

Jonathan Hasford

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Employment and Education

2023-Present	Douglas and Brenda Horne Professor of Business, University of Tennessee, Knoxville, TN, Department of Marketing
2021-Present	Associate Professor of Marketing, University of Tennessee, Knoxville, TN Department of Marketing
2019-2021	Assistant Professor of Marketing, University of Tennessee, Knoxville, TN Department of Marketing
2016-2019	Assistant Professor of Marketing, University of Central Florida, Orlando, FL Department of Marketing
2014-2016	Assistant Professor of Marketing, Florida International University, Miami, FL Department of Marketing
2013-2014	Assistant Professor of Marketing, University of Nevada, Reno, NV Department of Managerial Sciences
2008-2013	Ph.D., Gatton College of Business and Economics, University of Kentucky Concentration: Marketing
2007-2008	M.B.A., Gatton College of Business and Economics, University of Kentucky Concentration: Marketing
2003-2007	B.S., College of Business, University of Louisville Major: Management Minor: Finance

Publications

Boman, Laura, Ganga Urumatta Hewage, Lam An, and **Jonathan Hasford** (2024), “Steady Hand at the Wheel: How Perceived Movement Influences Consumer Responses to Brand Failures,” *Journal of Service Research*, forthcoming.

Boman, Laura, Ganga Urumatta Hewage, and **Jonathan Hasford** (2023), “Strength in Diversity: How Incongruent Racial Cues in Persuasion Enhance Consumer Preferences toward Conservative Brands”, *Journal of Business Research*, 168 (November), 114208.

Waites, Stacie F., Adam Farmer, **Jonathan Hasford**, and Roman Welden (2023), “Teach a Man to Fish: The Use of Sustainable Aid in Eliciting Consumer Donations,” *Journal of Marketing Research*, 50 (6), 950-967.

Jonathan Hasford, Blair Kidwell, David M. Hardesty, and Adam Farmer (2022), “Your Cheatin’ Heart: How Emotional Intelligence and Selfishness Impact the Incidence of Consumer Fraud,” *Journal of Consumer Research*, 49 (1), 112-131.

Lefebvre, Sarah, **Jonathan Hasford**, and Laura Boman (2022), “Less Light, Better Bite: How Ambient Lighting Influences Taste Perceptions,” *Journal of Retailing and Consumer Services*, 65 (March).

Senyuz, Aysu and **Jonathan Hasford** (2022), “The Allure of Arrogance: When Arrogance in Persuasive Communication Enhances Consumer Attitudes,” *Journal of Business Research*, 139 (February), 106-20.

Kidwell, Blair, **Jonathan Hasford**, Broderick Turner, David M. Hardesty, and Alex Zablah (2021), “Emotional Calibration and Salesperson Performance,” *Journal of Marketing*, 85 (6), 141-61.

Klucarova, Sona and **Jonathan Hasford** (2021), “The Oversharenting Paradox: When Frequent Parental Sharing Negatively Affects Observers’ Desire to Affiliate with Parents,” *Current Psychology*, June.

Hasford, Jonathan, David M. Hardesty, and Blair Kidwell (2019), “Deliberation or Distraction: How the Presentation Format of Choice Information Impacts Complex Decision Making,” *Journal of Business Research*, 103 (October), 195-205.

Lefebvre, Sarah, **Jonathan Hasford**, and Ze Wang (2019), “The Effects of Guilt and Sadness on Carbohydrate Consumption,” *Journal of Business Research*, 100 (July), 130-138.

Hasford, Jonathan, Blair Kidwell, and David M. Hardesty (2018), “Emotional Ability and Associative Learning: How Experiencing and Reasoning about Emotions Impacts Evaluative Conditioning,” *Journal of Consumer Research*, 45 (4), 743-60.

Hasford, Jonathan, Blair Kidwell, and Virginie Lopez Kidwell (2018), “Happy Wife, Happy Life: Food Choices in Romantic Relationships,” *Journal of Consumer Research*, 44 (6), 1238-56.

