

Rebecca Walker Reczek
(Former Publishing Name: Rebecca Walker Naylor)
Fisher College of Business
Department of Marketing & Logistics
The Ohio State University
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Columbus, OH 43210
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EDUCATION

Ph.D., Marketing, McCombs School of Business, The University of Texas at Austin, May 2006.

B.S., Business Administration (concentrations in marketing and international business), *summa cum laude*, Trinity University, San Antonio, TX, May 2000.

B.A., German and Russian (minor in comparative literature), *summa cum laude*, Trinity University, San Antonio, TX, May 2000.

ACADEMIC POSITIONS

Associate Dean of Faculty Affairs and Research, Fisher College of Business, The Ohio State University, 2025 – Present.

Berry Chair of New Technologies in Marketing and Professor of Marketing, Fisher College of Business, The Ohio State University, 2021 – Present.

Dr. H. Lee “Buck” Mathews Professor of Marketing, Fisher College of Business, The Ohio State University, 2018 – 2021.

Associate Professor of Marketing, Fisher College of Business, The Ohio State University, 2013 – 2018.

Assistant Professor of Marketing, Fisher College of Business, The Ohio State University, 2009 – 2013.

Assistant Professor of Marketing, Moore School of Business, University of South Carolina, 2006 – 2009.

PEER-REVIEWED JOURNAL ARTICLES

Haltman, Cory, Atar Herziger, Grant Donnelly, and Rebecca Walker Reczek (2025), “Better Late Than Never? Gift Givers’ Overestimation of Relationship Harm from Late Gifts Can Lead to Both Better and Worse Gifts for Recipients,” in press at the *Journal of Consumer Psychology*.

- Landekhovskaya, Maria, Grant Donnelly, and Rebecca Walker Reczek (2025), "Challenge Based Advertising Appeals Motivate Consumers to Try Virtuous Replacement Products," in press at the *Journal of Public Policy & Marketing*.
- Jin, Jianna, Jesse Walker, and Rebecca Walker Reczek (2025), "Avoiding Embarrassment Online: Response to and Inferences about Chatbots When Purchases Activate Self-Presentation Concerns," *Journal of Consumer Psychology*, 35 (April), 185-202.
- Winterich, Karen Page, Rebecca Walker Reczek, and Tamar Makov (2024), "How Lack of Knowledge on Emissions and Psychological Biases Deter Consumers from Taking Effective Action to Mitigate Climate Change," *Journal of the Academy of Marketing Science*, 52 (October), 1475-1494.
- Polyviou, Mikaella, Johnny Rungtusanatham, Rebecca W. Reczek, Kevin Dooley, and A. Michael Knemeyer (2024), "Advancing OSCM Scientific Knowledge by Replicating Empirical Findings: Step-by-Step Procedure and Illustration for Transformative Replication Endeavors," *Decision Sciences*, 55 (April), 136.
- Costello, John P., Jesse Walker, and Rebecca Walker Reczek (2023), "Choozing" the Best Spelling: Consumer Response to Unconventionally Spelled Brand Names," *Journal of Marketing*, 87 (November), 811-965
- Xu, Mengran, Rebecca Walker Reczek, and Richard E. Petty (2023), "Need to Evaluate as a Predictor of Sharing and Seeking Online Recommendations," *Marketing Letters*, 34 (December), 697-712.
- Morgan, Carter, Cait Lamberton, Rebecca Walker Reczek, and Claudia Townsend (2023), "Friends Interrupted: How Reunions after Social Separation Motivate Physically Transformative Consumer Behavior," *Journal of the Association for Consumer Research*, 8 (April), 142-152.
- Philipp-Muller, Aviva, John P. Costello, and Rebecca Walker Reczek (2023), "Get Your Science Out of Here: When Does Invoking Science in Marketing Consumer Products Backfire?" *Journal of Consumer Research*, 49 (February), 721-740.
- Zane, Daniel M., Rebecca Walker Reczek, and Kelly L. Haws (2022), "Promoting Pi Day: Consumer Response to Special Day-Themed Sales Promotions," *Journal of Consumer Psychology*, 32 (4), 652-663.
- Tonietto, Gabriela N., Selin A. Malkoc, Rebecca Walker Reczek, and Michael I. Norton (2021), "Viewing Leisure as Wasteful Undermines Enjoyment," *Journal of Experimental Social Psychology*, 97 (November), 104198.
- Hogreve, Jens, Shashi Matta, Alex Hettich, and Rebecca Walker Reczek (2021), "How Do Social Norms Influence Parents' Food Choices for Their Children? The Role of Social Comparison and Implicit Self-Theories," *Journal of Retailing*, 97 (June), 173-190.
- Goodman, Joseph K. and Rebecca Walker Reczek (2021), "Choosing What to Choose From: Consumers Prefer Inclusion over Exclusion when Constructing Consideration Sets," *Journal of Behavioral Decision Making*, 34 (January), 85-98.

- Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2021), "Consumers and Artificial Intelligence: An Experiential Perspective," *Journal of Marketing*, 85 (January), 131-51.
- *Winner of the 2022 AMA TechSIG Lazaridis Prize*
- Costello, John P. and Rebecca Walker Reczek (2020), "Providers vs. Platforms: Marketing Communications in the Sharing Economy," *Journal of Marketing*, 84 (June), 22-38.
- *Finalist for the 2020 Shelby D. Hunt/Harold H. Maynard Award*
- Zane, Daniel M., Robert W. Smith, and Rebecca Walker Reczek (2020), "The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes," *Journal of Consumer Research*, 46 (February), 974-994.
- Grewal, Lauren, Jillian Hmurovic, Cait Lamberton, and Rebecca Walker Reczek (2019), "The Self-Perception Connection: Why Consumers Devalue Unattractive Produce," *Journal of Marketing*, 83 (January), 89-107.
- *Finalist for the 2021 AMA-EBSCO Annual Award for Responsible Research in Marketing*
- Polyviou, Mikaella, Johnny Rungtusanatham, Rebecca Walker Reczek, and Michael Knemeyer (2018), "Supplier Non-retention Post Disruption: What Role Does Anger Play?," *Journal of Operations Management*, 61 (July), 1-14.
- Reczek, Rebecca Walker, Remi Trudel, and Katherine White (2018), "Focusing on the Forest or the Trees: How Abstract Versus Concrete Construal Level Predicts Responses to Eco-friendly Products," *Journal of Environmental Psychology*, 57 (June), 87-98.
- Reczek, Rebecca Walker, Julie R. Irwin, Daniel M. Zane, and Kristine R. Ehrich (2018), "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," *Journal of Consumer Research*, 45 (June), 185-207.
- Winterich, Karen Page, Rebecca Walker Reczek, and Julie R. Irwin (2017), "Keeping the Memory but Not the Possession: Memory Preservation Mitigates Identity Loss from Product Disposition," *Journal of Marketing*, 81 (September), 104-120.
- *Winner of the 2020 AMA-EBSCO Annual Award for Responsible Research in Marketing*
- Sciandra, Michael R., Cait Lamberton, and Rebecca Walker Reczek (2017), "The Wisdom of Some: Do We Always Need High Consensus to Shape Consumer Behavior?," *Journal of Public Policy & Marketing*, 36 (Spring) 15-35.
- Donnelly, Grant E., Cait Poyner 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.
- Haws, Kelly, L., Rebecca Walker Reczek, and Kevin Sample (2017), "Healthy Diets Make Empty Wallets: The Healthy = Expensive Intuition," *Journal of Consumer Research*, 43 (April), 992-1007.
- *Finalist for the 2020 AMA-EBSCO Annual Award for Responsible Research in Marketing*

- Block, Lauren G., Punam A. Keller, Beth Vallen, Sara Williamson, Mia M. Birau, Amir Grinstein, Kelly L. Haws, Monica C. LaBarge, Cait Lamberton, Elizabeth S. Moore, Emily M. Moscato, Rebecca Walker Reczek, and Andrea Heintz Tangari (2016), "The Squander Sequence: Understanding Food Waste at Each Stage of the Consumer Decision-Making Process," *Journal of Public Policy & Marketing*, 35 (2), 292-304.
- Winner of the 2020 Thomas C. Kinnear award for outstanding article in the *Journal of Public Policy & Marketing*
- Summers, Christopher A., Robert W. Smith, and Rebecca Walker Reczek (2016), "An Audience of One: Behaviorally Targeted Ads as Implied Social Labels," *Journal of Consumer Research*, 43 (June), 156-178.
- Zane, Daniel M., Julie R. Irwin, and Rebecca Walker Reczek (2016), "Do Less Ethical Consumers Denigrate More Ethical Consumers? The Effect of Willful Ignorance on Judgments of Others," *Journal of Consumer Psychology*, 26 (July), 337-349.
- Reczek, Rebecca Walker, Kelly L. Haws, and Christopher A. Summers (2014), "Lucky Loyalty: The Effect of Consumer Effort on Predictions of Randomly-Determined Marketing Outcomes," *Journal of Consumer Research*, 41 (December), 1065-77.
- Dyachenko, Tatiana, Rebecca Walker Reczek, and Greg Allenby (2014), "Models of Sequential Evaluation in Best-Worst Choice Tasks," *Marketing Science*, 33 (November-December), 828-48.
- Haws, Kelly L., Karen Page Winterich, and Rebecca Walker Naylor (2014), "Seeing the World through GREEN-tinted Glasses: Green Consumption Values and Responses to Environmentally Friendly Products," *Journal of Consumer Psychology*, 24 (July), 336-54.
- Norton, David A., Cait Poynor Lamberton, and Rebecca Walker Naylor (2013), "The Devil You (Don't) Know: Interpersonal Ambiguity and Inference Making in Competitive Contexts," *Journal of Consumer Research*, 40 (August), 239-54.
- Phipps, Marcus, Lucie K. Ozanne, Michael G. Luchs, Saroja Subrahmanyam, Sommer Kapitan, Jesse R. Caitlin, Roland Gau, Rebecca Walker Naylor, Randall L. Rose, Bonnie Simpson, and Todd Weaver (2013), "Understanding the Inherent Complexity of Sustainable Consumption: A Social Cognitive Framework," *Journal of Business Research*, 66, 1227-34.
- Lamberton, Cait Poynor, Rebecca Walker Naylor, and Kelly L. Haws (2013), "Same Destination, Different Paths: The Effect of Observing Others' Divergent Reasoning on Choice Confidence," *Journal of Consumer Psychology*, 23 (1), 74-89.
- Naylor, Rebecca Walker, Cait Poynor Lamberton, and Patricia M. West (2012), "Beyond the 'Like' Button: Exploring the Effects of Mere Virtual Presence on Brand Evaluations and Purchase Intentions in Social Media Settings," *Journal of Marketing*, 76 (November), 105-20.
- Haws, Kelly L., Rebecca Walker Naylor, Robin A. Coulter, and William O. Bearden (2012), "Keeping It All without Being Buried Alive: Understanding Product Retention Tendency," *Journal of Consumer Psychology*, 22 (April), 224-36.

