fuqua School of Business |
|  | The 12th Triennial Invitational Choice Symposium, INSEAD |
|  | The Ohio State University, Department of Consumer Sciences |
|  | University of Toronto, Department of Marketing |
| 2021 | University of Iowa, Tippie College of Business |
|  | University of Notre Dame, Consumer Financial Wellbeing Conference |
| 2020 | Behavioral Exchange (BX), Arabia |
| 2019 | B4 Development, Qatar Nudge Unit |
|  | The 11th Triennial Invitational Choice Symposium, Chesapeake Bay, Maryland |
| 2018 | The Ohio State University, Department of Psychology |
|  | Commonwealth Bank of Australia, Department of Behavioral Economics |
| 2017 | The Ohio State University, Department of Marketing and Logistics |
| 2015 | Federal Reserve Bank of Boston, Department of Research |
|  | Yale School of Management, Department of Marketing |
|  | Harvard University Employee Credit Union, Personal Financial Management Program |
| 2014 | Harvard University, SALT Money |

**Conference Participation at Peer-Reviewed Scientific Meetings** (\*presenter)

**Chaired symposia**

“Overwhelmed, Over-Nudged, Overweight – Helping Consumers to Eat Healthier in the Age of Rising Inequality and Information Overload,” *Society for Consumer Psychology,* Huntington Beach, CA. (February, 2020).

“The Up-Side of Material Consumption: Exploring the Psychological Value of Material Goods,” co-chaired with Joseph Goodman, *Society for Consumer Psychology,* Savannah, GA. (February, 2019).

“Motivation to Save: New Insights into the Psychology of Saving Goals,” co-chaired with Masha Ksendzova, *Association for Consumer Research,* Dallas, TX. (October, 2018).

“Giving Seconds and Cents: The Psychological Consequences of Time and Money on Prosocial Behavior and Consumer Well-being,” co-chaired with John Costello, *Association for Consumer Research,* Dallas, TX. (October, 2018).

“Prosociality with Impact: Examining and Overcoming Roadblocks to Effective Altruism,” co-chaired with Masha Ksendzova, *Association for Consumer Research,* San Diego, CA. (October, 2017).

“Doing Well by Doing Better: Strategies to Increase Consumer Participation in Charitable Campaigns,” co-chaired with Minah Jung, *Society for Consumer Psychology,* St. Petersburg, FL. (February, 2016).

“Landfill Overload: The Psychology of Disposal Decision-Making.” *Society for Consumer Psychology,* Phoenix, AZ. (February, 2015).

“The Psychology of Debt: Steering Consumers out of the Red and Into the Black,” co-chaired with Nina Mazar, *Association for Consumer Research*, Baltimore, MD. (October, 2014).

**Paper presentations**

Haltman, Cory, Jianna Jin, **Grant E. Donnelly,** andRebecca Walker Reczek, “Equity or Immorality? How Political Ideology Shapes Consumer Response to Historically Underrepresented Identities in Marketing Communications”

* Marketing and Public Policy, 2024 (Washington, D.C.)
* Society for Consumer Psychology, 2024 (Nashville)

Garcia-Rada, Ximena,Jenny Olson, Hristina Nikolova, **Grant E. Donnelly,** andMichael I. Norton, “Financial Communication and its Impact on Relationship Satisfaction and Financial Health”

* Society for Consumer Psychology, 2024 (Nashville)

Herziger, Atar, Kristin Hurst, and **Grant E. Donnelly,** “When Empowerment is Not So Empowering”

* Association for Consumer Research, 2023 (Seattle)

Philipp-Mueller, Aviva and **Grant E. Donnelly** “Gift-Giver Aversion to Utilitarian Gifts”

* Association for Consumer Research, 2023 (Seattle)

Haltman, Cory, Atar Herziger, **Grant E. Donnelly,** andRebecca Walker Reczek, “Better Late than Never? Gift Givers’ Overestimation of Relationship Harm from Late Gifts can Lead to Worse Gifts for Recipients”

