

Isabella Kringlen

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Citizenship: United States of America

EDUCATION

The Ohio State University, Fisher College of Business	<i>Columbus, OH, USA</i>
Ph.D., Marketing	Expected: 2027
M.A., Marketing (via PhD Candidacy)	2023
Georgia Southern University, Parker College of Business	<i>Statesboro, GA, USA</i>
B.B.A., Marketing (<i>Magna cum laude</i>)	2019

RESEARCH INTERESTS

Consumer responses to corporate behaviors and marketing communications; political ideology and polarization; morality; sensitive disclosures

JOURNAL PUBLICATIONS

Shin, Hyunju, **Isabella Bunosso**¹, and Lindsay R. Levine (2023), “The Influence of Chatbot Humor on Consumer Evaluations of Services,” *International Journal of Consumer Studies*, 47(2), 545-562.

- Undergraduate thesis
- Citations: 188 (as of July 28, 2026); Top 10% of the journal’s most downloaded papers

MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

Kringlen, Isabella, Grant E. Donnelly, Jimin Nam, and Selin A. Malkoc, “From Bathrooms to Bag Fees: When Business Operations are Moral Battlegrounds;” Revising for third-round review at the *Journal of Consumer Research*.

Kringlen, Isabella, Grant E. Donnelly, and Jacqueline R. Rifkin, “Green Goals, Dishonest Disclosures: How Delayed Corporate Sustainability Commitments Undermine Perceived Authenticity;” Writing for submission to the *Journal of Consumer Research*.

¹ Former last name was Bunosso.

SELECTED RESEARCH IN PROGRESS

Kringlen, Isabella and Grant E. Donnelly, “Stay in Your Lane: The Role of Domain-Issue Congruency in Consumer Reactions to Corporate Sociopolitical Advocacy;” Data collection in progress.

Kringlen, Isabella and Grant E. Donnelly, “Ideologically Asymmetric Responses to Politically Ambiguous Companies;” Data collection in progress.

Kringlen, Isabella and Grant E. Donnelly, “Consumer Response to Corporate Moral Transgression Disclosure;” Data collection in progress.

POPULAR PRESS PUBLICATIONS

Bunosso, Isabella, Grant E. Donnelly, and Selin A. Malkoc (May 27, 2022). Keeping a Business Safe without a Mask Mandate Requires a Nuanced Approach. [*Scientific American*](#).

DISSERTATION

Dissertation Title: Two Essays on Consumer Responses to Morally Meaningful Corporate Behaviors and Communications

Committee Members: Grant E. Donnelly (Chair), Xiaoyan Deng, Jimin Nam, Jacqueline R. Rifkin

Proposal defended; Final defense planned for 2027

First Essay: From Bathrooms to Bag Fees: When Business Operations are Moral Battlegrounds

Second Essay: Green Goals, Dishonest Disclosures: How Delayed Corporate Sustainability Commitments Undermine Perceived Authenticity

HONORS AND AWARDS

- Doctoral Fellow, Mittelstaedt and Gentry Symposium for Doctoral Research in Marketing, University of Nebraska–Lincoln, 2026
 - Doctoral Fellow, AMA-Sheth Doctoral Consortium, The Ohio State University, 2025
 - Doctoral Fellow, Haring Symposium for Doctoral Research in Marketing, Indiana University, 2025
 - Fellow, Hayes Advanced Research Forum, The Ohio State University, 2025
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PARTICIPATION AT PEER-REVIEWED SCIENTIFIC MEETINGS

CHAired SYMPOSIA

“Communicating Sustainability: Consumer Perceptions and Decision-Making in a Green Marketplace,” *Association for Consumer Research*, Washington D.C. (October 2025).

“From Materials to Messaging: Consumer Response to Sustainability Signals and Pledges,” *Society for Consumer Psychology*, Las Vegas, NV (February 2025).

“How Political Ideology and Politicized Behaviors Influence Consumer Behavior,” *Society for Consumer Psychology*, Las Vegas, NV (February 2025).

