

## Annika Abell

University of Tennessee, Knoxville

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### Employment

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

### Education

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**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

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Digital Marketing, Food Choices and Healthful Consumption, Sensory Marketing

### Journal Publications and Acceptances

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**Abell, Annika**, Leah W. Smith, and Dipayan Biswas (2022), “What’s in a “Happy” Meal? The Effects of Smiley Faces in Restaurant Logos on Price and Healthfulness Perceptions,” *Journal of Advertising*, forthcoming.

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\*

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\*Actual Titles not Revealed to Ensure Blind Review Process

Biswas, Dipayan, **Annika Abell**, and Roger Chacko, “Topic Area: Digital Marketing”  
Status: Under second round review at *Journal of Consumer Research*.

Biswas, Dipayan, **Annika Abell**, J. Jeffrey Inman, Johanna Held, and Mikyoung Lim, “Topic Area: Food and Retailing”

Status: Being revised for resubmission to third round review at *Journal of the Academy of Marketing Science*.

**Abell, Annika** and Dipayan Biswas, “Topic Area: Digital and Non-Digital Retailing”

Status: Being revised for resubmission to second round review at *Journal of the Academy of Marketing Science*.

Biswas, Dipayan, Courtney Szocs, **Annika Abell**, Yeseul Kim, and Ruta Ruzeviciute, “Topic Area: Ambient Color Effects”

Status: Being revised for resubmission to second round review at *Journal of the Academy of Marketing Science*.

**Abell, Annika** and Dipayan Biswas, “Topic Area: Social Media Engagement”

Status: Under third round review at *Journal of Interactive Marketing*.

**Abell, Annika** and Kaisa Lund, “Topic Area: Retail Displays”

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

### Select Research in Progress

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Topic Area: “Retail Product Displays,” with Dipayan Biswas and JoAndrea Hoegg

Status: Data collection completed, to be submitted to a premier journal by Fall 2022.

Topic Area: “Computer-Generated Imagery and Social Media Influencers,” with Melissa Baucum, Matthew Pittman, and Jonathan Hasford

Status: Conceptual paper in preparation to be submitted to *International Journal of Research in Marketing*.

Topic Area: “Online Review Visualization and Product Choice in Online Retail,” with Carter Morgan and Marisabel Romero

Status: Data collection completed, to be submitted to a premier journal by Fall 2022.

Topic Area: “Healthcare Service Settings”, with Dipayan Biswas, Khushali Rawal, and Meagan Gunsteen

Status: Data collection in progress.

Topic Area: “Online Retail Visual Effects”, with Yeseul Kim, Dipayan Biswas, and Franziska Krause

Status: Data collection in progress.

Topic Area: “Container Types and Consumption Amounts”, with Ruta Ruzeviciute

Status: Data collection in progress.

Topic Area: “Consumption at Sporting Events”, with Dipayan Biswas and Courtney Szocs  
Status: Data collection in progress.

## Honors, Grants, and Awards

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- Emerging Scholar Award, AMA Retail and Pricing SIG (2022)
- Finalist for the Haslam College of Business Allen H. Keally Excellence in Teaching Award (2021 and 2022)
- Co-Investigator, AMA CBSIG Small Research Grant Recipient, \$1,100 (2021)
- Co-Investigator, Grant from the Association for Consumer Research (ACR) for Transformative Consumer Research, \$2,000 (2020)
- Co-Investigator, AMA CBSIG Small Research Grant Recipient, \$1,200 (2020)
- Best Paper in Consumer Wellbeing Track at AMA Winter Conference, Austin, TX (2019)
- MMA Outstanding Teacher-Scholar Doctoral Student Competition Finalist (2018)
- Muma College of Business 5<sup>th</sup> 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)

## Conference Presentations

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- \***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 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 (poster), 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.

**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

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

- Overall Student evaluations across nine sections: 4.7/5

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

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

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- 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 Service

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### *Reviewing for Journals*

- ERB member for *Journal of Business Research* (Consumer Behavior)
- Ad-Hoc Reviewer for *Journal of Marketing Research*, *Journal of Retailing*, *Journal of Advertising*, and *Journal of Public Policy and Marketing*
- Trainee Reviewer at *Journal of Consumer Research* (2017)

### *Service for Conferences*

- 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)
- 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 - 2022)

## Professional Affiliations

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