- Knemeyer, A. Michael and Rebecca Walker Naylor (2011), "Using Behavioral Experiments to Expand our Horizons and Deepen our Understanding of Logistics and Supply Chain Decision Making," *Journal of Business Logistics*, 32 (4), 296-302.
- Naylor, Rebecca Walker, Cait Poyner Lamberton, and David A. Norton (2011), "Seeing Ourselves in Others: Reviewer Ambiguity, Egocentric Anchoring, and Persuasion," *Journal of Marketing Research*, 48 (June), 617-31.
- Luchs, Michael, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan (2010), "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," *Journal of Marketing*, 74 (September), 18-31.
- Irmak, Caglar, Rebecca Walker Naylor, and William O. Bearden (2011), "The Out-of-Region Bias: Distance Inferences based on Geographic Category Membership," *Marketing Letters*, 22 (June), 181-96.
- Naylor, Rebecca Walker, Courtney M. Droms, and Kelly L. Haws (2009), "Eating with a Purpose: Consumer Response to Functional Food Health Claims," *Journal of Public Policy & Marketing*, 28 (Fall), 221-33.
- Bharadwaj, Neeraj, Rebecca Walker Naylor, and Frenkel ter Hofstede (2009), "Consumer Response to and Choice of Integrated and Customized Offerings," *International Journal of Research in Marketing*, 26 (September), 216-27.
- Irwin, Julie R. and Rebecca Walker Naylor (2009), "Ethical Decisions and Response Mode Compatibility: Weighting of Ethical Attributes in Consideration Sets Formed by Excluding Versus Including Product Alternatives," *Journal of Marketing Research*, 46 (April), 234-46.
- Naylor, Rebecca Walker (2007), "Nonverbal Cues-based First Impressions: Impression Formation Through Exposure to Static Images," *Marketing Letters*, 18 (September), 165-79.
- Raghunathan, Rajagopal, Rebecca Walker Naylor, and Wayne D. Hoyer (2006), "The 'Unhealthy = Tasty' Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products," *Journal of Marketing*, 70 (October), 170-84.
- Naylor, Rebecca Walker, Rajagopal Raghunathan, and Suresh Ramanathan (2006), "Promotions Spontaneously Induce a Positive Evaluative Response," *Journal of Consumer Psychology*, 16 (July), 295-305.

MANUSCRIPTS IN THE REVIEW PROCESS AND SELECT WORKING PAPERS

- Haltman, Cory, Jianna Jin, Grant Donnelly, and Rebecca Walker Reczek, "A Framework for Understanding Consumer Response to the Depiction of Historically Underrepresented Identities in Marketing Communications," revising for fourth-round review at the *Journal of Consumer Research*.

Haltman, Cory, Grant Donnelly, and Rebecca Walker Reczek, "I Liked it Before it Was Cool: When and Why Consumers Signal Early Adoption of Popular Products," revising for fourth-round review at the *Journal of Marketing*.

Aprajita Gautam, Julie R. Irwin, and Rebecca Walker Reczek, "You Can't Buy Ethicality: Consumers Perceive Inclusive Design as More Ethical When Developed In-house," revising for second-round review at the *Journal of Consumer Psychology*.

Philipp-Muller Aviva, Jesse Walker, and Rebecca Walker Reczek, "The Communal Scientist Advantage: Framing Scientists as Communal Improves Consumer Support for Scientific Products and Their Findings," manuscript in preparation for submission.

Isaac, Mathew S., Elisa Konya-Baumbach, and Rebecca Walker Reczek, "Overstated or Understated?: An Anchoring and Adjustment Model for How Conflicting Lay Theories Guide Judgments of Product Lifespan Claims," revising for resubmission to the *Journal of Marketing*.

Jin, Jianna, Grant Donnelly, and Rebecca Walker Reczek, "Understanding and Overcoming Consumer Resistance toward Adopting AI-Powered Mental Health Products," manuscript in preparation for submission.

Haltman, Cory, Cait Lambertson, and Rebecca Walker Reczek, "Post-Choice Nudge Awareness Triggers Oppositional Shifts in Self-Perceptions," manuscript in preparation for submission.

