

GRANT E. DONNELLY

Curriculum Vitae – August, 2026

The Ohio State University
Fisher College of Business
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ACADEMIC EMPLOYMENT

2025 – Associate Professor of Marketing (with tenure)
W. Arthur Cullman Scholar
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

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

(* DENOTES EQUAL AUTHORSHIP, † DENOTES DOCTORAL/UNDERGRADUATE STUDENT AT PROJECT START)

1. Vinoo, Poornima, **Grant E. Donnelly**, Mathew S. Isaac, and Aaron R. Brough “Used Enough? The Effect of Categorization on Product Replacement Timing” Conditionally Accepted at *Journal of Marketing Research*
2. Herziger, Atar, Kristin Hurst, and **Grant E. Donnelly**, “Green Empowerment: Meaningful Decisions Drive Effortful Recycling” *Journal of Environmental Psychology*, 103035

- Winner, Editor's Choice Award, *Journal of Environmental Psychology* (2026)
3. Haltman, Cory[†], Jianna Jint[†], **Grant E. Donnelly**, and Rebecca Walker Reczek, "A Framework for Understanding Consumer Response to the Depiction of Historically Underrepresented Identities in Marketing Communications" Forthcoming at *Journal of Consumer Research*
 4. Garcia-Rada, Ximena, **Grant E. Donnelly**, Jenny Olson, Hristina Nikolova, and Michael I. Norton, "Couples Underestimate Positive Affective Reactions to Financial Conversations" Forthcoming at *Social Psychological and Personality Science*
 5. Buschken, Joachim, **Grant E. Donnelly**, Greg M. Allenby, Jeff P. Dotson, Nino Hardt, "On the Role of Parole Candidates' Language in Parole Board Hearings" *Journal of Criminal Justice*, 102(1), 102594.
 6. Von Schuckmann, Julia[†], Lucia S.G. Barros, **Grant E. Donnelly**, and Marco Bertini, "The Situational Samaritan: How Group Reputation Threat Shapes Reparatory Behavior" *Journal of Consumer Psychology*, 36(2), 181-198.
 7. Ordabayeva, Nailya, Selin A. Malkoc, J. Christine Kim, Monika Lisjak, Elicia John, **Grant E. Donnelly**, Lisa A. Cavanaugh, and Vikas Mittal, "Politics in the Middle: A Call to Study Nuanced Political Differences in a Binary World" *International Journal of Research in Marketing*
 8. Landekhovskaya, Maria[†], **Grant E. Donnelly**, and Rebecca Walker Reczek (2025), "Similarity Challenge Appeals Motivate Consumers to Buy Virtuous Replacement Products" *Journal of Public Policy & Marketing*, 44(4), 491-505.
 9. Hurst, Kristin, Nicole Sintov, Logan Hobbst[†], and **Grant E. Donnelly** (2025), "Self-Silencing Predicts Behavioral Conformity in Sustainability Contexts" *Journal of Environmental Psychology*, 102: 102555.
 10. Haltman, Cory[†], Atar Herziger, **Grant E. Donnelly**, and Rebecca Walker Reczek (2025), "Better Late than Never? Gift Givers' Overestimate Relationship Harm from Late Gifts" *Journal of Consumer Psychology*, 35, 567-583.
 11. **Donnelly, Grant E.**, Samantha Mertenst[†] and Nicole Sintov (2024), "Increasing Recycling with Charitable Incentives" *Journal of Environmental Psychology*, 99: 102444.
 12. Herziger, Atar, and **Grant E. Donnelly** (2024), "Reduce or Refrain: Rethinking Resource Restriction Requests" *Journal of Environmental Psychology*, 96: 102341.
 13. **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.
- Winner, AMA CBSIG Research in Practice Award (2025-2026)
14. **Donnelly, Grant E.**, Blanco, Christian, Calvin Spanbauer[†] and Sara L. Stienecker[†] (2023), "The Effects of Item Dirtiness on Disposal Decisions" *Journal of the Association for Consumer Research*, 8(3), 339-350.

15. Hurst, Kristin, Nicole Sintov, and **Grant E. Donnelly** (2023), "Increasing Sustainable Behavior Through Conversation" *Journal of Environmental Psychology*, 86(1), Article 101948.
16. 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.
17. **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.
18. 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.
19. **Donnelly, Grant E.**, Paige Guget, Ryan T. Howell, and Leslie K. John (2021), "A Salient Sugar Tax Decreases Sugary Drink Buying" *Psychological Science*, 32(11), 1830-1841.
20. **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.
21. Brough, Aaron R., **Grant E. Donnelly**, Vidas 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.
22. Lee-Yoon, Alicet, **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.
23. 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.
24. **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.
25. **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.
26. 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.
27. **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.

