

Annika Abell

University of Tennessee, Knoxville
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Employment

Assistant Professor of Marketing 2019 - Present
University of Tennessee, Knoxville, Haslam College of Business

Education

Ph.D. University of South Florida, Muma College of Business, Tampa, FL, USA 2019
MBA Valdosta State University, Valdosta, GA, USA 2014
BA Stuttgart Media School, Stuttgart, Germany 2008
Advertising & Communication

Research Interests

Digital Marketing and Aesthetics, Sensory Marketing, Healthful Consumption

Journal Publications

Abell, Annika, Carter Morgan, and Marisabel Romero (2024), “The Power of a Star Rating: Differential Effects of Customer Rating Formats on Magnitude Perceptions and Consumer Reactions,” *Journal of Marketing Research*, forthcoming (<https://doi.org/10.1177/00222437241240694>).

Biswas, Dipayan, **Annika Abell**, and Roger Chacko (2024), “Curvy Digital Marketing Designs: Virtual Elements with Rounded Shapes Enhance Online Click-Through Rates,” *Journal of Consumer Research*, forthcoming (<https://doi.org/10.1093/jcr/ucad078>).

Lim, Mikyoung, **Annika Abell**, Courtney Szocs, and Dipayan Biswas (2024), “Mathematics is Good for the Mind and Body: Children Make Better Food Choices After Solving Math Problems,” *Journal of the Association of Consumer Research (JACR)*, forthcoming (<https://doi.org/10.1086/729275>).

Abell, Annika, Leah W. Smith, and Dipayan Biswas (2024), “What’s in a “Happy” Meal? The Effects of Smiley Faces in Restaurant Logos on Price and Healthfulness Perceptions,” *Journal of Advertising*, 53 (1), 54-69 (<https://doi.org/10.1080/00913367.2022.2090465>).

Abell, Annika and Dipayan Biswas (2023), “Digital Engagement on Social Media: How Food Image Content Influences Social Media and Influencer Marketing Outcomes,” *Journal of Interactive Marketing*, 58 (1), 1–15 (<https://doi.org/10.1177/10949968221128556>).

Pittman, Matthew and **Annika Abell** (2021), “More Trust in Fewer Followers: Diverging Effects of Popularity Metrics and Green Orientation Social Media Influencers,” *Journal of Interactive Marketing*, 56, 70-82 (<https://doi.org/10.1016/j.intmar.2021.05.002>).

Biswas, Dipayan, Courtney Szocs, and **Annika Abell** (2019), “Extending the Boundaries of Sensory Marketing and Examining the Sixth Sensory System: Effects of Vestibular Sensations for Sitting versus Standing Postures on Food Taste Perception,” *Journal of Consumer Research*, 46 (4), 708-24 (<https://doi.org/10.1093/jcr/ucz018>).

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.

Manuscripts under Advanced Review (Titles Withheld for Blind Review)

Smith, Leah W. and **Annika Abell**, “Topic Area: Linguistics and Branding,” with Leah Smith
Status: Being revised for resubmission (R&R) to *Journal of Consumer Research*.

Biswas, Dipayan, **Annika Abell**, J. Jeffrey Inman, Johanna Held, and Mikyoung Lim, “Topic Area: Food Sampling.”
Status: Being revised for resubmission to fifth round review at *Journal of the Academy of Marketing Science*.

Abell, Annika, Dipayan Biswas, and Christian Arroyo, “Topic Area: Digital Technologies and Food Ordering.”
Status: Under third round review at *Journal of the Academy of Marketing Science*.

Courtney Szocs, **Annika Abell**, Yeseul Kim, Ruta Ruzeviciute and Dipayan Biswas, “Topic Area: Color and Food Choices.”
Status: Under second round review at *Journal of Consumer Psychology*.

Romero, Marisabel, Gina Slejko, and **Annika Abell**, “Topic Area: Privacy and Linguistics.”
Status: Being revised for resubmission (R&R) to *Journal of Retailing*.

Select Research in Progress

“Container Types and Consumption Amounts”, with Ruta Ruzeviciute
Status: Data collection completed, to be submitted to a premier journal by Spring 2024.

“Product Add-Ons and Preferences,” with Carter Morgan, Jihee Hwang, and Marisabel Romero.
Status: Data collection completed, to be submitted to a premier journal by Spring 2024.

“Retail Product Displays,” with Dipayan Biswas and JoAndrea Hoegg
Status: Data collection completed, to be submitted to a premier journal by Summer 2024.

“Fonts and Food Choice,” with Dipayan Biswas, Courtney Szocs, and Haley Hardman

Status: Data collection in progress.

“Online Visual Effects,” with Yeseul Kim, Dipayan Biswas, Franziska Krause, and Christian Arroyo

Status: Data collection in progress.