* Association for Consumer Research, 2023 (Seattle)\*

Rifkin, Jacqueline, **Grant E. Donnelly**, Siyuan Yin, “Tenure Claims in Online Reviews”

* Society for Consumer Psychology, 2023 (San Juan)\*
* Association for Consumer Research, 2023 (Seattle)\*

Haltman, Cory, **Grant E. Donnelly,** andRebecca Walker Reczek, “Early Adoption and Word of Mouth”

* Society for Consumer Psychology, 2023 (San Juan)
* Association for Consumer Research, 2023 (Seattle)

Jin, Jianna, and **Grant E. Donnelly**, “The Interpersonal Consequences of Tracking Time versus Money”

* Society for Consumer Psychology, 2023 (San Juan)
* Association for Consumer Research, 2023 (Seattle)

Jin, Jianna, **Grant E. Donnelly,** andRebecca Walker Reczek, “Consumer Aversion to Digital Mental Health Tools: The Role of Negative Self-Perceptions”

* Association for Consumer Research, 2022 (Denver)
* Society for Consumer Psychology, 2024 (Nashville)

Bunosso, Isabella, **Grant E. Donnelly,** andSelin A. Malkoc, “Is this Store Liberal (Un)Like Me? Consumer Response to COVID-19 Policies in a Politically Polarized World”

* Society for Consumer Psychology, 2023 (San Juan)
* Association for Consumer Research, 2022 (Denver)

Haltman, C., and **Grant E. Donnelly**, “The Green = Expensive Intuition”

* Association for Consumer Research, 2021 (Seattle)

Whillans, A. V., Jaewon Yoon, Aurora Turek, and **Grant E. Donnelly**, “Extension Request Avoidance Increases Time Stress Among Women”

* Association for Consumer Research, 2021 (Seattle)
* International Association for Conflict Management, 2022 (Ottawa)\*

**Donnelly, Grant E.**, and Aaron R. Brough, “The ‘Overqualified’ Product: When Consumers Prefer Lower-Quality to Higher-Quality Options”

* Association for Consumer Research, 2021 (Seattle)\*

Landekhovskaya, Maria, **Grant E. Donnelly**, and Rebecca Walker Reczek**,** “Do Challenge Based Advertising Appeals Motivate Consumers to try Virtuous Replacement Products”

* Society for Consumer Psychology, 2023 (San Juan)
* Association for Consumer Research, 2021 (Seattle)
* AMA Marketing + Public Policy Conference, 2021 (Virtual)

Hurst, Kristin, Nicole Sintov, and **Grant E. Donnelly,** “We’re Not so Different, You and I: Effects of Social Identity and Norms on Roommate Pro-Environmental Behavior”

* Association for Consumer Research, 2021 (Seattle)\*
* Society for Consumer Psychology, 2021 (Virtual)\*

**Donnelly, Grant E.**, and Alison Wood Brooks, “How Prisoner Apologies Influence Parole Decisions”

* International Association for Conflict Management, 2019 (Dublin)
* Society for Personality and Social Psychology, 2021 (Virtual)\*

Herziger, Atar, **Grant E. Donnelly,** andRebecca Reczek, “Aspirational Recycling”

* Society of Consumer Psychology, 2020 (Huntington Beach)\*
* Association for Consumer Research, 2020 (Paris)

**Grant E. Donnelly**, Paige Guge, Ryan T. Howell, and Leslie K. John, “Sugary-Beverage Tax Labeling”

* Society of Consumer Psychology, 2020 (Huntington Beach)\*
* Advances in Field Experiments, 2020 (University of Chicago)\*

Goor, Dafna, **Grant E. Donnelly** and Michael I. Norton, “The Road Not Taken: Consumption of Unfamiliar Products Increase Consumer Engagement through Feelings of Self-Discovery”

* Society of Consumer Psychology, 2020 (Huntington Beach)\*
* Association for Consumer Research, 2020 (Paris)\*

