

# Marisabel Romero

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## Education

Ph.D., Business Administration, University of South Florida, Tampa, FL

M.B.A., Baylor, Waco, TX

B.S., Industrial Engineer, Universidad Católica, Honduras, Central América

## Academic Positions

2022

Associate Professor, Department of Marketing, University of Tennessee Knoxville

2022

Associate Professor, Department of Marketing, Colorado State University

2016-2022

Assistant Professor, Department of Marketing, Colorado State University

## Research Interests

Visual Information Processing

Consumer Well-Being

Experiential Marketing

## Refereed Journal Articles

Romero, Marisabel, and Dipayan Biswas (2016).\* “Healthy-Left, Unhealthy-Right: Can Displaying Healthy Items to the Left (versus Right) of Unhealthy Items Nudge Healthier Choices?,” *Journal of Consumer Research*, 43(1), 103-12. \*Both authors contributed equally.

Romero, Marisabel and Adam W. Craig (2017). “Costly Curves: How Human-Like Shapes Can Increase Spending,” *Journal of Consumer Research*, 44(1), 80-98.

Romero, Marisabel, Adam W. Craig, and Anand Kumar (2019). “Mapping Time: How the Spatial Representation of Time Influences Intertemporal Choices,” *Journal of Marketing Research*, 56(4), 620-36.

Chester, David, Sarah Beth Bell, Nathan Dewall, Samuel J. West, Marisabel Romero, and Adam W. Craig (2019), "Neural Correlates of Intertemporal Choice in Aggressive Behavior," *Aggressive Behavior*, 45(5), 507-16.

Sheehan, Daniel, Kurt Van Ittersum, Adam W. Craig, Marisabel Romero (2020), "A Packaged Mindset: How Elongated Packages Induce Healthy Mindsets," *Appetite*, 104657.

Sharma, Nazuk and Marisabel Romero (2020), "Looks Heavy to Me!: The Effects of Product Shadows on Heaviness Perceptions and Product Preferences," *Journal of Advertising*, 49(2), 165-84.

Monahan, Lisa and Marisabel Romero (2020), "Heading in the Right Direction? Effects of Direction of Motion of Advertising Images on Brand Trust," *Journal of Advertising*, 49(3), 250-69.

Besharat, Ali, Marisabel Romero, and Kelly Haws\* (2020), "Customizing Calories: How Rejecting (vs. Selecting) Food Ingredients Leads to Underestimation of Calories," *Journal of Retailing*. \*All authors contributed equally.

Kull, Alexander, Marisabel Romero, and Lisa Monahan (2021), "May I Help you? Driving Brand Engagement through the Warmth of an Initial Chatbot Message", *Journal of Business Research*.

Sharma, Nazuk and Marisabel Romero (2021), "Brand Implications of Advertising Products with their Reflections," *Journal of Product & Brand Management*.

Berry, Christopher and Marisabel Romero (2021), "The Fair Trade Food Labeling Health Halo: Effects of Fair Trade Labeling on Consumption and Perceived Healthfulness," *Food Quality and Preference*.

## Conference Presentations

Sharma, Nazuk, Romero Lopez, Marisabel (2020), "Brand Implications of Advertising Products with their Reflections," Academy of Marketing Science, December 14-20.

Besharat, Ali\*, Marisabel Romero\*, and Kelly Haws (2020), "When More Is Less: How Rejecting (vs. Selecting) Food Ingredients Leads to Lower Estimates of Calories," Association of Consumer Research, October 2 – October 4th.

Besharat, Ali\*, Marisabel Romero\*, and Kelly Haws (2019), "Calorie Estimation Bias in Food Customization," Society of Consumer Psychology, Savannah, February 28 – March 2.

Sharma, Nazuk\* and Marisabel Romero (2019), "Product Reflections in Brand Advertising," Society of Consumer Psychology, Savannah, February 28- March 2.

