

AARON M. GARVEY

Associate Professor of Marketing
Haslam College of Business
University of Tennessee
Knoxville, TN 37996

Email 1: agarvey6@utk.edu
Email 2: amgarv@gmail.com
Mobile: (270) 779-4166
[Haslam faculty profile](#)



EDUCATION

Ph.D. in Business Administration, Concentration in Marketing
Pennsylvania State University, Smeal College of Business (2008–2012)

Master of Business Administration
University of Kentucky, Gatton College of Business and Economics (2001–2002)

Bachelor of Arts, Geography, Minor Computer Science, National Merit Scholar
University of Kentucky (1995–1999)

ACADEMIC POSITIONS

Associate Professor of Marketing (with tenure)
University of Tennessee, Haslam College of Business (June 2025–present)

Associate Professor of Marketing (with tenure)
University of Kentucky, Gatton College of Business & Economics (May 2018–June 2025)

Assistant Professor of Marketing
University of Kentucky, Gatton College of Business & Economics (August 2012–May 2018)

PUBLICATIONS

Blanchard, Simon J., Aaron M. Garvey, and Laura O’Laughlin (2026), “Hallucinations in Organization-Backed AI Advisors: Evidence About Skepticism, Verification, and Reliance in Goal-Directed Use.” Accepted for publication in *Current Opinion in Psychology*. Preprint: [arXiv 2606.23491](https://arxiv.org/abs/2606.23491).

Kim, Tae Woo, Umair Usman, Aaron M. Garvey, and Adam Duhachek (2026), “From Algorithm Aversion to AI Dependence: Deskillling, Upskilling, and Emerging Addictions in the GenAI Age,” *Consumer Psychology Review*, 9(1), 142–164. doi: [10.1002/arcp.70008](https://doi.org/10.1002/arcp.70008)

Garvey, Aaron M. and Frank Germann (2026), “Consumer Expectancies and Marketing Placebo Effects,” *Oxford Bibliographies in Marketing*. doi: [10.1093/9780197859063.003.0064](https://doi.org/10.1093/9780197859063.003.0064)

Blanchard, Simon J., Nofar Duani, Aaron M. Garvey, Oded Netzer, and Travis Tae Oh (2025), “New Tools, New Rules: A Practical Guide to Effective and Responsible Generative AI Use for Surveys and Experiments in Research,” *Journal of Marketing*, 89(6), 119–139.
doi: [10.1177/00222429251349882](https://doi.org/10.1177/00222429251349882)

2025 AMA/Marketing Science Institute/H. Paul Root Award Finalist

Usman, Umair, Tae Woo Kim, Aaron M. Garvey, and Adam Duhachek (2024), “The Persuasive Power of AI Ingratiation: A Persuasion Knowledge Theory Perspective,” *Journal of the Association for Consumer Research*, 9(3), 319–331. doi: [10.1086/730280](https://doi.org/10.1086/730280)

Costello, John P., Aaron M. Garvey, Frank Germann, and James E. B. Wilkie (2024), “The Uptrend Effect: Encouraging Healthy Behaviors Through Greater Inferred Normativity,” *Journal of Marketing Research*, 61(1), 110–127. doi: [10.1177/00222437231167832](https://doi.org/10.1177/00222437231167832)

Kim, Tae Woo, Umair Usman, Aaron M. Garvey, and Adam Duhachek (2023), “Artificial Intelligence in Marketing and Consumer Behavior Research,” *Foundations and Trends in Marketing*, 18(1), 1–93. doi: [10.1561/17000000078](https://doi.org/10.1561/17000000078)

Garvey, Aaron M., Tae Woo Kim, and Adam Duhachek (2023), “Bad News? Send an AI. Good News? Send a Human,” *Journal of Marketing*, 87(1), 10–25. doi: [10.1177/00222429211066972](https://doi.org/10.1177/00222429211066972)
Select media coverage: *Harvard Business Review*, *The Wall Street Journal*, *MIT Sloan*, *Knowledge at Wharton*

2024 AMA/Marketing Science Institute/H. Paul Root Award Finalist.

Ranked among the top 3 most-cited *Journal of Marketing* articles published in 2022-2023 (Journal Citation Reports; reported by *Journal of Marketing* in 2025).