Von Schuckmann, Julia, Lucia Salmonson Guimarães Barros, **Grant E. Donnelly,** and Marco Bertini, “Identity Related Embarrassment: When and Why People Compensate for Others’ Misbehavior”

* European Marketing Academy, 2021 (Virtual)
* Association for Consumer Research, 2019 (Atlanta)

Falco, David, **Grant E. Donnelly** and Selin Malkoc, “When Time is Like Money: Thinking of Monetary Value of Time Decreases Willingness to Spend Time on Others, but Increases Time Spent on the Self”

* Society of Consumer Psychology, 2020 (Huntington Beach)\*
* Association for Consumer Research, 2019 (Atlanta)

Yoon, Jaewon, **Grant E. Donnelly** and Ashley Whillans, “It Doesn’t Hurt to Ask (for More Time): Employees Overestimate Interpersonal Costs of Extension Requests”

* Society for Personality and Social Psychology, 2019 (Portland)

Lee-Yoon, Alice, **Grant E. Donnelly,** and Ashley V. Whillans, “Time-Saving Gifts”

* Society for Consumer Psychology, 2019 (Savannah)\*

**Donnelly, Grant E.**, Masha Ksendzova and Michael I. Norton, “Saving for Experiences versus Material Goods”

* Association for Consumer Research, 2018 (Dallas)\*
* European Association for Consumer Research, 2018 (Ghet)

**Donnelly, Grant E.**, Anne Wilson, Ashely Whillans and Michael I. Norton, “Communicating Limited Financial Resources Increases Perceived Trustworthiness and Interpersonal Connection”

* Society for Consumer Psychology, 2019 (Savannah)\*
* Association for Consumer Research, 2018 (Dallas)\*

**Donnelly, Grant E.**, Duncan Simester, and Michael I. Norton, “Voting for Charity: The Benefits for Firms of Direct Consumer Involvement in Charitable Campaigns”

* Society for Consumer Psychology, 2016 (St. Petersburg)\*
* Association for Consumer Research, 2016 (Berlin)\*

**Donnelly, Grant E.**, Cait Lamberton, Zoë Chance, and Michael I. Norton, “Allowing Consumers to ‘Repay by the Purchase’ Reduces Credit Card Debt”

* Association for Consumer Research, 2015 (New Orleans)\*
* Association for Consumer Research, 2014 (Baltimore)\*

Ksendzova, Masha, **Grant E. Donnelly**, and Remi Trudel, “Paying Cash as a Form of Helping Corporations”

* Association for Consumer Research, 2016 (Berlin)
* Society for Judgment and Decision Making, 2016 (Boston)

**Donnelly, Grant E.,** Laura Zatz, Dan Svirsky and Leslie K. John, “The Effect of Graphic Warnings on Sugary-Drink Purchasing,” *Psychological Science*, 29(8), 1321-33.

* Academy of Management, 2018 (Chicago)
* American Society of Law, Medicine & Ethics, 2017 (Atlanta)
* Association for Consumer Research, 2017 (San Diego)\*
* American Public Health Association, 2017 (Atlanta)
* Society for Personality and Social Psychology, 2018 (Atlanta)\*

**Donnelly, Grant E**., Tianyi Zheng, Emily Haisley and Michael I. Norton, “The Amount and Source of Millionaires’ Wealth (Moderately) Predicts Their Happiness,” *Personality and Social Psychology Bulletin*, 44(5), 684-99.

* Society for Personality and Social Psychology, 2015 (Long Beach)
* Association for Psychological Science, 2014 (San Francisco)\*

John, Leslie K., **Grant E. Donnelly**, and Christina A. Roberto (2017), “Psychologically Informed Implementations of Sugary-Drink Portion Limits,” *Psychological Science*, 28(5), 620-29.

* Society for Consumer Psychology, 2016 (St. Petersburg)
* Behavioral Exchange, 2016 (Boston)
* Association for Consumer Research, 2015 (New Orleans)
* Academy of Management, 2015 (Vancouver)\*

**Donnelly, Grant E.**, Cait Lamberton, Rebecca Walker Reczek, and Michael I. Norton (2017), “Social Recycling Transforms Unwanted Goods into Happiness,” *Journal of the Association for Consumer Research,* 2(1), 48-63.

