

Annika Abell

Ph.D. Candidate, Marketing • University of South Florida, Tampa, FL
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Education

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| Ph.D., Marketing, 2019 (expected) | <i>University of South Florida, FL, USA</i> |
| MBA, 2014 | <i>Valdosta State University, Valdosta, GA, USA</i> |
| BA, Advertising, 2008 | <i>Stuttgart Media School, Stuttgart, Germany</i> |
| Certified Graphic Designer, 2004 | <i>Gutenberg Vocational School, Frankfurt, Germany</i> |

Research Interests

Digital Marketing, Food Choices and Healthful Consumption, Sensory Marketing, Consumer Decision Making

Teaching Interests

Digital Marketing, Digital Analytics, Social Media Marketing, Marketing Research, Consumer Behavior, Marketing Management

Honors, Grants, and Awards

- MMA Outstanding Teacher-Scholar Doctoral Student Competition Finalist
- Muma College of Business 5th Year Funding Award (2018)
- Muma College of Business Doctoral Student Research Award (2018, 2017, & 2016)
- AMA Sheth Foundation Doctoral Consortium Fellow, University of Iowa (2017)
- Finalist International DLG Sensorik-Award for Young Researchers (2017)
- Co-Investigator, Grant from the Association of Consumer Research (ACR) for Transformative Consumer Research, \$4,000 (2016)
- Jane K. Fenyo Best Student Paper Award at AMS Annual Conference, Orlando (2016)
- Co-Investigator, Grant from the Association for Consumer Research (ACR) for Transformative Consumer Research, \$1,000 (2015)
- University Graduate Fellowship, University of South Florida (2014/15)

Journal Publications and Acceptances

Biswas, Dipayan, Courtney Szocs, and **Annika Abell** (2019), “Using the Sixth Sensory System for Food Evaluations: Effects of Vestibular Sensations Associated with Sitting versus Standing Postures on Physical Stress and Taste Perception,” *Journal of Consumer Research*, conditionally accepted.

Lafferty, Barbara, **Annika Lueth**, and Ryan McCafferty (2016), “An Evolutionary Process Model and Systematic Review of the Empirical Research on Cause-Related Marketing,” *Psychology & Marketing*, 33 (November), 951-70.

Manuscript under Advanced Review

Biswas, Dipayan, Courtney Szocs, and **Annika Abell** (2019), “Title Not Revealed to Ensure Blind Review”

Status: Being revised for resubmission to second round review at *Journal of Consumer Research*.

Dissertation

Title: How Digital versus Non-Digital Modes of Food Ordering Influence Food Choices and Perceptions

Chair: Dipayan Biswas

Committee Members: Mark Bender, Donna Davis, and Maura Scott

Proposal Defended: May 21, 2018

Abstract:

Technological innovations are changing the ways consumers order food. Touch-screen tablets and kiosks are becoming widely available in casual dining and fast-food restaurants. In addition, through collaborations with tech-giants like Uber Eats and Amazon, an increasing number of restaurants are entering the food delivery market. This dissertation research proposes that placing an order digitally (e.g., ordering through a website or an app) versus non-digitally (e.g., in person or indicating through a print menu) would lead to different purchase outcomes and healthfulness perceptions. Building on construal level theory, this work suggests that using a digital (vs. non-digital) mode for ordering food triggers a lower-level, more concrete processing style of the situation, because digital devices are linked to immediate gratification and impulsive behaviors. The findings from two experiments provide preliminary evidence for the proposed effects.

Teaching Experience

2016-present Instructor, “Digital Marketing” course at University of South Florida, FL

- Designed course and developed course materials
- Developed exercises in **Google Ads, Google Analytics, and Tableau**
- Overall student evaluations across four semesters: 4.6/5

2017 Guest lecture on Digital Analytics in Business Analytics graduate course

2017-18 Guest lectures on Digital Analytics in Marketing Research courses

2016 Co-Instructor for “Research Skills” seminar for incoming Ph.D. students

Assistantships

2018 Teaching Assistant, Basic Marketing, University of South Florida, FL

2014-2016 Research Assistant, University of South Florida, FL

2012-2014 Research Assistant, Valdosta State University, GA

Industry Experience

2010-2014 Owner & Social Media Consultant, FLcom Social Media Agency, Dusseldorf, Germany

2008-2010 Online Media Planner, Mediacom (a GroupM company), Dusseldorf, Germany

2008-2009 Intern in Marketing, Lufthansa German Airlines, New York, NY

2007 Intern in Internal Communications, Lufthansa German Airlines, London, UK

Select Research in Progress

Abell, Annika and Dipayan Biswas (2019), “Digital versus Non-Digital Mode of Food”

Status: To be submitted to a top-tier journal by Spring 2019.

Abell, Annika and Dipayan Biswas (2019), “Food Pictures and Online Reactions”

Status: To be submitted to a top-tier journal by Spring 2019.

Abell, Annika and Dipayan Biswas (2019), “Emoticons as Visual Influencers in the Consumer Journey.”