Kim, Tae Woo, Li Jiang, Adam Duhachek, Hyejin Lee, and Aaron Garvey (2022), “Do You Mind if I Ask You a Personal Question? How AI Service Agents Alter Consumer Self-Disclosure,” *Journal of Service Research*, 25(4), 649–666. doi: [10.1177/10946705221120232](https://doi.org/10.1177/10946705221120232)

Germann, Frank, and Aaron M. Garvey (2022), “It’s Gotta Be the Shoes! Performance Enhancement Effects of Novel Brand Advertising,” *Journal of Advertising*, 51(4), 469–485. doi: [10.1080/00913367.2021.2016518](https://doi.org/10.1080/00913367.2021.2016518)

Mende, Martin, Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton (2019), “The Marketing of Love: How Attachment Styles Affect Romantic Consumption Journeys,” *Journal of the Academy of Marketing Science*, 47(2), 255–273. doi: [10.1007/s11747-018-0610-9](https://doi.org/10.1007/s11747-018-0610-9)

Garvey, Aaron M., Margaret G. Meloy, and Baba Shiv (2017), “The Jilting Effect: Antecedents, Mechanisms, and Consequences for Preference,” *Journal of Marketing Research*, 54(5), 785–798. doi: [10.1509/jmr.14.0373](https://doi.org/10.1509/jmr.14.0373)

Garvey, Aaron M. and Lisa E. Bolton (2017), “Eco-Product Choice Cuts Both Ways: How Proenvironmental Licensing versus Reinforcement is Contingent on Environmental Consciousness,” *Journal of Public Policy & Marketing*, 36(2), 284–298. doi: [10.1509/jppm.16.096](https://doi.org/10.1509/jppm.16.096)

Garvey, Aaron M. and Lisa E. Bolton (2017), “The Licensing Effect Revisited: How Virtuous Behavior Heightens the Pleasure Derived from Subsequent Hedonic Consumption,” *Journal of Marketing Behavior*, 2(4), 291–298. doi: [10.1561/107.000000029](https://doi.org/10.1561/107.000000029)

Select media mentions: *NPR Morning Edition*, *NPR Hidden Brain*

Garvey, Aaron M., Simon J. Blanchard, and Karen Page Winterich (2017), “Turning Unplanned Overpayment into a Status Signal: How Mentioning the Price Paid Repairs Satisfaction,” *Marketing Letters*, 28(1), 71–83. doi: [10.1007/s11002-015-9383-9](https://doi.org/10.1007/s11002-015-9383-9)

Garvey, Aaron M., Frank Germann, and Lisa E. Bolton (2016), “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” *Journal of Consumer Research*, 42(6), 931–951. doi: [10.1093/jcr/ucv094](https://doi.org/10.1093/jcr/ucv094)
Select media mentions: *NPR Morning Edition*, *The Today Show*, *The Economist*

WORKING MANUSCRIPTS & SELECTED WORKS IN PROGRESS

Garvey, Aaron M., and Simon J. Blanchard, “Beyond Vignettes in AI Chatbot Research: AI-Powered Confederate Experiments and the Analysis of Co-Produced Conversations.”

Shteynberg, Garriy, Aaron M. Garvey, Roy Baumeister, Amir Sadovnik, and Wendi Gardner, “How Might AI Companions Influence Loneliness? An Automatic-Deliberative Framework.”

Garvey, Aaron M., and Simon J. Blanchard, “Generative AI as a Research Confederate: The LUCID Methodological Framework and Toolkit for Human-AI Interactions Research.” MSI Working Paper & [SSRN preprint 5256150](https://ssrn.com/abstract=5256150).

Jenkins, Michael, Todd Haderlie, Umair Usman, and Aaron M. Garvey, “The Small GAIM: How Generative-AI Marketing Impacts the Social Embeddedness of Small Brands.”

Garvey, Aaron M., Luca Cian, and Sakshi Korde, “Agentic AI.”

Garvey, Aaron M., Adam Duhachek, Tae Woo Kim, and Umair Usman, “Psychological Ownership of GenAI Supported Works.”

Allred, Nathan, Aaron M. Garvey, Benjamin Beck, and Karen Winterich, “Sustainability Implications of GenAI.”