Honors and Awards

Research Honors and Awards

- Best Paper in Consumer Behavior Track, AMA Winter Conference, St Pete Beach, FL (2024)
- Emerging Scholar Award, AMA Retail and Pricing SIG (2022)
- Best Paper in Consumer Wellbeing Track, AMA Winter Conference, Austin, TX (2019)
- Muma College of Business 5th Year Funding Award (2018)
- Doctoral Student Research Award, Muma College of Business (2018, 2017, & 2016)
- AMA Sheth Foundation Doctoral Consortium Fellow, University of Iowa (2017)
- Finalist, International DLG Sensorik-Award for Young Researchers (2017)
- Jane K. Fenyo Best Student Paper Award, AMS Annual Conference, Orlando (2016)
- University Graduate Fellowship, University of South Florida (2014/15)

Teaching Honors and Awards

- Allen H. Keally Excellence in Teaching Award, Haslam College of Business Awards (2023)
- Allen H. Keally Excellence in Teaching Award, Haslam College of Business Awards Finalist (2022 and 2021)
- MMA Outstanding Teacher-Scholar Doctoral Student Competition Finalist (2018)

Grants

- Haslam College Teaching Innovation and Development Summer Grant, \$2,800 (2023/2024)
- Co-Investigator, Grant from the Association for Consumer Research (ACR) for Transformative Consumer Research, \$2,000 for “The Influence of Fruity Scent on Consumer Wellbeing” (2022)
- Co-Investigator, AMA CBSIG Small Research Grant Recipient, \$1,100 for “The Effect of a Call-To-Action and Website Color on Online Shopping Behavior” (2021)
- Haslam College Teaching Innovation and Development Summer Grant, \$4,600 (2020/2021)
- Co-Investigator, Grant from the Association for Consumer Research (ACR) for Transformative Consumer Research, \$2,000 for “How Social Media Usage Influences Low-Income Consumers” (2020)
- University of Tennessee Teaching and Learning Innovation (TLI) Teaching Support Grant, \$382,80 (2020)
- Co-Investigator, AMA CBSIG Small Research Grant Recipient, \$1,200 for “Red, Blue and Digital: How Webpage Colors Influence Consumer Evaluations of Online Rating” (2020)
- Co-Investigator, Grant from the Association for Consumer Research (ACR) for Transformative Consumer Research, \$4,000 for “Nudging Healthful Food Choices for Vulnerable and Economically Underprivileged Consumer Groups” (Tier 2, 2016)
- Co-Investigator, Grant from the Association for Consumer Research (ACR) for Transformative Consumer Research, \$1,000 for “Helping Poor People Avoid Making Poor

Food Choices: Nudging Underprivileged Consumers towards Healthful Eating”
(Tier 1, 2015)

Conference Presentations

- *Lim, Mikyoung, **Annika Abell**, Courtney Szocs, and Dipayan Biswas, “Math Makes Children More Mindful: A Field Experiment Examining the Effects of a Math-based Intervention on Food Choices,” Working Paper, Society of Consumer Psychology (SCP) Conference, Nashville, March 2024.

- *Biswas, Dipayan, **Annika Abell**, and Roger Chacko, “How Shapes of Virtual Elements Influence Digital Click-Through Rates of Call-To-Action Buttons,” American Marketing Association (Winter) Conference, St Pete Beach, February 2024.
Best Paper in Consumer Behavior Track Award

- ***Abell, Annika**, Carter Morgan, and Marisabel Romero, “The Power of Star Ratings,” Association for Consumer Research Conference, Seattle, October 2023.

- *Lim, Mikyoung, **Annika Abell**, Courtney Szocs, and Dipayan Biswas, “Mindful Food Consumption by Children at School Cafeterias: Findings from a Field Study,” Working Paper, Association for Consumer Research Conference, Seattle, October 2023.

- Abell, Annika**, and *Dipayan Biswas, “How Digital Devices Influence Food Ordering,” European Association for Consumer Research Conference (EACR), Amsterdam, July 2023.

- *Biswas, Dipayan, Courtney Szocs, **Annika Abell**, Ruta Ruzeviciute and Yeseul Kim, “Effects of Ambient Color on Food Choices”, Academy of Marketing Science Annual Conference, New Orleans, May 2023.

- Dipayan Biswas, **Annika Abell**, J. Jeffrey Inman, Johanna Held and *Mikyoung Lim, “Effects of Sampling Healthy versus Unhealthy Foods on Subsequent Choices of Other Foods,” Academy of Marketing Science Annual Conference, New Orleans, May 2023.

- ***Abell, Annika**, and Kaisa Lund, “Can a Complement-Based Organization Lead to Healthier choices? Horizontal and Vertical Display of Foods and Beverages,” Working Paper, Society of Consumer Psychology (SCP) Conference, San Juan, Puerto Rico, March 2023.