Tonietto, Gabriella, Rebecca Walker Reczek, and Jianna Jin, "Does Scheduling Mean Superior? Effects of The Scheduled = High Quality Lay Theory," manuscript in preparation for submission.

BOOK CHAPTERS

Reczek, Rebecca Walker and Daniel M. Zane (2026), "Narrowing the Focus from Sustainability to Climate Action," in *Handbook of Marketing and Public Policy*, in press.

Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2024), "Consumer AI Experience," in *Elgar Encyclopedia of Consumer Behavior*, ed. Johanna Gollnhofer, Reto Hofstetter, and Torsten Tomczak, Northampton, MA: Edward Elgar Publishing, Inc. 68-69.

Reczek, Rebecca Walker (2018), "What Role Does Intuition Play in Consumers' Decisions?," in *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, ed. Ronald Hill, Cait Lambertson, and Jennifer Swartz, New York, NY: Routledge, Taylor and Francis Group, 10.

Reczek, Rebecca Walker and Cait Lambertson (2017), "Novel Phenomena, Evolving Frameworks: Exploring Social Influence in the Online World," in *Routledge International Handbook of Consumer Psychology*, ed. Cathrine V. Jansson-Boyd and Magdalena J. Zawisza, New York, NY: Taylor and Francis, 621-638.

Reczek, Rebecca Walker and Julie R. Irwin (2015), "Ethical Consumption," in *The Cambridge Handbook of Consumer Psychology*, ed. Michael Norton, Derek Rucker, and Cait Lambertson, New York, NY: Cambridge University Press, 507-529.

OTHER NON-REFEREED PUBLICATIONS

Reczek, Rebecca Walker and John P. Costello (2025), “Prosocial Consumption Behavior,” *Oxford Bibliographies in Marketing*, in press.

Turner, Broderick and Rebecca Walker Reczek (2025), “Hype-Free AI: How AI Actually Impacts Psychology in Research, the Workplace, the Marketplace, and Beyond,” *Current Opinion in Psychology*, 61, doi: [10.1016/j.copsyc.2024.101939](https://doi.org/10.1016/j.copsyc.2024.101939).

Haltman, Cory, Atar Herziger, Grant E. Donnelly, and Rebecca Walker Reczek (2025), “Giving a Late Gift Won’t Ruin a Friendship—But Not Sending One Might,” *Character and Context* (official blog of the Society for Personality and Social Psychology), Digital Article. February.

Reczek, Rebecca Walker, Cory Haltman, and Grant Donnelly (2024), “Why Sending a Belated Gift is Not as Bad as You Probably Think – And Late is Better Than Never,” *The Conversation*, Digital Article, December 1.

Winterich, Karen Page, Rebecca Walker Reczek, and Bryan Bollinger (2023), “Reducing Emissions across the Consumption Cycle and an Agenda for Future Research on Consumers and Climate Change: Introduction to the Special Issue on Climate Change,” *Journal of the Association for Consumer Research*, 8 (3), 237-242.

Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2022), “Consumer Experiences with Marketing Technology: Solving the Tensions Between Benefits and Costs,” *NIM Marketing Intelligence Review*, Special Issue on MarTech and SalesTech, 14 (2), 25-29.

Haws, Kelly L. and Rebecca Walker Reczek (2022), “Optimizing the Possession Portfolio,” *Current Opinion in Psychology*, 46: 101325.

Reczek, Rebecca Walker, Aviva Philipp-Muller, and John Costello (2022), “Using ‘Science’ to Market Cookies and Other Products Meant for Pleasure Backfires with Consumers,” *The Conversation*, Digital Article, May 12.

Reczek, Rebecca Walker, Julie R. Irwin, and Daniel M. Zane (2022), “Good Intentions – Thoughtless Buying Decisions: Understanding and Breaking Barriers to Ethical Consumption,” *NIM Marketing Intelligence Review*, Special Issue on Conscious Consumption, 14 (1), 25-29.

Bolton, Lisa E. and Rebecca Walker Reczek (2022), “Commentary: Food and Food Waste: Spinning a Two-Sided Coin,” *Journal of Public Policy & Marketing*, 42 (2), 141-143.

Reczek, Rebecca Walker, Julie R. Irwin, and Daniel M. Zane (2018), “Why Consumers Forget Unethical Business Practices,” *Oxford University Press*, Digital Article, June 18.

Reczek, Rebecca Walker, Julie R. Irwin, and Daniel M. Zane (2017), “Untrustworthy Memories Make It Hard to Shop Ethically,” *The Conversation*, Digital Article, December 20.

Iyer, Easwar and Rebecca Walker Reczek (2017), “The Intersection of Sustainability, Marketing, and Public Policy: Introduction to the Special Section on Sustainability,” *Journal of Public Policy & Marketing*, 36 (2), 246-254.