INVITED ARTICLES

Netzer, Oded, Simon J. Blanchard, Nofar Duani, Aaron M. Garvey, and Travis Tae Oh (2026), “New Tools, New Roles: A Manager’s Guide to Harnessing Generative AI for Marketing Insight,” *NIM Marketing Intelligence Review*, 18(1), 30–35. doi: [10.2478/nimmir-2026-0005](https://doi.org/10.2478/nimmir-2026-0005)

Garvey, Aaron M., and Luca Cian (2024), “Strategies for Leveraging AI in the Customer Experience,” *Impact at JMR*, [American Marketing Association](https://www.marketingassociation.org/impact).

Garvey, Aaron M. (2018), “When Disappointing Customers Can Pay Off [Consumer Psychology],” *Marketing News*, American Marketing Association, February, 18–20.

BOOK CHAPTERS

Usman, Umair, Adam Duhachek, Aaron M. Garvey, and Tae Woo Kim (2026), “The Transition to Generative AI in Consumer Research: Moving Beyond Algorithm Aversion and the Road Ahead,” in *Advancing Consumer Psychology: Selected Topics and Approaches*, 129–154. doi: [10.4337/9781035359684.00014](https://doi.org/10.4337/9781035359684.00014)

CONFERENCE PRESENTATIONS (Presenting author underlined)

Garvey, Aaron M., roundtable participant, “When Algorithms Hold the Purse Strings: Re-imagining Consumer Psychology in AI-Driven Finance,” Society for Consumer Psychology Conference, San Diego, CA, March 2026.

Garvey, Aaron M., and Travis Tae Oh, “Generative AI Workshop,” Society for Consumer Psychology Doctoral Symposium, 2026.

Garvey, Aaron M., workshop participant, “Integrating Generative AI into the Behavioral Research Process,” Association for Consumer Research Conference, Washington, DC, October 10, 2025.

Garvey, Aaron M., and Simon J. Blanchard, “Generative AI as a Research Confederate: The LUCID Methodological Framework and Toolkit for Human-AI Interactions Research,” 2025 *CLIK Behavioral Symposium*, May 2025.

Garvey, Aaron M., “Understanding Consumer-AI Interactions,” *University of Kentucky Artificial Intelligence and Machine Learning Hub*, Lexington, KY, March 2024.

Costello, John P., Aaron M. Garvey, Frank Germann, and James E. B. Wilkie, “The Uptrend Effect: Encouraging Healthy Behaviors Through Greater Inferred Normativity,” 2023 *Society for Consumer Psychology Conference*, March 2023.

Usman, Umair, and Aaron M. Garvey, “Blockchain Augmented Marketing Claims: Evidence for Enhanced Legitimacy and Preference versus Traditional Practices,” 2022 *CLIK Behavioral Symposium*, August 2022.

Usman, Umair, and Aaron M. Garvey, “Blockchain Augmented Marketing Claims: Evidence for Enhanced Legitimacy and Preference versus Traditional Practices,” 2022 *Southeast Marketing Symposium*, March 2022.

Garvey, Aaron M., Tae Woo Kim, Adam L. Duhachek, “Bad News? Send a Robot. Good News? Send a Human. AI Marketing Agents Alter Consumer Responses to Expectancy Disconfirmation,” 2020 NYU–Temple *Conference on AI and Machine Learning*, November 2020.

Tae Woo Kim, Adam L. Duhachek, Aaron M. Garvey, Hyejin Lee, and Li Jiang, “Disclosure of Private Information to Artificially Intelligent Agents,” 2020 *Society for Consumer Psychology Conference*, Huntington Beach, CA, March 2020.

Garvey, Aaron M., Tae Woo Kim, and Adam L. Duhachek, “Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents,” 2019 *Association for Consumer Research Conference, Atlanta, GA, October 2019*.

Garvey, Aaron M., Tae Woo Kim, and Adam L. Duhachek, “Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents,” 2019 *INFORMS Marketing Science Conference, Rome, Italy, June 20–22, 2019*.

Garvey, Aaron M., Tae Woo Kim, and Adam L. Duhachek, “Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents,” 2019 *CLIK Behavioral Forum, Louisville, KY, May 2019*.

Scott, Maura L., Martin Mende, Aaron M. Garvey, and Lisa E. Bolton, “The Influence of Romantic Attachment Style upon Consumer Decision Making,” 2016 *Association for Consumer Research Conference, Berlin, Germany, October 2016*.