28. 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.
29. **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.
30. **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.
31. **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.

OTHER PUBLICATIONS (BOOK CHAPTERS, PRACTITIONER OUTLETS)

1. Haltman, Cory†, and **Grant E. Donnelly** (December 5, 2025). The Surprising (and Reassuring) Truth About Late Presents. [*The Wall Street Journal*](#).
2. 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*](#).
3. 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*](#).
4. Whillans, Ashley V., and **Grant E. Donnelly** (October 30, 2021). How Men and Women Treat Deadlines in the Workplace Differently. [*The Wall Street Journal*](#).
5. **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*](#).
6. **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*](#). Alice Lee-Yoon was a contributing author to this article.
7. 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*](#).
8. **Donnelly, Grant E.** (March 6, 2019). Why “I don’t have time” is a bad way to decline an invitation. [*Harvard Business Review*](#).
9. **Donnelly, Grant E.**, and Michael I. Norton (October 21, 2018). A better way to pay off credit-card debt. [*The Wall Street Journal*](#).
10. **Donnelly, Grant E.**, and Michael I. Norton (December 7, 2017). Even for the very rich, more money brings happiness. [*The Wall Street Journal*](#).

MANUSCRIPTS UNDER REVIEW AND IN REVISION

1. Haltman, Cory†, **Grant E. Donnelly**, and Rebecca Walker Reczek, “I Liked it Before it Was Cool: When and Why Consumers Signal Early Adoption of Popular Products” Under fourth round review at *Journal of Marketing*
2. Wang, Qingyang†, and **Grant E. Donnelly**, “I’d Like Anything But Anchovies: Rejecting Unappealing Options Reduces Decision Difficulty in Joint Decision Making” Revising for fourth round review at *Journal of Marketing Research*
3. Kringlen, Isabella†, Jimin Nam, **Grant E. Donnelly**, and Selin A. Malkoc, “Is this Store Liberal (Un)Like Me? Consumer Response to Operational Policies that Activate Implicit Associations with Political Issues” Revisiting for third round review at *Journal of Consumer Research*
4. 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*

WORKING PAPERS (DATA COLLECTION COMPLETE)

5. Goor, Dafna, **Grant E. Donnelly**, and Siyuan Yin†, “The Road Not Taken: The Effect of Unfamiliar Products on Self-Discovery” Under review at *Journal of Consumer Research*
6. Kim, Hyebin†, Elanor F. Williams, Aviva Philipp-Mueller, **Grant E. Donnelly** “Mismatched Giver and Recipient Preferences for Utilitarian and Hedonic Gifts” Writing to submit to *Journal of Marketing Research*
7. Kringlen, Isabella†, **Grant E. Donnelly**, and Jacqueline Rifkin, “Green Goals, Broken Promises: How Transparency About Company Sustainability Pledges Shapes Consumer Interest” Writing to submit to *Journal of Consumer Research*
8. 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*
9. Jin, Jianna†, **Grant E. Donnelly**, and Rebecca Walker Reczek, “Consumer Aversion to Digital Mental Health Tools: The Role of Negative Self-Perceptions” Writing to submit to *Journal of Consumer Psychology*
10. Sandstrom, Gillian, and **Donnelly, Grant E.**, “Synchronous Conversations Between Customers and Service Providers Enhance Consumer Engagement” Writing to submit to *Journal of Experimental Social Psychology*
11. Shi, Yaoxi†, Hanne Collins, **Donnelly, Grant E.**, and Alison Wood Brooks, “How Prisoner Apologies Influence Parole Decisions” Writing to submit to *Organizational Behavior and Human Decision Processes*

SELECTED RESEARCH IN PROGRESS

12. Kringlen, Isabella†, and **Grant E. Donnelly**, “Stay in your Lane: Consumer Response to Company Statements on Socio-Political Issues” 8 studies completed
13. Shen, Mingnan†, **Grant E. Donnelly**, and Rebecca Walker Reczek “Incentivizing Attention” 8 studies completed
14. Tapadiya, Anjali, and **Grant E. Donnelly**, “Serving All or Standing for Nothing? Ideological Asymmetries in Consumer Perceptions of Brand Neutrality” 5 studies completed
15. Wang, Qingyang†, and **Grant E. Donnelly**, “Liking Promotes Liking” 9 studies completed
16. 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
17. Zhang, Ao, and **Grant E. Donnelly**, “I Won’t Review That!” How Social Image Concerns Deter Consumers from Reviewing Stigmatic Products” 6 studies completed
18. Zhang, Raina Zexuan†, and **Grant E. Donnelly**, “More Time, More Luxury: The Impact of Duration on Experience Upgrades” 6 studies completed