- ***Abell, Annika**, and Dipayan Biswas, “Digital Technologies and Food Ordering: Using Digital Devices for Restaurant Orders Leads to Indulgent Outcomes,” Special Session at Association for Consumer Research Conference, Denver, October 2022.

- ***Abell, Annika**, Leah Smith, and Dipayan Biswas, “What’s in a “Happy” Meal? The Effects of Smiley Faces in Restaurant Logos on Price and Healthfulness Perceptions,” Academy of Marketing Science Annual Conference, Monterey, May 2022.

- ***Abell, Annika**, Kaisa Lund, and Dipayan Biswas, “Can a Complement-Based Organization Lead to Healthier choices? Horizontal and Vertical Display of Foods and Beverages,” American Marketing Association (Winter) Conference, Las Vegas, February 2022.
- Pittman, Matthew and ***Annika Abell**, “More Trust in Fewer Followers: Diverging Effects of Popularity Metrics and Green Orientation Social Media Influencers,” Association for Consumer Research Conference, virtual, October 2021.
- *Pittman, Matthew and **Annika Abell**, “Greenfluencers on Social Media: Positive Effects of Lower Popularity Metrics for Products sponsored by Green Influencers,” American Academy of Advertising (AAA) annual conference, virtual, March 2021.
- *Tan, Daphane, *Priscilla Pena and **Annika Abell**, “Instruction Makes Food Tastier: The Effects of Food Instruction on Taste Perceptions and Consumption,” American Marketing Association (Winter) Conference, virtual, February 2021.
- Biswas, Dipayan, Courtney Szocs, and ***Annika Abell**, “Effects of Ambient Color on Unhealthy Food Choices: Findings from Field and Lab Studies,” Society of Consumer Psychology (SCP) Conference, Huntington Beach, March 2020.
- Biswas, Dipayan, Courtney Szocs, and ***Annika Abell**, “Effects of Retail Ambient Color on Purchases of Indulgent Foods: Findings from Field and Lab Studies,” Association for Consumer Research Conference, Atlanta, October 2019.
- Abell, Annika** and Dipayan Biswas, “Smiley Food Brand Logos: The Impact of Smiley Faces in Food Brand Logos on Food Healthfulness and Price Perception,” Working paper, Association for Consumer Research Conference, Atlanta, October 2019.
- *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.
Best Paper in Consumer Wellbeing Track Award
- Abell, Annika** and Dipayan Biswas, “How Food Images on Social Media Influence Online Reactions,” Working paper (poster), 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

Teaching Experience

- 2022-present “Managing Digital Campaigns” at University of Tennessee, Knoxville, TN
- Graduate course in MS of Marketing program

2019-present “Strategic Digital Marketing” at University of Tennessee, Knoxville, TN

- Overall Student evaluations: 4.7/5
- Face-to-face instruction (hybrid in Spring and Fall 2020)

2016-2019 Instructor, “Digital Marketing” 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 six sections: 4.6/5

2017-2019 Guest lectures on Digital Analytics in Business Analytics graduate course

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

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

Professional Service

Reviewing for Journals

- ERB member, *Journal of Business Research* (Consumer Behavior)
- Ad-Hoc Reviewer
 - *Journal of Marketing*
 - *Journal of Marketing Research*
 - *Journal of the Academy of Marketing Science*
 - *Journal of Retailing*
 - *Journal of Interactive Marketing*
 - *Journal of Advertising*
 - *Journal of Public Policy and Marketing*
 - *Marketing Letters*
- Trainee Reviewer, *Journal of Consumer Research* (2017)

Service for Conferences

- Member of the outreach team, AMA Retail & Pricing SIG
- Panel member at the doctoral consortium, “Innovations of teaching”, *Society of Marketing Advances* (2021-2022)
- Co-Track Chair Consumer Behavior Track, *Academy of Marketing Science Annual Conference*, Virtual (2020)
- Co-Track Chair Sensory Marketing Track, *Academy of Marketing Science Annual Conference*, New Orleans (2018)

Departmental Service

- Manager, Behavioral Research Lab and Subject Pool (since 2020)
 - Coordinate access and use of the lab
 - Oversee departmental SONA account
 - Create guidelines and facilitate use of the research pool

Doctoral Candidacy Committees (Member)

- Since 2023 Garrett Shipley (UTK)
- 2019-2022 Tyler Milfeld (UTK)
- 2019-2022 Roman Welden (UTK)
- 2018-2021 Riley Krotz (UTK)

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

Professional Affiliations

Association for Consumer Research (ACR)
American Marketing Association (AMA)
Society of Consumer Psychology (SCP)