- Winterich, Karen Page, Rebecca Walker Reczek, and Julie Irwin (2017), “Can Encouraging Picture-taking Increase Donations of Used Goods?” *Marketing News*, 51 (10), 18-21.
- Winterich, Karen Page, Julie R. Irwin, and Rebecca Walker Reczek (2017), “Cherishing Stuff with a Photo Can Help You Let Go of It,” *The Conversation*, Digital Article, July 12.
- Haws, Kelly L., Kevin Sample, and Rebecca Walker Reczek (2017), “Does a Healthy Diet Have to Come at a Hefty Price?” *The Conversation*, Digital Article, January 3.
- Reczek, Rebecca Walker (2016), “Who’s The Fairest? How NOT to Inspire Others to Shop Ethically,” *FairtradeAmerica.org*, Digital Article, September 27.
- Reczek, Rebecca Walker and Nicole Torres (2016), “Ethical Shoppers Don’t Inspire Us – They Bug Us” [Interview Format],” *Harvard Business Review*, April, 32-33.
- Reczek, Rebecca Walker, Christopher Summers, and Robert W. Smith (2016), “Targeted Ads Don’t Just Make You More Likely to Buy — They Can Change How You Think About Yourself,” *Harvard Business Review*, Digital Article, April 4.
- Rebecca Walker Reczek, Christopher A. Summers, and Robert W. Smith (2016), “Online Ads Know Who You Are, but Can They Change You Too?” *The Conversation*, Digital Article, March 2.
- Zane, Danny, Julie Irwin, and Rebecca Walker Reczek (2016), “Why Companies are Blind to Child Labor,” *Harvard Business Review*, Digital Article, January 28.
- Bharadwaj, Neeraj, Rebecca Walker Naylor, and Frenkel ter Hofstede (2012), “Off-The-Shelf or Tailored to Your Needs: Is Customization Always Superior?,” *GfK-Marketing Intelligence Review*, 4 (2), 29-31.

HONORS AND AWARDS

Research (External):

- Best Competitive Paper Award, Society for Consumer Psychology Annual Conference, 2024.
- Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2023, 2024
- Listed by DocSig as one of the 50 most productive authors in the premier marketing journals for the following periods: 2009-2018, 2010-2019, 2011-2020, 2012-2021, 2013-2022, 2014-2023, 2015-2024
- Winner of the 2022 AMA TechSIG Lazaridis Prize, an annual award recognizing the best paper for research on the practice of marketing as it relates to innovation, technology and interactivity
- Outstanding Reviewer Award, *Journal of Retailing*, 2022
- Association for Consumer Research Transformative Research Grant, 2021
- Finalist for the 2021 AMA-EBSCO Annual Award for Responsible Research in Marketing
- Finalist for the 2020 Shelby D. Hunt/Harold H. Maynard Award, an annual award recognizing the article published in the *Journal of Marketing* that made the most significant contribution to marketing theory

- Winner of the 2020 AMA-EBSCO Annual Award for Responsible Research in Marketing, an annual award recognizing articles published in the previous four years that supports the general notion of individual, societal, and environmental wellbeing
- Winner of the 2020 Thomas C. Kinnear Award for outstanding article in the *Journal of Public Policy & Marketing*
- Selected for inaugural Marketing Science Institute (MSI) Scholars Program, 2018, which designates leading mid-career scholars in the field of marketing
- Marketing Science Institute (MSI) Research Grants, 2017
- Early Career Contribution Award, Society for Consumer Psychology, 2014, for distinguished scientific contribution in consumer psychology
- Listed by DocSig as one of the 50 most productive authors in the past five years in the premier marketing journals, 2014
- Marketing Science Institute (MSI) Young Scholar, 2013, which designates leading upcoming scholars in the field of marketing
- Listed by DocSig as one of the 50 most productive authors in the past five years in the premier AMA journals, 2012 and 2013
- Outstanding Reviewer Award, *Journal of Public Policy & Marketing*, 2013
- Best Paper Award, Transformative Consumer Research Conference, Hanover, NH, 2007
- Association for Consumer Research Transformative Research Grant, 2006
- AMA-Sheth Foundation Doctoral Consortium Fellow, College Station, TX, 2004

Research, Teaching, and Service (Internal):

- Dean's Faculty Fellow, Fisher College of Business, 2014-2017
- Seniors' Recognition of Outstanding Faculty, Sphinx and Mortar Board, The Ohio State University Chapter, 2015
- Pace Setters Faculty Research Award, Fisher College of Business, 2013
- Nominated for Distinguished Undergraduate Research Mentor Award, The Ohio State University, 2012
- Excellence in Undergraduate Teaching Award, Fisher College of Business, 2011
- Initiative for Managing Services (IMS) Arthur Fellow, Fisher College of Business, 2010
- Selected for Faculty Development in International Business (FDIB) Program, University of South Carolina, 2008
- Center for International Business Education and Research (CIBER) Grant, University of South Carolina (2007 and 2008)

EDITORIAL AND REVIEWING ACTIVITY

Associate Editor Roles

- *Journal of Consumer Research* (2018 – Present)
- *Journal of Public Policy & Marketing* (2017 – Present)
- *Journal of Marketing* (2020 – 2024)
- *International Journal of Research in Marketing* (2017 – 2018)

Special Issues Edited:

- *Current Opinion in Psychology* special issue on Artificial Intelligence (February 2025); co-edited with Broderick Turner.