* Society for Consumer Psychology, 2016 (St. Petersburg)\*
* Association for Consumer Research, 2015 (New Orleans)\*
* Society for Consumer Psychology, 2015 (Phoenix)\*

**Donnelly, Grant E.**, Masha Ksendzova, and Ryan T. Howell (2013), “Sadness, Identity and Plastic in Over-Shopping: The Interplay of Materialism, Poor Credit Management, and Emotional Buying Motives in Predicting Compulsive Buying,” *Journal of Economic Psychology*, 39(6), 113-125.

* Interdisciplinary Science of Consumption: Mechanisms of Allocating Resources Across Disciplines, 2012 (Ann Arbor)\*

**Poster presentations**

**Donnelly, Grant E.**, Duncan Simester, and Michael I. Norton, “Voting for Charity: The Benefits for Firms of Direct Consumer Involvement in Charitable Campaigns”

* Society for Judgment and Decision Making, 2016 (Boston)\*

**Donnelly, Grant E.**, Cait Lamberton, Zoë Chance, and Michael I. Norton, “Allowing Consumers to ‘Repay by the Purchase’ Reduces Credit Card Debt”

* Boulder Summer Conference on Consumer Financial Decision Making, 2015 (Boulder)\*

Ksendzova, Masha, **Grant E. Donnelly**, and Remi Trudel, “Paying Cash as a Form of Helping Corporations”

* Society for Judgment and Decision Making, 2015 (Chicago)

**Donnelly, Grant E.**, Cait Lamberton, Rebecca Walker Reczek, and Michael I. Norton (2017), “Social Recycling Transforms Unwanted Goods into Happiness,” *Journal of the Association for Consumer Research,* 2(1), 48-63.

* Society for Judgment and Decision-Making Conference, 2014 (Long Beach)\*

Ksendzova, Masha, **Grant E. Donnelly**, and Ryan T. Howell (2017), “A Brief Money Management Scale and its Associations with Personality, Financial Health, and Hypothetical Debt Repayment,” *Journal of Financial Counseling and Planning*, 28(1), 62-75.

* Society for Personality and Social Psychology, 2014 (Austin)\*

**Donnelly, Grant E.**, Masha Ksendzova, Ryan T. Howell, Kathleen D. Vohs, and Roy F. Baumeister (2016), “Buying to Blunt Negative Feelings: Materialistic Escape from the Self,” *Review of General Psychology*, 20(3), 272-316.

* Society for Personality and Social Psychology, 2013 (New Orleans)\*

**Donnelly, Grant E.**, Masha Ksendzova, and Ryan T. Howell (2013), “Sadness, Identity and Plastic in Over-Shopping: The Interplay of Materialism, Poor Credit Management, and Emotional Buying Motives in Predicting Compulsive Buying,” *Journal of Economic Psychology*, 39(6), 113-125.

* Society for Personality and Social Psychology, 2012 (San Diego)\*

**Donnelly, Grant E.**, Ravi Iyer and Ryan T. Howell (2012), “The Big Five Personality Traits, Material Values, and Financial Well-Being of Self-Described Money Managers,” *Journal of Economic Psychology,* 33(6), 1129-1142.

* Western Psychological Association, 2012 (San Francisco)\*
* Interdisciplinary Science of Consumption: Mechanisms of Allocating Resources Across Disciplines, 2010 (Ann Arbor)\*
* Society for Personality and Social Psychology, 2010 (Las Vegas)\*

**Teaching experience and interests**

**Teaching interests**

Sustainability Marketing, Field Experimentation, Advertising and Promotional Strategy, Consumer Behavior, Research Methods

**Instructor Evaluations**

Global Marketing & Sustainability (Graduate)

The Ohio State University, Columbus, OH

* 2024, Overall evaluation: 4.71/5.00
* 2023, Overall evaluation: 4.89/5.00
* 2022, Overall evaluation: 4.67/5.00