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

Editor's Choice Award, Journal of Environmental Psychology	2026
AMA-Sheth Faculty Consortium Fellow	2026
AMA CBSIG Research in Practice Award	2025
Christine A. Poon and Michael F. Tweedle Faculty Award (2024 – 2026)	2024
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

2026	University of Wisconsin-Madison, Wisconsin School of Business (scheduled) The 13 th Triennial Invitational Choice Symposium, Vail, Colorado (scheduled) MIT Sloan School of Management, Massachusetts Institute of Technology University of Houston, Bauer College of Business Stanford Graduate School of Business
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 12 th 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 Fundação Getúlio Vargas (FGV), Department of Marketing
2019	B4 Development, Qatar Nudge Unit The 11 th 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

Tapadiya, Anjali†, and **Grant E. Donnelly**, “Serving All or Standing for Nothing? Ideological Asymmetries in Consumer Perceptions of Brand Neutrality”

- Association for Consumer Research, 2026 (Chicago)

Wang, Qingyang†, and **Grant E. Donnelly**, “Likes Promote Liking: Positive (vs. Negative) Valence Increases Interpersonal Liking in Joint Consumption”

- Association for Consumer Research, 2026 (Chicago)

Wang, Qingyang†, and **Grant E. Donnelly**, “I’d Like Anything But Anchovies: Rejecting Unappealing Options Reduces Decision Difficulty in Joint Decision Making”

- Association for Consumer Research, 2026 (Chicago)
- Society for Consumer Psychology, 2026 (San Diego)

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

- Association for Consumer Research, 2025 (Washington, D.C.)

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

- Association for Consumer Research, 2025 (Washington, D.C.)

Zhang, Raina Zexuan, and **Grant E. Donnelly**, “More Time, More Luxury: The Impact of Duration on Experience Upgrades”

- Association for Consumer Research, 2025 (Washington, D.C.)

Haltman, Cory, Jianna Jin, **Grant E. Donnelly**, and Rebecca 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**, and Michael I. Norton, “Financial Communication and its Impact on Relationship Satisfaction and Financial Health”

- Association for Consumer Research, 2025 (Washington, D.C.)
- 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**, and Rebecca 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**, and Rebecca 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**, and Rebecca 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**, and Selin 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**, and Rebecca 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)*

TEACHING EXPERIENCE AND INTERESTS

TEACHING INTERESTS

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

INSTRUCTOR EVALUATIONS

Marketing in Practice (Executive Graduate Program)
The Ohio State University, Columbus, OH

- 2026, Overall evaluation: [In Progress]

Global Marketing & Sustainability (Graduate)
The Ohio State University, Columbus, OH

- 2026, Overall evaluation: 9.00/10.00¹
- 2025, Overall evaluation: 4.33/5.00
- 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

- 2026, Overall evaluation: 9.63/10.00²
- 2025, Overall evaluation: 4.93/5.00
- 2024, Overall evaluation: 4.86/5.00
- 2023, Overall evaluation: 4.87/5.00

¹ In 2026, the format of university evaluations changes resulting in a new scoring system.

² In 2026, the format of university evaluations changed resulting in a new scoring system.

- 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)
- Journal of Public Policy & Marketing (2026 – 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
- Journal of Environmental Psychology
- 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:

- Community Building Initiative; 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

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

Sustainability Faculty Advisory Board, The Ohio State University, 2022 – 2026

SERVICE TO THE DEPARTMENT

Marketing Department Executive Committee, The Ohio State University, 2026 – Current

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

DISSERTATION/THESIS COMMITTEE CHAIR

Isabella Kringlen (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:

Qingyang Wang (PhD, Marketing, University of California, Los Angeles) expected 2028

Hyeonsong Lee (PhD, Environmental Psychology, The Ohio State University) expected 2028

Raina Zexuan Zhang (PhD, Marketing, New York University) expected 2028

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

UNDERGRADUATE HONORS THESIS COMMITTEE CHAIR:

Kora Lilly, 2026

- Winner, 2nd Place at Denman Research Forum

Dylan Ward, 2021

- Winner, 3rd Place at Denman Research Forum

Victoria Donlin, 2020

UNDERGRADUATE ADVISING:

Grace Zhang, 2024

- Placement: Doctoral Student at The Wharton School, University of Pennsylvania, Marketing Department

Eva Fischer, 2024

- Placement: Master's Student at University of Illinois Urbana-Champaign, Human Resources and Industrial Relations

Calvin Spanbauer, 2023

- Placement: Doctoral Student at Princeton University, School of Public and International Affairs

Paul Blythe, 2022

- Placement: Doctoral Student at University of Colorado Boulder, Leeds School of Business, Marketing