- *Journal of the Association for Consumer Research* special issue on Climate Change (July 2023); co-edited with Karen Page Winterich and Bryan Bollinger.
- *Journal of Public Policy & Marketing* special issue on Sustainability (November 2017); co-edited with Easwar Iyer.

Editorial Review Board Memberships:

- *Journal of Marketing* (2018 – 2020; 2024 – Present)
- *Journal of Marketing Research* (2016 – Present)
- *Journal of Consumer Psychology* (2014 – Present)
- *Journal of Retailing* (2015 – Present)
- *Journal of Consumer Research* (2012 – 2018)
- *Journal of Public Policy & Marketing* (2012 – 2017)

ADDITIONAL SERVICE TO THE FIELD

President, Society for Consumer Psychology, 2024-2025 (President-elect, 2023-2024; Past President, 2025-2026).

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

Chair, American Marketing Association Consumer Behavior SIG, July 2022-June 2023 (Chair-elect 2021-2022; Past Chair 2023-2024).

Member, Editor Selection Committee for *Journal of Marketing Research*, American Marketing Association (Autumn 2022).

Co-Chair, Mid-career Mentoring Workshop, Association for Consumer Research, October 2022.

Treasurer, Association for Consumer Research, 2020-2021 (Treasurer in Training 2019).

Co-Chair for the 2019 Society for Consumer Psychology Doctoral Consortium, Savannah, GA, February 27.

Co-Organizer of the inaugural 2018 *Journal of Consumer Research* Author Development Workshop in Pittsburgh, PA, November 2.

Co-Chair for the 2018 Marketing and Public Policy Conference and Workshop and Doctoral Seminar in Columbus, OH, June 4-9.

Chair of the Society for Consumer Psychology (SCP) Advisory Panel (2015-2017).

Inaugural Member of the Society for Consumer Psychology (SCP) Advisory Panel (2012-2015).

Conference Chair for the 2013 Society for Consumer Psychology (SCP) summer conference at the Annual Convention of the American Psychological Association (APA), July 31-August 4, Honolulu, HI.

Served as Judge/on the Selection Committee for the Following Awards:

- 2024 Association for Consumer Research Early Career Award (Committee Chair)
- 2023 Association for Consumer Research Early Career Award
- 2023 John A. Howard/AMA Doctoral Dissertation Award
- 2021 Park Prize for Outstanding Contribution and Best Paper Award by an Early Career Contributor to the *Journal of Consumer Psychology*.
- 2015 Park Prize for Outstanding Contribution to the *Journal of Consumer Psychology*.
- Inaugural 2014 Mathew Joseph Emerging Scholar Award, sponsored by the American Marketing Association and DocSig
- Inaugural 2008 Alfred N. and Lynn Manos Page Prize for Sustainability Issues in Business Curricula, University of South Carolina

Track Chair for the Following Conferences:

- Social Media Track at the 2014 Annual Meeting of the Decision Science Institute, November 20-25, Tampa, FL.
- Sustainable Products Track (Co-chair) at the Third Transformative Consumer Research Conference held at Baylor University, June 24-26, 2011, Waco, TX.

Invited Faculty Participant at the Following Doctoral Consortiums:

- Association for Consumer Research Doctoral Consortium, Washington, DC 2025.
- Co-chair, AMA Sheth Foundation Doctoral Consortium, Columbus, OH 2025.
- AMA Sheth Foundation Doctoral Consortium, Manchester, UK 2024.
- AMA Sheth Foundation Doctoral Consortium, Austin, TX 2022.
- Society for Consumer Psychology Doctoral Consortium, virtual 2022.
- Logistics Doctoral Consortium, Columbus, OH 2019.
- Association for Consumer Research Doctoral Consortium, Dallas, TX 2018.
- Society for Consumer Psychology Doctoral Consortium, Dallas, TX, 2018.
- Society for Consumer Psychology Doctoral Consortium, San Francisco, CA, 2017.
- Association for Consumer Research Doctoral Consortium, Berlin, Germany, 2016.
- AMA Sheth Foundation Doctoral Consortium, South Bend, IN, 2016.
- AMA Sheth Foundation Doctoral Consortium, London, England, 2015.
- Society for Consumer Psychology Doctoral Consortium, Phoenix, AZ, 2015.
- Marketing and Public Policy Workshop and Doctoral Consortium, Amherst, MA, 2014.
- Society for Consumer Psychology Doctoral Consortium, Miami, FL, 2014.
- Association for Consumer Research Doctoral Consortium, Chicago, IL, 2013.
- Mittelstaedt Doctoral Consortium, University of Nebraska, Lincoln, NE, 2012.

COURSES TAUGHT AND STUDENT ADVISING

Fisher College of Business, The Ohio State University

- Ph.D. seminar in Consumer Behavior, Autumn 2013 – Present.
- Consumer Behavior (undergraduate), Autumn 2009 – Spring 2013, Autumn 2024.
- Marketing Management in the BRIGHT MBA Executive Education program, 2023-2024.
- Consumer Behavior (MBA, full-time and working professional program), Autumn 2009 – Spring 2013, Spring 2016, Spring 2020 – 2023.