Garvey, Aaron M., Frank Germann, and Lisa E. Bolton, “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” 2015 *Association for Consumer Research Conference, New Orleans, LA, October 2015*.

Garvey, Aaron M., “The Push and Pull of Progress: How Benefit Distribution Determines Perseverance in Consumer Loyalty Programs,” 2014 *Association for Consumer Research Conference*. Baltimore, MD. October 2014 (session chair).

Garvey, Aaron M., Simon J. Blanchard, and Karen P. Winterich, “When and How Price-Dropping Serves as a Coping Mechanism for Unintentional Overpayment,” 2014 *Society for Consumer Psychology Conference, Miami, FL, March 2014*.

Garvey, Aaron M., and Lisa E. Bolton, “Hedonic-Utilitarian Goal Balancing as the Result of Functional Innovation Consumption,” 2013 *Association for Consumer Research Conference, Chicago, IL, October 2013*.

Garvey, Aaron M., and Lisa E. Bolton, “Hedonic-Utilitarian Goal Balancing as the Result of Functional Innovation Consumption,” 2013 *AMA Marketing and Public Policy Conference, Washington, DC, June 2013*.

Garvey, Aaron M., and Lisa E. Bolton, “Hedonic-Utilitarian Goal Balancing as the Result of Functional Innovation Consumption,” 2013 *Society for Consumer Psychology Conference, San Antonio, TX, February 2013*.

Garvey, Aaron M., Margaret G. Meloy, and Baba Shiv, “Dashed Hopes in Consumer Choice,” 2012 *Association for Consumer Research Conference, Vancouver, BC, October 2012*.

Garvey, Aaron M., Simon J. Blanchard, and Karen P. Winterich, “I Can Afford It: How Telling Others about Overpayment Helps Recover Satisfaction,” 2012 *Association for Consumer Research Conference, Vancouver, BC, October 2012*.

Garvey, Aaron M., “Sticking to It? How Goal Progress Affects Goal Perseverance,” *2011 Association for Consumer Research Conference*. St. Louis, MO. October 2011 (session chair).

Garvey, Aaron M., “Sticking to It? How Goal Progress Affects Goal Perseverance,” *2011 Haring Symposium, Indiana University, Bloomington, IN, May 2011*.

Garvey, Aaron M., Margaret G. Meloy, and Baba Shiv, “When Hopes Are Dashed: Sour Grapes or Pining Away for Greener Pastures?,” *2011 Society for Consumer Psychology Conference*, Atlanta, GA, February 2011.

Garvey, Aaron M., and Lisa E. Bolton, “Hedonic-Utilitarian Goal Balancing as the Result of Functional Food Consumption,” *2010 Society for Consumer Psychology Conference, St. Pete Beach, FL, February 2010*.

INVITED PRESENTATIONS

Garvey, Aaron M., and Simon J. Blanchard, “Beyond Vignettes: Experimental Design of AI Powered Chatbot Experiments,” *University of Virginia, Charlottesville, VA, September 2026*.

Garvey, Aaron M., workshop on practical AI-chatbot development, *Haslam Marketing and Sales Innovation Conference and Awards, Knoxville, TN, April 8–9, 2026*.

Garvey, Aaron M., “Designing Better AI Chatbots: A Rapid Prototyping Playbook for Marketers,” *Marketing Science Institute webinar, January 27, 2026*.

Garvey, Aaron M., and Simon J. Blanchard, “Generative AI in Virtual Agent Research: Large-Language Models as Conversational Confederates in Surveys,” *Virginia Polytechnic Institute and State University, Blacksburg, VA, March 2025*.

Garvey, Aaron M., and Simon J. Blanchard, “Generative AI in Virtual Agent Research: Large-Language Models as Conversational Confederates in Surveys,” *University of Tennessee, Knoxville, TN, March 2025*.

Garvey, Aaron M., Tae Woo Kim, and Adam L. Duhachek, “Bad News? Send an AI. Good News? Send a Human,” *Case Western Reserve University, Cleveland, OH, June 2024*.

Usman, Umair, Tae Woo Kim, Aaron M. Garvey, and Adam Duhachek, “The Persuasive Power of AI Ingratiation: A Persuasion Knowledge Theory Perspective,” *University of Technology Sydney, Sydney, Australia, May 2024*.