Hasford, Jonathan and Adam Farmer (2016), “Responsible You, Despicable Me: Contrasting Consumer Inferences from Socially Responsible Behavior,” *Journal of Business Research*, 69 (3), 1234-41.

Hasford, Jonathan, David M. Hardesty, and Blair Kidwell (2015), “More Than a Feeling: Emotional Contagion Effects in Persuasive Communication,” *Journal of Marketing Research*, 52 (6), 836-47.

Hasford, Jonathan, Adam Farmer, and Stacie F. Waites (2015), “Thinking, Feeling, and Giving: The Effects of Scope and Valuation on Consumer Donations,” *International Journal of Research in Marketing*, 32 (4), 435-38.

Kidwell, Blair, **Jonathan Hasford**, and David M. Hardesty (2015), “Emotional Ability Training and Mindful Eating,” *Journal of Marketing Research*, 52 (February), 105-19.

Kidwell, Blair and **Jonathan Hasford** (2014), “Emotional Ability and Nonverbal Communication,” *Psychology and Marketing*, 31 (July), 526-38.

Hasford, Jonathan (2014), “Should I Think Carefully or Sleep on It?: Investigating the Moderating Role of Attribute Learning,” *Journal of Experimental Social Psychology*, 51 (March), 51-55.

Hasford, Jonathan and Kelly D. Bradley (2011), “Validating Measures of Self Control via Rasch Measurement,” *Journal of Applied Business Research*, 27 (November), 45-56.

Working Papers

Senyuz, Aysu, **Jonathan Hasford**, and Ze Wang, “How Awe in Marketing Communications Impacts Consumer Preferences for Limited Edition Products,” conditionally accepted at the *Journal of Marketing Research*.

An, Lam, Ze Wang, Xia Wang, **Jonathan Hasford**, and Huifang Mao, “Less is More: The Effects of Facial Prominence on Consumer Responses to Marketing Communications,” revising for 3rd review at the *Journal of Consumer Psychology*.

Welden, Roman, Laurel Johnston, and **Jonathan Hasford**, “The Role of Emotional Intelligence and Streamer Gender in Evaluating Video Game Livestreaming Content,” under 3rd review at the *International Journal of Research in Marketing*.

Hardesty, David M., **Jonathan Hasford**, Adam Farmer, and Blair Kidwell, “Surprise, Surprise: The Dual Impact of Double Discounting on Consumer Preferences,” under 3rd review at the *Journal of Retailing*.

Shipley, Garrett, **Jonathan Hasford**, Roman Welden, Stacie F. Waites, and Adam Farmer, “Secure or Sustainable: How Blockchain Characteristics Impact Consumer Preferences towards NFTs,” under 2nd review at the *Journal of Retailing*.

Saljoughian, Mohammad, Laurel Johnston, **Jonathan Hasford**, Aysu Senyuz, and Ze Wang, “The B-flat Boost: How Musical Key Influences Perceived Popularity and Brand Preferences,” under 1st review at the *Journal of the Academy of Marketing Science*.

Working Papers (cont.)

Shipley, Garrett, Roman Welden, **Jonathan Hasford**, and David Hardesty, “Playing the Odds: Understanding Social Media Engagement with Sports Betting Content,” reject and resubmit at the *Journal of Marketing Research*.

Conference Presentations

A complete list of conference presentations is available upon request. Conference presentations include multiple North American Conferences for the Association of Consumer Research, multiple Winter Conferences for the Society of Consumer Psychology, and multiple Society for Marketing Advances conferences.