- Principles of Marketing (undergraduate core course), Autumn 2013 – Autumn 2018, Autumn 2021.
- Foundations of Marketing (undergraduate minor course), Autumn 2016 – Spring 2018.
- Digital Marketing (MBA), Autumn 2012 – Autumn 2014.
- Consumer Psychology (MBA), Spring 2013.

Ph.D. course in Consumer Behavior, University of Münster, Germany, Summer 2018.

Moore School of Business, University of South Carolina:

- Consumer Behavior (IMBA), Spring 2009.
- Consumer Behavior (undergraduate), Fall 2006 – Fall 2009.

Principles of Marketing (undergraduate), McCombs School of Business, The University of Texas at Austin, Spring 2006.

Dissertation Advising (role and completion date):

- Cory Haltman, The Ohio State University (dissertation co-advisor, December 2025).
 - Placed at Indiana University, Bloomington, IN
 - Winner, AMA CBSIG Rising Star Award, 2025
 - 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
- Jianna Jin, The Ohio State University (dissertation advisor, May 2024).
 - Placed at Notre Dame University, South Bend, IN
 - Winner, Inaugural Fisher Excellence in Ph.D. Student Research Award, 2023
- John P. Costello, The Ohio State University (dissertation advisor, May 2021).
 - Placed at Notre Dame University, South Bend, IN
 - Winner, AMA CBSIG Rising Star Award, 2021
 - Winner, SCP Dissertation Proposal Competition, 2020
- Daniel M. Zane, The Ohio State University (dissertation co-advisor, May 2018).
 - Placed at University of Miami, Miami, FL
 - Winner, Mary Kay Inc. Doctoral Dissertation Proposal Competition, 2018.
- Christopher A. Summers, The Ohio State University (dissertation advisor, August 2016).
 - Placed at University of South Carolina, Columbia, SC

Dissertation Committee Membership (role and completion date):

- Carter Bulington, The Ohio State University (Ph.D. in Sports Management, external dissertation committee member, December 2025).
- Aprajita Gautam, The University of Texas at Austin (dissertation committee member, May 2025).
- Judy Zhang, The Ohio State University (dissertation committee member, May 2024).
- Junha Kim, The Ohio State University (dissertation committee member, May 2023)
- Aviva Philipp-Muller, The Ohio State University (Ph.D. in Social Psychology, external dissertation committee member, May 2022).
- Lei Jia, The Ohio State University (dissertation committee member, May 2020).

- Elizabeth Luckman, Washington University in St. Louis (Ph.D. in Organizational Behavior external dissertation committee member, June 2018).
- Lauren Grewal, University of Pittsburgh (external dissertation committee member, April 2018).
- Mikaella Polyviou, The Ohio State University (Ph.D. in logistics dissertation committee member, August 2016).
- Michael Sciandra, University of Pittsburgh (external dissertation committee member, December 2014).
- Sommer Kapitan, The University of Texas at San Antonio (external dissertation committee member, December 2014).
- Tatiana Dyachenko, The Ohio State University (dissertation committee member, August 2014).
- Karthikeya Easwar, The Ohio State University (dissertation committee member, August 2013).
- David Norton, University of South Carolina (external dissertation committee member, May 2013).
- Scott Wright, University of Cincinnati (external dissertation committee member, May 2012).
- Yuliya Komarova, University of South Carolina (dissertation committee member, June 2010).
- Roland Leak, University of South Carolina (dissertation committee member, June 2009).

UNIVERSITY SERVICE

Fisher College of Business College Personnel Committee, Elected Member, The Ohio State University, August 2022-2025.

Fisher College of Business Ph.D. in Business Administration Committee, The Ohio State University, August 2021-2025.

Marketing Department Executive Committee, Elected Member, August 2016 – 2025.

Marketing Department Ph.D. Program Committee Member, Fisher College of Business, The Ohio State University, Autumn 2012 – 2025.

Co-Chair, Marketing Department Ph.D. Program Committee, Autumn 2017 – 2025.

Faculty Co-Director of the Fisher College of Business Behavioral Lab, The Ohio State University, September 2015 – June 2023.

Fisher College of Business Endowed Appointments and Reappointments Committee, The Ohio State University, August 2021 – June 2022.

Fisher College of Business Executive Committee, Elected Member, August 2017 – August 2019.

Fisher Association of Marketing Professionals (MBA student organization) Faculty Advisor, The Ohio State University, 2010 – 2011 and 2018 – 2019.

Decisions Sciences Collaborative, Steering Committee Member, The Ohio State University, 2018 – 2019.

Member, Fisher College of Business Research Committee, August 2016 – August 2019.
Chair, Fisher College of Business Research Committee, August 2016 – July 2017.

Fisher College of Business FTMBA Curriculum Redesign Task Force Member, Spring 2017 – Fall 2018.