Garvey, Aaron M., Tae Woo Kim, and Adam L. Duhachek, “Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents,” *Georgetown University, Washington, DC, November 2019*.

Garvey, Aaron M., Tae Woo Kim, and Adam L. Duhachek, “Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents,” *University of Illinois at Chicago, Chicago, IL, October 2019*.

Garvey, Aaron M., Frank Germann, and Lisa E. Bolton, “Performance Enhancement Effects of Owned Brands: Marketer Invocation and Consumer Acclimation,” University of Louisville, Louisville, KY, May 2017.

Garvey, Aaron M., Frank Germann, and Lisa E. Bolton, “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” Mendoza College of Business, University of Notre Dame, South Bend, IN, June 2015.

Garvey, Aaron M., Frank Germann, and Lisa E. Bolton, “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” Carl H. Lindner College of Business, University of Cincinnati, Cincinnati, OH, April 2015.

Garvey, Aaron M., Frank Germann, and Lisa E. Bolton, “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” Smeal College of Business, Pennsylvania State University, State College, PA, February 2015.

Garvey, Aaron M., Simon J. Blanchard, and Karen P. Winterich, “I Can Afford It: How Telling Others about Overpayment Helps Recover Satisfaction,” McDonough School of Business, Georgetown University, Washington, DC, December 2012.

Garvey, Aaron M., “Sticking to It? How Goal Progress Affects Goal Perseverance,” Gatton College of Business and Economics, University of Kentucky, Lexington, KY, September 2011.

MEDIA COVERAGE

SELECTED RESEARCH COVERAGE

- MIT Sloan Management Review — “Three Things to Know About Customer Resistance to AI” (August 31, 2026).
- TechRepublic — “AI Chatbot Warnings May Not Stop Hallucinations, Researchers Say” (July 8, 2026).
- UTS Business School — “How can marketers deliver better customer experiences in 2026?” (March 20, 2026).
- Notre Dame News — “Many Consumers Make Unhealthy Choices, but ‘Uptrend Messaging’ Can Help Drive Healthy Behavior” (May 8, 2023).
- Dong-A Business Review — “Bad News Should Be Delivered by AI, Good News by Humans” (March 2023; Korean-language business-review coverage).
- Harvard Business Review — “Let a Robot Be the ‘Bad Cop’” (January–February 2023, p. 23).
- Scripps Media — “Chatbots Better Than Humans for Delivering Bad News, Study Finds” (May 2022; quoted interview).
- The Wall Street Journal — coverage of “Bad News? Send an AI. Good News? Send a Human” (April 7, 2022).
- SYFY Wire — coverage of “Bad News? Send an AI. Good News? Send a Human” (March 21, 2022).

- Phys.org — “Bad News? Send an AI. Good News? Send a Human” (February 10, 2022).
- American Marketing Association — “Bad News? Send an AI. Good News? Send a Human” (February 9, 2022).
- NPR Hidden Brain — “I Buy, Therefore I Am: How Brands Become Part of Who We Are” (July 1, 2019).
- The Lane Report — “Marketing’s Challenge Is Getting Consumers to Buy Eco-Products Consistently, Researchers Say” (April 28, 2017).
- Phys.org — “New Research Examines ‘Jilting Effect’ on Consumers” (November 9, 2016).
- Psychology Today — “Branded for Success” (July 5, 2016).
- NPR Morning Edition / Hidden Brain — “Does the Placebo Effect Influence Consumer Product Purchases?” (May 11, 2016).
- The Today Show — coverage of “Performance Brand Placebos” (February 19, 2016).
- Bloomberg Business — coverage of “Performance Brand Placebos” (February 18, 2016).
- Daily Mail — coverage of “Performance Brand Placebos” (February 18, 2016).
- Canadian Broadcasting Corporation — coverage of “Performance Brand Placebos” (February 4, 2016).
- Fast Company — coverage of “Performance Brand Placebos” (January 22, 2016).
- Business Standard — coverage of “Performance Brand Placebos” (January 22, 2016).
- ScienceDaily — “Can Performance Brands Cause a Placebo Effect?” (January 22, 2016).
- Phys.org — “Can Performance Brands Cause a Placebo Effect?” (January 20, 2016).