- Sharma, Nazuk\* and Marisabel Romero \* (2018), "The Impact of Product Shadows in Ad Frames on Product Volume Perceptions and Consumers' Willingness to Pay," *Academy of Marketing Science*, New Orleans, May 23-25.
- Romero, Marisabel, Adam W. Craig, Anand Kumar, and Milica Mormann\* (2017), "The Influence of Number Format on Consumer Attention," *Association of Consumer Research*, San Diego, Oct 26-28.
- Romero, Marisabel\* and Adam W. Craig (2017), "When and How Do Thin Human-Like Shapes Influence Spending?" *American Marketing Association*, Orlando, Florida, Feb 17-19.
- Romero, Marisabel\* and Dipayan Biswas (2016), "Display Positions of Healthy and Unhealthy Items- Implications for Healthful Choices," *Academy of Marketing Science*, Lake Buena Vista, May 18-21.
- Romero, Marisabel\* and Dipayan Biswas (2016), "A Left-Side Bias? The Influence of Nutrition Label Placement on Product Evaluation," *Society of Consumer Psychology*, Saint Petersburg, February 26-28.
- Romero, Marisabel and Dipayan Biswas\* (2016), "A Left-Side Bias? The Influence of Nutrition Label Placement on Product Evaluation," *American Marketing Association*, Las Vegas, February 26-28.
- Romero, Marisabel \*, Adam W. Craig, and Anand Kumar (2015), "Mapping Time: How the Spatial Representation of Time Influences Intertemporal Choices," *Association for Consumer Research*, New Orleans, October 1-4.
- Romero, Marisabel \* and Adam W. Craig (2015), "The Costly Influence of Human-Like Products and Stereotype Endorsement on Consumer Spending," *Association for Consumer Research*, New Orleans, October 1-4.
- Romero, Marisabel\* and Dipayan Biswas (2014), "A Left-Side Bias? The Influence of Nutrition Label Placement on Product Evaluation," *Association for Consumer Research*, Baltimore, October 23-25.
- Kull, Alexander J.\* and Marisabel Romero\* (2014), "The Asymmetric Effects of Communicating Experiential Brand Benefits," *Association for Consumer Research*, Baltimore, October 23-25.
- Romero, Marisabel\* and Dipayan Biswas (2014), "The Influence of Spatial Position of Price Sequences on Choice and Value Perceptions," *Academy of Marketing Science*, Indianapolis, May 21-23.
- Romero, Marisabel and Dipayan Biswas\* (2014), "The Effects of Visual Field Position on Choices between Healthy and Unhealthy Options: Are Consumers More Likely to Choose Healthier Options When They Are on the Left Visual Field?" *American Marketing Association*, Orlando, February 21-23.

Romero, Marisabel\* and Adam W. Craig (2013), "Increasing Spending Behavior After Exposure to Body Type Package Shapes," *Association for Consumer Research*, Chicago, October 3-6.

Romero, Marisabel\* and Dipayan Biswas (2013), "A View to a Choice: The Effects of Lateral Visual Field on Choosing between Healthy vs. Unhealthy Food Options," *Association for Consumer Research*, Chicago, October 3-6.

Romero, Marisabel\* and Dipayan Biswas (2013), "Seeing Versus Touching: Impact of Color on Texture Perceptions," *American Marketing Association*, Boston, August 8-11.

Romero, Marisabel\* and Dipayan Biswas (2013), "A View to a Choice: The Effects of Lateral Visual Field on Choosing between Healthy versus Unhealthy Food Options," *Society of Consumer Psychology Conference*, San Antonio, February 28-March 2.

\* denotes presenter

## Professional Activities and Service

Editorial Review Board: *Journal of Consumer Research*  
*Journal of Business Research*  
*Journal of Consumer Marketing*

Reviewer (Ad-hoc):

*Journal of the Academy of Marketing Science*  
*Journal of Retailing*  
*Marketing Letters*  
*European Journal of Marketing*

Conference Reviewing (Ad-hoc): Association for Consumer Research  
American Marketing Association  
Academy of Marketing Science  
Society for Consumer Psychology

Member of The PhD Project organization.

### *Internal Service Activities*

- Undergraduate Honors Thesis Committee Chair, Fall 2020-Spring 2022
- Member of the Undergraduate Programs Committee, Fall 2019 - Present
- Member of Strategic Planning Liaison Committee, Fall 2018 - Present
- Undergraduate Honors Thesis Committee Member, Fall 2017
- Undergraduate Honors Thesis Committee Chair, Spring 2018
- Collaboration with Women in Business Recruiting Team, Spring 2017

## Industry Experience

2010-2011 Brand Manager Minute Maid®, Nestea® and Powerade®

SABMiller, Honduras, C.A.

*Developed the commercial strategy for the successful launch of Minute Maid® and Nestea® in the Honduran market. Redefined Powerade's positioning and marketing strategy to increase sales volume.*

2009-2010 Marketing Management Trainee

SABMiller, Honduras, C.A.

*Identification of growth opportunities in the Honduran soft-drinks' industry based on market analysis and the company's core competences. The result of the analysis revealed a key expansion opportunity in the non-carbonated drinks market.*

2006-2007 Supply Chain Production Analyst SABMiller,

Honduras, C.A.

*Planned the nationwide production of beer products through the comprehensive analysis of the market forecast. Prepared plant capacity analysis in order to identify capital investment requirements for a five-year period.*

2004-2006 Supply Chain Planning Trainee SABMiller,

Honduras, C.A.

*Trained in all areas of supply chain management including inventory control, raw material purchases, and production analysis.*