Status: To be submitted to a top-tier journal by Spring 2019.

Biswas, Dipayan, **Annika Abell**, and Courtney Szocs (2019), “Mental Stimulation Exercises and Children’s Food Choices.”

Status: To be submitted to a premier journal by Fall 2019.

Biswas, Dipayan, and **Annika Abell** (2019), “Economic Status and Food Choices”

Status: To be submitted to a premier journal by Fall 2019.

Conference Presentations

*Szocs, Courtney, Dipayan Biswas, and **Annika Abell**, “Using Your Sixth Sense for Food Evaluations: Vestibular Sensations Associated with Sitting versus Standing Postures, Physical Stress, and Taste,” European Marketing Association Conference (EMAC), Hamburg, Germany, May 2019.

*Szocs, Courtney, Dipayan Biswas, and **Annika Abell**, “Sit Down and Eat! Your Food will Taste Better: Effects of Posture on Food Perception and Consumption,” American Marketing Association (Winter) Conference, Austin, February 2019.

Abell, Annika and Dipayan Biswas, “How Food Images on Social Media Influence Online Reactions,” Working paper, Association for Consumer Research Conference, Dallas, October 2018.

***Abell, Annika** and Dipayan Biswas, “How Visual Sensory Cues Influence Reactions in Social Media,” Academy of Marketing Science Annual Conference, New Orleans, May 2018.

***Abell, Annika** and Dipayan Biswas, “Emojis in Food Brand Logos as Visual Influencers in the Consumer Decision Journey,” American Marketing Association (Winter) Conference, New Orleans, February 2018.

*Biswas, Dipayan, **Annika Abell**, and Courtney Szocs, “Mental Stimulation and Cognitive Orientation: Implications for Children’s and Adult’s Food Choices,” ACR Data Blitz, Association for Consumer Research Conference, San Diego, October 2017.

*Szocs, Courtney, Dipayan Biswas, and **Annika Abell**, “You’d Better Sit Down for This: The Effects of Physical Posture on Food Taste Evaluations,” Association for Consumer Research Conference, San Diego, October 2017.

***Abell, Annika** and Dipayan Biswas, “Emoticons as Visual Influencers of Food Purchases by Children & Adults: The “Happy Meal” Effect in Retail Settings”, Consumer Response to the Evolving Retailing Landscape, Baker Retailing Center at the Wharton School of the University of Pennsylvania, Philadelphia, June 2017.

Biswas, Dipayan and ***Annika Lueth**, “How Mental Stimulation Exercises Can Nudge Healthier Food Choices in Children,” Academy of Marketing Science Annual Conference, San Diego, May 2017.

***Lueth, Annika**, Dipayan Biswas, and Kaisa Lund, “How Food-Related Scents Influence Consumers’ Choices for Fresh Products,” American Marketing Association (Winter) Conference, Orlando, February 2017.

***Lueth, Annika** and Dipayan Biswas, “How Emojis Influence Children’s Choices for Healthy/Unhealthy Foods,” American Marketing Association (Winter) Conference, Orlando, February 2017.

Biswas, Dipayan and ***Annika Lueth**, “Nudging Healthful Choices for Poor Children: Role of Long-Term Aspirational Thinking,” American Marketing Association (Winter) Conference, Orlando, February 2017.

***Lueth, Annika**, “Hungry, Healthy, Happy! How Emolabeling With Smiley Faces Induces Healthier Food Choices for Children,” Academy of Marketing Science Annual Conference, Orlando, May 2016.

***Lueth, Annika** and Dipayan Biswas, “How Standing Next to Healthy versus Unhealthy Foods Influences Perceived Attractiveness”, American Marketing Association (Winter) Conference, Las Vegas, February 2016.

Biswas, Dipayan and ***Lueth, Annika**, “Using Mental Stimulation Exercises to Nudge Children towards Healthier Food Options”, American Marketing Association (Winter) Conference, Las Vegas, February 2016.

*Denotes presenter

Professional Service

Reviewing for Journals

- Trainee Reviewer at *Journal of Consumer Research* (2017)
- Ad-Hoc Reviewer for *Journal of Retailing*, *Journal of Business Research*, *Journal of Interactive Marketing*, *Journal of Consumer Marketing*, and *Journal of Cognitive Psychology*

Service for Conferences

- Co-Track Chair Consumer Behavior Track, *Academy of Marketing Science Annual Conference*, Coral Gables (2020)
- Co-Track Chair Sensory Marketing Track, *Academy of Marketing Science Annual Conference*, New Orleans (2018)
- Reviewer for *Academy of Marketing Science Annual Conference* (2016-present)
- Reviewer for *Academy of Marketing Science World Marketing Congress* (2018)
- Session Chair at *Academy of Marketing Science Annual Conference* (2016 & 2018)

Professional Affiliations

American Marketing Association (AMA)
Association of Consumer Research (ACR)
Academy of Marketing Science (AMS)

References

Dipayan Biswas

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and Professor of Marketing*
Muma College of Business
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Mark Bender

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