Sustainability Marketing for Consumers, Firms & Society (Undergraduate)

The Ohio State University, Columbus, OH

* 2024, Overall evaluation: 4.86/5.00
* 2023, Overall evaluation: 4.87/5.00
* 2022, Overall evaluation: 4.93/5.00
* 2021, Overall evaluation: 4.88/5.00

Advanced Market Research (Doctoral)

The Ohio State University, Columbus, OH

* 2020, Overall evaluation: 5.00/5.00

Advertising and Promotional Strategy (Undergraduate)

The Ohio State University, Columbus, OH

* 2019, Overall evaluation: 4.69/5.00
* 2019, Overall evaluation: 4.56/5.00

Consumer Behavior (Undergraduate)

Harvard University Extension School, Boston, MA

* 2015, Overall evaluation: 4.58/5.00
* 2014, Overall evaluation: 4.33/5.00

**Professional affiliations**

American Marketing Association

American Psychological Association

Association of Consumer Research

Society for Consumer Psychology

Society for Judgment & Decision Making

Society for Personality & Social Psychology

**Editorial and Reviewing Activity**

Editorial Review Board Memberships:

* Journal of Consumer Psychology (2024 – Present)
* Journal of Consumer Research (2025 – Present)

Ad-Hoc Reviewer for:

* Journal of Consumer Research
* Journal of Marketing Research
* Journal of Marketing
* Journal of Consumer Psychology
* Journal the Association for Consumer Research
* Journal of Public Policy & Marketing
* Management Science
* Psychological Science
* Organizational Behavior and Human Decision Processes
* Journal of Experimental Social Psychology
* Personality and Social Psychology Bulletin
* Emotion
* Obesity
* Appetite

**Additional Service to the Profession**

Conference Co-Chair for the AMA-Sheth Foundation Doctoral Consortium at The Ohio State University, 2025

Executive Committees:

* Diversity, Equity, and Inclusion Committee; Society for Consumer Psychology (2024 – Present)
* Interdisciplinary Science of Consumption Conference at the University of Michigan (2012)

Conference and Award Reviewer for:

* Association for Consumer Research Conference
* Society for Consumer Psychology Conference
* Society of Judgement and Decision Making Conference
* Society for Personality and Social Psychology Conference
* John A. Howard/AMA Doctoral Dissertation Award (2024)

**Service to the University**

Undergraduate Curriculum Committee (Marketing), The Ohio State University 2018-Current

Behavioral Lab Manager (Marketing), The Ohio State University 2022-Current

Sustainability Faculty Advisory Board, The Ohio State University 2022-Current

**Dissertation/Thesis Committee Chair**

Isabella Bunosso (PhD in Business Administration, The Ohio State University) expected 2027

Cory Haltman (PhD in Business Administration, The Ohio State University) 2025 (co-chair)

* Placed at Indiana University, Bloomington, IN
* Winner, AMA CBSIG Rising Star Award 2024
* Winner, Best Paper Award at the Haring Symposium, 2023
* Winner, Brenda M. Darby Memorial Award (for best student paper) at the marketing and Public Policy Conference, 2022

**Dissertation/Thesis Committee Member For:**

Maria Landekhovskaya (PhD in Consumer Sciences, The Ohio State University) expected 2026

Jamie Allen (PhD, Environmental Psychology, The Ohio State University) 2025

Stephanie Flout (PhD in Business Administration, The Ohio State University) 2025

Samantha Mertens (PhD, Environmental Psychology, The Ohio State University) 2025

Jianna Jin (PhD in Business Administration, The Ohio State University) 2024

Jaime Lucas (Master of Science, Environmental Psychology, The Ohio State University) 2023

Junha Kim (PhD in Business Administration, The Ohio State University) 2023

Logan Hobbs (Master of Science, Environmental Psychology, The Ohio State University) 2022

Jaewon Yoon (PhD in Business Administration, Harvard Business School), 2021