EXPERT INTERVIEWS AND COMMENTARY

- NPR Morning Edition / Hidden Brain — “Pain Before Pleasure Makes the Pleasure Even Better, Study Finds” (July 10, 2017).
- Louisville Courier Journal — “How Inflation Will Hit Your Dinner Table This Thanksgiving” (November 7, 2022; interview).
- NKY Chamber of Commerce Radio Podcast — “How Artificial Intelligence Will Change Consumer Life” (July 11, 2019; interview).
- NPR WRFL — “Artificial Intelligence and the Future of Business” (April 3, 2019; interview).
- Louisville Courier Journal — “Whole Foods’ Price Cuts Create a New Twist” (April 4, 2019; interview).
- Louisville Courier Journal — “Retailers Want You to Be Happy While You’re Holiday Shopping” (November 2, 2018; interview).
- University of Kentucky / “UK at the Half” — marketing and consumer-behavior interview (February 23, 2016).
- WKYT — “Consumers on Black Friday” (November 13, 2013; televised interview).

INSTITUTIONAL AND PROFESSIONAL FEATURES

- Harvard Business Review — “Fixing Chatbots Requires Psychology, Not Technology” (May 12, 2025; practitioner synthesis).
- Knowledge at Wharton — “The Wharton Blueprint for Effective AI Chatbots” (March 27, 2025; practitioner report).
- AACSB Insights — “How Is AI Changing Education—and Business?” (November 6, 2023; coauthor and expert commentary).
- Haslam College of Business — “UT Haslam’s M.S. in Marketing Graduates Enter Field with Must-Have Skills” (July 15, 2026; expert commentary).
- Haslam College of Business — “UT Haslam Research Connects Marketing Decisions to Real-World Outcomes” (May 29, 2026; research feature and expert commentary).
- Haslam College of Business — “New Marketing Faculty Bring Research and Teaching Depth to Department” (2025; institutional faculty feature).
- Gatton’s Transform — “A Human Look at AI/Chat GPT” (Spring/Summer 2023; institutional magazine feature and interview).
- UKNow — “Gatton’s Aaron Garvey Researches Consumer Behavior” (February 21, 2017; research profile and video).

RESEARCH IMPACT, HONORS, AND AWARDS

Research impact ([Google Scholar](#), accessed September 7, 2026): 1,244 citations; h-index 11; i10index 12.

- AMA/Marketing Science Institute/H. Paul Root Award Finalist for “[New Tools, New Rules: A Practical Guide to Effective and Responsible Generative AI Use for Surveys and Experiments in Research](#)” (2025).
- AMA/Marketing Science Institute/H. Paul Root Award Finalist for “[Bad News? Send an AI. Good News? Send a Human](#)” (2024).
- Outstanding Reviewer Award, *Journal of Consumer Research* (2025).
- Bloomfield Professor of Marketing, University of Kentucky (2023–2025).
- Ashland Oil Research Professor of Marketing, University of Kentucky (2018–2023).
- Research Award, Department of Marketing and Supply Chain (2018; awarded annually to the most research-productive faculty member over the preceding two years).
- Research Award, Department of Marketing and Supply Chain (2017).
- Gatton Research and Creative Activity Grant Award (\$10,000; 2017).
- Frank P. and Mary Jean Smeal Endowment Fund Scholarship, Smeal College of Business (2008–2012).
- Smeal Competitive Dissertation Summer Stipend Award (2012).
- Gerald P. Kessler Graduate Scholarship, Smeal College of Business (2011).

- Scott Award for Outstanding Scholarship in Marketing, Smeal College of Business (2011).
- Haring Symposium Fellow and Presenter, Indiana University (2011).
- Best Working Paper Award, Society for Consumer Psychology Conference (2010).
- Best Candidacy Exam Award, Department of Marketing, Smeal College of Business (2009).
- Kentucky Scholars Award, Gatton College of Business and Economics (2000–2001).
- National Merit Scholar (1995).