Service

Academic Program Manager, Nissan USA Partnership (2024-present)

NTT Promotion Review Committee (2024-25)

Haslam College of Business New Building Design Committee, University of Tennessee (2023-present)

Ph.D. Coordinator, Department of Marketing, University of Tennessee (2020-present)

Society for Marketing Advances Doctoral Consortium Co-Chair (2021 and 2022)

Haslam College of Business Research Awards Committee, University of Tennessee (2021-present)

Haslam College of Business Recognition Committee, University of Tennessee (2020-present)

Editorial Review Board Member

- Journal of Retailing (2020-present)
- Journal of Business Research (2016-present)

Ad-Hoc Reviewer

Psychology and Marketing (2024), Journal of Marketing Research (2023), Journal of Consumer Psychology (2021), Journal of Consumer Research (2020), Social Behavior and Personality (2017), Hertha Firnberg Grant from Austrian Science Fund (for improving career prospects of women in science - 2017), Psychological Reports (2017), Journal of Public Policy and Marketing (2016), PLOS One (2015), Journal of Services Marketing (2015)

Invited Presentations

- University of Sussex – Dept. of Marketing (May 2024)
- University of Alabama at Birmingham – Dept. of Marketing (March 2024)
- Central European University – Dept. of Marketing (December 2021)
- University of Tennessee – Dept. of Psychology (March 2020)
- University of Tennessee – Sustainability Research Network (February 2020)
- University of Central Florida – Human Factors and Cognition Colloquium (Psychology Department – March 2018)
- University of Central Florida – Dean’s Speaker Series (March 2017)
- University of South Florida – Dept. of Marketing (December 2016)

Faculty Advisor for Society for Marketing Professional Services, University of Central Florida, 2018-2019

Undergraduate Committee, University of Central Florida, 2017-2019

Service (cont.)

College of Business D.B.A. Committee, Florida International University, 2015-2016
Marketing Ph.D. Committee, Florida International University, 2015-2016
College of Business Scholarship Committee, University of Nevada, 2013-14
College of Business Academic Advisor for Marketing Area, University of Nevada, 2013-14

Teaching

University of Tennessee

Average Rating per Course – 4.61 out of 5

Marketing 619: Current Topics in Consumer Behavior Research (Ph.D. Seminar)

Spring 2021 – Fall 2024 (3 sections)

Marketing 538: Customer Insights (M.S. in Marketing)

Summer 2022 - 2023 (2 sections)

Marketing 360: Marketing Analysis

Fall 2019 – Fall 2023 (6 sections)

University of Central Florida

Average Rating per Course – 4.46 out of 5

Marketing 3323: Integrated Marketing Communications

Fall 2017, Spring 2019 (3 sections total)

Marketing 3615: Marketing Analysis

Spring 2017, 2018, and 2019 (5 sections total)

Marketing 3611: Marketing Research (For Marketing Minors)

Fall 2016 (1 section)

Florida International University

Average Rating per Course – 4.48 out of 5

Marketing 7815: Seminar in Foundations of Marketing Thought (Ph.D. seminar)

Spring 2016 (1 section)

Marketing 7399: Advertising and Persuasion (Ph.D. seminar)

Fall 2015 (1 section)

Marketing 6936: Special Topics in Marketing – Data Analysis (Ph.D. seminar)

Fall 2015 (1 section)

Marketing 3023: Principles of Marketing

Fall 2014-Fall 2015 (5 sections)

Teaching (cont.)

University of Nevada

Average Rating per Course – 4.59 out of 5

Business Administration 760: Marketing Management (MBA)

Fall 2013-Spring 2014 (2 sections)

Marketing 210: Principles of Marketing

Fall 2013-Spring 2014 (2 sections)

University of Kentucky

Average Rating per Course – 3.61 out of 4

Marketing 330: Promotion Management (Integrated Marketing Communications)

Spring 2012-Spring 2013 (5 sections)

Fall 2010 (1/2 of semester)

Marketing 340: Introduction to Marketing Research

Spring 2010

Marketing 310: Consumer Behavior

Summer 2009

References

David M. Hardesty
University Research Professor of Marketing
University of Kentucky, Lexington, KY 40506
david.hardesty@uky.edu

Blair Kidwell
G. Brint Ryan Endowed Chair of Marketing
University of North Texas, Denton, TX 76203
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Adam Farmer
Associate Dean of Undergraduate and International Programs
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