

Marisabel Romero

Department of Marketing · University of Tennessee Knoxville, TN

EDUCATION

Ph.D., Business Administration, University of South Florida, Tampa, FL; 2016

M.B.A., Baylor, Waco, TX; 2008

B.S., Industrial Engineer, Universidad Católica, Honduras, Central América; 2004

ACADEMIC POSITIONS

2024

Associate Professor (with Tenure), Department of Marketing, University of Tennessee, Knoxville

2022

Associate Professor, Department of Marketing, University of Tennessee, Knoxville

2022

Associate Professor (with Tenure), Department of Marketing, Colorado State University

2016-2022

Assistant Professor, Department of Marketing, Colorado State University

RESEARCH INTERESTS

- Visual Information Processing
- Numerical Cognition
- 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*, 97(3), 424-38. *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*, 135, 840-50.
- Sharma, Nazuk and **Marisabel Romero**(2021), "Brand Implications of Advertising Products with their Reflections," *Journal of Product & Brand Management*, 31(2), 310-21.
- 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*, 94, 104321.
- Palmeira, Mauricio, and **Marisabel Romero**(2023), "The Cognitive and Affective Inputs of Advice Use on Perceptions of Competence," *Journal of Behavioral Decision Making*, 36(4).
- Abell, Annika, Carter Morgan, **Marisabel Romero**(forthcoming), "The Power of a Star Rating: The Differential Effects of Star and Number Rating Formats on Magnitude Perceptions and Consumer Reactions, *Journal of Marketing Research*.
- Romero, Marisabel**, Anand Kumar, Milica Mormann, and Adam W. Craig(forthcoming), "How Verbal Versus Symbolic Numbers Influence Consumer Judgment and Choice," *Journal of Consumer Research*.

MANUSCRIPTS UNDER REVIEW/REVISION(TITLES WITHHELD FOR BLIND REVIEW)

- Miller, Megan and **Marisabel Romero**, "Topic Area: Beauty Filters and Judgments," invited for 2nd round review at the *Journal of Consumer Research*.

Abell, Annika, Carter Morgan, and **Marisabel Romero***, “Topic Area: Rating Scale Visualization,” invited for 2nd round review at *Journal of Marketing*. *All authors contributed equally.

Palmeira, Mauricio, **Marisabel Romero**, and Junzhao Ma, “Topic Area: Cultural Appropriation Effects on Brand Preferences,” under 4th round review at *Journal of Business Ethics*.

Romero, Marisabel, Gina Slejko, and Annika Lueth, “Topic Area: Linguistic Framing Effects on Privacy Disclosures,” under 3rd round review at *Journal of Retailing*.

SELECTED WORK IN PROGRESS

Miller, Megan, Ruta Ruzeviciute, Marisabel Romero, Stephanie Noble*, “Topic Area: Avatars in Retail Environments,” *All authors contributed equally.

Miller, Megan, and Marisabel Romero, “Visual Luxury Cues.”

Hwang, Jihee, Carter Morgan, Annika Abell, Marisabel Romero, “Product Add-on Preferences.”

Craig, Adam W., Marisabel Romero, Daniel Chavez, “Spatial Orientation Effects on Intertemporal Discount Functions.”

Romero, Marisabel and Adam W. Craig, “Effects of Fluency on Time Perception.”

Morgan, Carter, Daniel Zane, Annika Abell, and Marisabel Romero, “Brand Name Format.”

AWARDS AND HONORS

2024	Outstanding Reviewer, <i>Journal of Consumer Research</i>
2024	Innovations in Marketing Communications Research Award, AMA Marketing Communication SIG
2019	Emerging Scholar Award, Colorado State University
2015	Doctoral Student Summer Research Award, University of South Florida (\$750)
2014	AMA-Sheth Doctoral Consortium Fellow, University of South Florida
2011	University Graduate Fellowship, University of South Florida
2008	Outstanding M.B.A Student, Baylor University
2008	Beta Gamma Sigma, Baylor University
2004	Summa cum Laude, Universidad Católica

CONFERENCE PRESENTATIONS

Craig, Adam W., Marisabel Romero, Daniel Chavez(2024), “The Influence of Vertical Orientation on Intertemporal Choice Discount Functions and Visual Attention,” Society of Consumer Psychology, Nashville, Tennessee, March 7-9.

Abell, Annika, Morgan, Carter, Marisabel Romero(2023), "The Power of a Star Rating Format," Association of Consumer Research, Seattle, Washington State, October 26-29.

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

TEACHING

Consumer Behavior (University of Tennessee, Mini-Term May 2024, 1 section)

Consumer Behavior (University of Tennessee, Spring 2024, 1 section)

Contemporary Consumer Behavior (University of Tennessee, Fall 2023)

Consumer Behavior (University of Tennessee, Fall 2023, 1 section)

Consumer Behavior (University of Tennessee, Mini-Term May 2023, 1 section)

Contemporary Consumer Behavior (University of Tennessee, Fall 2022)

Consumer Behavior (University of Tennessee, Fall 2022, 1 section)

Buyer Behavior (Colorado State University, Spring 2022; 2 sections)

Marketing Research (Colorado State University, Fall 2021; 2 sections)

Buyer Behavior (Colorado State University, Spring 2021; 2 sections)

Marketing Research (Colorado State University, Fall 2020; 2 sections)

Buyer Behavior (Colorado State University, Fall 2019; 2 sections)

Buyer Behavior (Colorado State University, Spring 2019; 2 sections)

Buyer Behavior (Colorado State University, Fall 2018; 2 sections)
Buyer Behavior (Colorado State University, Spring 2018; 2 sections)
Buyer Behavior (Colorado State University, Spring 2017; 3 sections)
Marketing Research (University of South Florida, Fall 2014)
Marketing Research (University of South Florida, Spring 2014)
Marketing Research (University of South Florida, Fall 2013)

PROFESSIONAL ACTIVITIES AND SERVICE

Associate Editor: Journal of Consumer Research; Journal of Business Research
Editorial Review Board: Journal of Advertising; Journal of the Academy of Marketing Science
Reviewer(Ad-hoc): 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

INTERNAL SERVICE ACTIVITIES

- Undergraduate Honors Thesis Committee Chair, Fall 2020-Spring 2022
- Member of the Undergraduate Programs Committee, Fall 2019 – Spring 2022
- Member of Strategic Planning Liaison Committee, Fall 2018 – Spring 2022
- 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.