GRADUATE TEACHING EXPERIENCE

University of Tennessee Haslam College of Business (2025–present)

Master of Science in Marketing Program

- Marketing Innovations: Artificial Intelligence in Marketing (2026; in-person)

MBA Program

- Customer Insights (Marketing Research) (2026; online)

PhD Program, Marketing Department

- Independent Study (MARK 593): Generative AI Methods in Marketing (Summer 2026)

University of Kentucky Gatton College of Business and Economics (2012–2025)

Master of Science in Marketing Program

- Strategic Brand Management (2021, 2022, 2023, 2024, 2025; hybrid online/in-person)
- Marketing Research (2022; hybrid online/in-person)

Executive Education Center, Executive Certification in Business Administration Program

- Marketing Management (2019; in-person)

MBA Program

- Marketing Research (2014, 2015, 2016, 2017, 2018; in-person)
- New Product Development (2012, 2013; in-person)

MBA Corporate Partnership Program - “Project Connect”

- Faculty lead for program focused on enhancing MBA students' executive-level competencies. Partnered with Fortune 500 and Fortune 1000 companies to guide MBA student consulting teams throughout individual 12-month, real-world business initiatives. Collaborated with executive mentors to ensure alignment between student professional development and business objectives while supporting and assessing student deliverables and performance. (2012, 2013; in-person)

PhD Program, Marketing Department

- Advanced Research Methods, PhD Seminar (2020, 2021; in-person & online)

UNDERGRADUATE TEACHING EXPERIENCE

University of Kentucky, Gatton College of Business and Economics (2014–2025)

- Marketing Research (2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025; in-person & online)

Pennsylvania State University, Smeal College of Business (2010–2011)

- Marketing Research (2010, 2011; in-person)
- Consumer Behavior (2010, 2011; in-person)

SERVICE

EDITORIAL LEADERSHIP

- Associate Editor, *Journal of Marketing* (2025–present).
- Associate Editor, *Journal of Marketing Research* (2025–present).
- Associate Editor, *Journal of Business Research* (2023–2026).

EDITORIAL BOARDS

- Editorial Review Board, *Journal of Consumer Research* (2025–present).
- Editorial Review Board, *Journal of Consumer Psychology* (2026–present).
- Editorial Review Board, *Journal of Public Policy & Marketing* (2021–2026).

JOURNAL REVIEWING

- Ad Hoc Reviewer, *Journal of Marketing* (2019–present).
- Ad Hoc Reviewer, *Journal of Marketing Research* (2018–present).
- Ad Hoc Reviewer, *Journal of Consumer Research* (2016–present).
- Ad Hoc Reviewer, *Journal of Consumer Psychology* (2016–present).
- Ad Hoc Reviewer, *Production and Operations Management* (2023–present).
- Ad Hoc Reviewer, *Journal of Retailing* (2025–present).
- Ad Hoc Reviewer, *International Journal of Research in Marketing* (2017–present).
- Ad Hoc Reviewer, *Journal of Public Policy & Marketing* (2017–present).
- Ad Hoc Reviewer, *Marketing Letters* (2017–present).

PROFESSIONAL LEADERSHIP

- Executive Board, Society for Consumer Psychology (2019–2021): Sponsorship and Fundraising (2019–2020); Web and Social Media (2020–2021).
- Behavioral Track Chair, AMA Summer Academic Conference (2020).
- Co-founder, CLIK Consumer Behavior Research Forum, Louisville, KY (2017).

CONFERENCE AND AWARD REVIEWING

- Associate Editor, Association for Consumer Research Conference (2026).
- Reviewer, AMA John A. Howard Doctoral Dissertation Award (2022–2024).
- Reviewer, MSI Clayton Doctoral Dissertation Award (2018–2019).
- Reviewer, ACR–Sheth Foundation PhD Grants (2016–2023).
- Reviewer, William O. Bearden Award, Southeast Marketing Symposium (2014–2024).

- Reviewer, Association for Consumer Research Conference (2011–present).
- Reviewer, Society for Consumer Psychology Conference (2010–present).
- Reviewer, Society for Consumer Psychology Summer Conference (2017).
- Reviewer, Society for Consumer Psychology Conference on Vice and Virtue Consumption (2017).
- Program Committee Member, Society for Consumer Psychology Conference (2016–2020).
- Session Chair, Consumer Goal Pursuit, Association for Consumer Research Conference (2014).
- Session Chair, Consumer Goal Pursuit, Association for Consumer Research Conference (2011).
- Session Chair, Goal-Oriented Behavior, Society for Consumer Psychology Conference (2010).