Fisher College of Business Undergraduate Core Academy and Coordinator for the Marketing Core Course, The Ohio State University, Autumn 2013 – Spring 2017.

Marketing Department Undergraduate Program Committee Chair, Fisher College of Business, The Ohio State University, Autumn 2015 – Spring 2017.

Marketing Department Subject Pool Coordinator, Fisher College of Business, The Ohio State University, Autumn 2009 – Spring 2017.

Fisher College of Business Behavioral Lab Working Group, The Ohio State University, Spring 2011 – September 2015.

Fisher College of Business Undergraduate Awards Committee, Winter 2012 – Winter 2014.

Fisher College of Business Branding Advisory Group, Autumn 2011 – Autumn 2012.

Marketing Department MBA Program Committee Member, Fisher College of Business, The Ohio State University, Autumn 2009 – Spring 2012.

Marketing Department Subject Pool Coordinator, Moore School of Business, University of South Carolina, Fall 2006 – Fall 2008.

INVITED RESEARCH PRESENTATIONS (POST ROOKIE JOB-MARKET)

Haring Symposium, Indiana University, April 2025

Northwestern University Research Camp, September 2025 (scheduled)

Ohio Marketing Academic Colloquium, May 2025

University of Illinois Chicago, April 2025

Villanova University, April 2025

Academy of Marketing Science Webinar: “Publishing on Emerging Topics,” April 2025

Cornell University, March 2025

SCP Presidential Address, February 2025

Northeastern University, October 2024

Columbia University Research Camp, May 2024

University of Pittsburgh Research Camp, May 2024

Iowa State University, April 2024

Fisher Women’s Leadership Forum, March 2024

Temple University, February 2024

Catholic University of Eichstätt-Ingolstadt, December 2020-2023

Seattle University, Inaugural Obermiller Sustainable Marketing Lecture, October 2023

National Academy of Sciences Food Forum’s Webinar, “Food Product Labeling: Challenges of Defining Sustainability,” October 2023

Georgia Tech, April 2023
Blowing off STEAM public lecture through the Granville, OH library, March 2023
XLRI, Jamshedpur-India, February 2023
University of Washington, January 2023
Arizona State University, November 2022
University of Maryland Research Camp, September 2022
London Business School, May 2022
Virginia Tech, April 2022
Pennsylvania State University, April 2022
Indian Institute of Management Bangalore, February 2022
Hong Kong Polytechnic University, February 2022
AMA Sustainable Marketing SIG, January 2022
Northwestern University, June 2021
University of Notre Dame, March 2021
MSI Webinar: "Why Don't Consumers Always Shop Ethically?" November 2020
University of Illinois at Urbana Champaign, October 2020
University of Massachusetts-Amherst, October 2020
Oregon State University, April 2019
Queens University, March 2019
Utah State University, February 2019
Marketing for a Better World Conference, The Ohio State University, November 2018
Harvard University, April 2018
Lehigh University Research Camp, April 2018
University of Tennessee, April 2018
Denison University, February 2018
OSU Science Sundays Public Lecture, January 2018
Expanded Food and Nutrition Education Program, Mid-Year Conference, Keynote Speaker, May 2017
Stanford University, March 2017
Emory University, March 2017
Kent State University, March 2017
Decision Sciences Collaborative Research Forum, The Ohio State University, March 2017
University of Houston, February 2017
Miami University, April 2016
Department of Psychology Colloquium Series, The Ohio State University, February 2016
Fisher Winter College in Naples, FL, January 2016
NEOMA Business School, Reims, France, July 2015
Vanderbilt University Research Camp, May 2015
The University of Texas at Austin, April 2015
University of Alberta, April 2015
Department of Human Sciences, The Ohio State University, October 2014
State University of New York Stony Brook Research Camp, May 2014
University of Arkansas, May 2014
Boston University Research Camp, April 2013
Temple University, October 2012
Department of Consumer Sciences, The Ohio State University, January 2011
University of Pittsburgh, February 2010
University of Cincinnati, February 2010

INDUSTRY EXPERIENCE

Financial Analyst: Enron Corp. (2000-2001).

MEMBERSHIPS

Designing a Career in the Marketing Academy Advisory Board
Association for Consumer Research
Society for Consumer Psychology
American Marketing Association
Phi Beta Kappa
Beta Gamma Sigma

SELECT MEDIA COVERAGE

Wall Street Journal
NPR
CNN
Harvard Business Review
Time
The Atlantic
The Huffington Post
Dow Jones's Moneyish
BBC
Slate
Thomas Reuters
The Guardian
The New Republic
The Washington Post
The New York Post
The Boston Globe
The Columbus Dispatch
Welt am Sonntag
Sueddeutsche Zeitung
New York Magazine
The Daily Mail
Harper's Bazaar
Real Simple
Vice
Details
Reader's Digest
Shape
Business Insider
Fast Company
Biz Ed Magazine
Mental Floss
Inc.com

August 2025

Gizmodo

Knowledge @ Wharton Radio

The Theory of Everything Podcast

All Sides with Ann Fisher, WOSU

Associated Press Campus Insights