PAPER PRESENTATIONS

Kringle, Isabella, Grant E. Donnelly, Jimin Nam, and Selin A. Malkoc, “From Bathrooms to Bag Fees: When Business Operations are Moral Battlegrounds”

- Mittelstaedt and Gentry Symposium for Doctoral Research in Marketing, 2026 (Lincoln, Nebraska)

Kringle, Isabella, Grant E. Donnelly, Jimin Nam, and Selin A. Malkoc, “Is This Store Liberal (Un)Like Me? Consumer Response to Politicized Business Operations”

- Haring Symposium for Doctoral Research in Marketing, 2025 (Bloomington, Indiana)

Kringle, Isabella and Grant E. Donnelly, “Broken Promises or Honest Disclosures? Consumer Response to Firms Underdelivering on Environmental Goals”

- Association for Consumer Research, 2025 (Washington D.C.)
- Society for Consumer Psychology, 2025 (Las Vegas, Nevada)

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

- Society for Consumer Psychology, 2025 (Las Vegas, Nevada)

Bunosso, Isabella, Grant E. Donnelly, and Selin A. Malkoc, “Consumer Response to COVID-19 Policies in a Politically Polarized World”

- Society for Consumer Psychology, 2024 (San Juan, Puerto Rico)
- Association for Consumer Research, 2022 (Denver, Colorado)
- Society for Consumer Psychology, 2022 (Virtual during COVID-19 Pandemic)

Bunosso, Isabella, Jesse Walker, Selin A. Malkoc, and Joseph Goodman, “Consuming Experiences in a ‘Materialistic’ Way Leads to Less Happiness”

- Association for Consumer Research, 2022 (Denver, Colorado)

Bunosso, Isabella, Hyunju Shin, and Lindsay R. Levine (2019), “The Influence of Chatbot Humor on Consumer Evaluations of Services”

- Society for Marketing Advances, 2019 (New Orleans, Louisiana)

POSTER PRESENTATIONS

Malkoc, Selin A., Gabriela Tonietto, and **Isabella Bunosso**, “Putting Free-Time to Work: The Productivity of Gained Time”

- Society for Judgment and Decision Making, 2022 (Virtual during COVID-19 Pandemic)

TEACHING EXPERIENCE

Independent Instructor

Consumer Behavior (Undergraduate) 2024

Fisher College of Business, The Ohio State University

- Overall Rating: 4.92 out of 5 (*College Average was 4.54*)

Consumer Behavior (Undergraduate) 2023

Fisher College of Business, The Ohio State University

- Overall Rating: 4.91 out of 5 (*College Average was 4.39*)

Teaching Associate

Consumer Behavior (Undergraduate) 2023

Fisher College of Business, The Ohio State University

Consumer Behavior (MBA) 2023

Fisher College of Business, The Ohio State University

TEACHING INTERESTS

Consumer Behavior, Marketing Research, Brand Management, Advertising and Promotion, Sustainability Marketing, Retailing, Digital Marketing

PROFESSIONAL SERVICE

Trainee Reviewer, *Journal of Consumer Research*

ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

American Marketing Association (AMA)

Society for Judgment and Decision Making (SJDM)
The Ohio State University Decision Sciences Collaborative (DSC)
The Ohio State Collaborative on the Science of Polarization and Misinformation (C-SPAM)
The Ohio State Sustainability Institute

RELATED WORK EXPERIENCE

Graduate Research Associate

Marketing Behavioral Research Lab
Fisher College of Business, The Ohio State University, Columbus, Ohio
August 2021 – Present

Consumer Acquisition Marketing Associate

The Taunton Press, Newtown, Connecticut
May 2019 – July 2021 (Full-time)

Marketing Research Assistant

Parker College of Business, Georgia Southern University, Statesboro, Georgia
April – December 2019 (Part-time as undergraduate capstone work)

Digital Branding Coordinator

The Taunton Press, Newtown, Connecticut
May – August 2018; May – August 2017 (Full-time as summer-term student intern)

RELEVANT COURSEWORK

Marketing

Consumer Behavior Seminar I	Rebecca Walker Reczek
Consumer Behavior Seminar II (JDM)	Selin Malkoc
Marketing Models	Alice Li, Dong Soo Kim
Marketing and Sustainability	Grant E. Donnelly

Psychology

Principles of Social Psychology	Kentaro Fujita
Social Motivation	Lisa Libby
Social Cognition	Russell Fazio
Stereotyping and Prejudice	Steven Spencer

Methods

Statistical Methods in Psychology I	Duane Wegener
Statistical Methods in Psychology II	Alexander Wasserman
Research Methods in Social Psychology	Richard Petty
Mediation, Moderation, Conditional Process Analysis	Jolynn Pek

REFERENCES

Dr. Grant E. Donnelly

Associate Professor of Marketing

W. Arthur Cullman Scholar

Fisher College of Business

The Ohio State University

415-235-1392

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Dr. Jimin Nam

Assistant Professor of Marketing

Sloan School of Management

Massachusetts Institute of Technology

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Dr. Jacqueline R. Rifkin

Assistant Professor of Marketing

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