UNIVERSITY AND COLLEGE SERVICE

University of Tennessee, Knoxville, Haslam College of Business

- Graduate Council, Haslam College of Business representative (2025–present).
- Graduate Council Curriculum Committee (2025–present).

University of Kentucky, Gatton College of Business and Economics

- Doctoral Program Committee, Department of Marketing and Supply Chain (2019–2025).
- College Faculty Council (2019–2025).
- College Promotion and Tenure Committee (2023–2024).
- University Faculty Senator (2022–2024).
- University Faculty Senate Disability and Accommodations Committee (2022–2024).
- Research Excellence Committee (2020–2022).
- Director of Graduate Studies, Department of Marketing and Supply Chain (2020–2021).
- Merit Review Committee (2020–2021).
- Research Awards Committee (2020).
- MBA Policy Committee, Department of Marketing and Supply Chain representative (2016–2019).
- CEDAR Seminar Series, Departmental Co-chair (2013–2018).
- Library Committee, Departmental Representative (2014–2016).
- Promotional activities supporting the University of Kentucky, Gatton College, Gatton MBA, and M.S. in Marketing programs, including Behind the Research, UK at the Half, and MBA recruiting events (2013–2025).

DOCTORAL ADVISING AND MENTORING

- Dissertation Chair, Umair Usman (2023).
- Dissertation Committee Member, Tae Woo Kim, Indiana University (2019).
- Dissertation Committee Member: Pei Wang (2013–2014), Niusha Abdollahi (2017), Alex Ziegler (2016–2021), and Michael Jenkins (2020–2025).
- Faculty Internship Sponsor: Paige Pugh (2013) and Evan Brough (2017).

COMMUNITY SERVICE

- Volunteer, Dress for Success (2016–2020).
- Volunteer, Destination Imagination (2006–2008).
- Volunteer, United Way of the Bluegrass (2002–2008).

INDUSTRY EXPERIENCE

Lexmark International (2002–2008)

Lexmark International, a \$5 billion Fortune 500 company and former IBM division (later acquired by Xerox), specialized in providing digital printing products, software, and services to global business and consumer markets.

Marketing Segment Manager (Oct 2007–Aug 2008)

Held global P&L responsibility for the \$160 million “Home and Student” consumer segment product portfolio. Managed a team of product managers for all aspects of global product marketing, including strategy development, product lifecycle management, pricing, market analysis, go-to-market execution, competitive positioning, and cross-functional stakeholder collaboration.

Alliance Marketing Manager (Feb 2006–Oct 2007)

Senior marketing manager for the \$1.1 billion global OEM partnership with Dell Inc., driving strategic planning and execution across consumer and business product segments. Negotiated and managed key marketing agreements, ensuring alignment with corporate objectives and driving mutual growth opportunities. Led cross-functional initiatives spanning product development, pricing strategies, channel marketing, and demand generation.

Senior Marketing Strategist (Nov 2004–Feb 2006)

Led the development of global marketing strategies for the consumer products division, driving both short- and long-term business objectives. Responsibilities spanned market intelligence, competitive analysis, portfolio planning, and strategic initiatives to align with evolving industry dynamics across North America, Europe, Middle East, Africa, Latin America, and Asia Pacific.

Global Product Manager (Aug 2003–Nov 2004)

Oversaw global product marketing for the consumer inkjet cartridge portfolio, including product lifecycle management, pricing strategy, demand forecasting, and market positioning. Managed cross-functional coordination for product launches and regional market alignment. Developed go-to-market strategies to support business objectives and product performance across all geographic regions.

Marketing Research Project Manager (Dec 2002–Aug 2003)

Directed primary research initiatives for the global consumer products division to enhance product development, market positioning, and customer engagement. Oversaw all aspects of end-to-end research programs, including research design, analysis, reporting, and collaboration with cross-functional teams to translate findings into strategically aligned marketing actions.

SCB Technologies (Mar 2000–Apr 2001)

Geographic Information Systems Software Developer:

Led the full-cycle development of a web-based application for the Kentucky Cabinet for Economic Development to market regional industrial sites, encompassing design, coding, and integration of a dynamically searchable database and automated reporting system.

INTELLECTUAL PROPERTY

- Published U.S. patent application US 2007/0244580 A1, “Printing System and Interface Device” (application 11/279,792; filed April 14, 2006; published October 18, 2007).

AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology
- Society for Science