

Katina Kulow

Assistant Professor of Marketing

University of Louisville

Louisville, KY 40292

Katina.Kulow@louisville.edu

Phone: (502) 852-4855

ACADEMIC POSITIONS

University of Louisville, Department of Marketing – Louisville, KY
Assistant Professor (2015 – Present)

EDUCATION

Ph.D. in Business Administration (Marketing) Darla Moore School of Business, University of South Carolina	May 2015
Master of Business Administration (Marketing) University of Akron	May 2009
B.S. Business Administration (Marketing, Sales, International Business) University of Akron	December 1999

RESEARCH INTERESTS

Lay Theories, Peculiar Beliefs
Consumption
Consumer Prosocial Behavior, Corporate Social Responsibility

PUBLICATIONS

Mukherjee, Sayantani, Thomas Kramer, and Katina Kulow (2017), "The Effect of Spicy Gustatory Sensations on Variety-Seeking," *Psychology and Marketing*, 34 (August), 786-94.

Kulow, Katina and Thomas Kramer (2016), "In Pursuit of Good Karma: When Charitable Appeals to Do Right Go Wrong," *Journal of Consumer Research*, 43 (August), 334-53.

Kim, Hyeong-Min, Katina Kulow, and Thomas Kramer (equal authorship) (2014), "Choosing to Change Fate: The Interactive Effects of Beliefs of Malleable Fate and Fateful Predictions on Choice," *Journal of Consumer Research*, 40 (April), 1139-48.

RESEARCH IN PROGRESS

Kirsten Cowan, Katina Kulow, and Mina Kwon, "Ironic CRM: The Contagious Effects of Cause Related Marketing," preparing for submission to the *Journal of Consumer Research*.

Kulow, Katina, Thomas Kramer, and Kara Bentley "Does Mere Group Process Impact Personal Goal Pursuit," preparing for submission to the *Journal of Consumer Psychology*.

"Does Seeing Bad Make You Do Good? The Effect of Identity-Based and Product Factors on Consumer Response to CRM," with Mina Kwon and Michael Barone,

"Legacy as an Account: Depositing Good Will Today so that Descendants Can Benefit Tomorrow" with Lin Wang, Zenxiang Chen, and Xingbo Li.

"Is Doing Better Always Good? Examining the Impact of Increased Perceived Competence of Nonprofits," with Caglar Irmak and Stefanie Robinson.

"Paying Past Memories of Past Kindness Forward: Examining the Impact of Power and Memory on Prosocial Behavior," with Kara Bentley and Priyali Rajagopal.

"The Role of Social Distance and Message Framing on Charitable Giving," with Mitch Murdock and Kara Bentley.

CONFERENCE PRESENTATIONS (* denotes presenter)

Lin Wang, Zengxiang Chen, Xingbo Li, and Katina Kulow* (2017), "Legacy as an Account: Depositing Good Will Today so that Descendants Can Benefit Tomorrow," accepted for presentation at Society For Consumer Psychology Conference, San Francisco, CA.

Kulow, Katina, Priyali Rajagopal, and Kara Bentley* (2016), "Paying Past Memories of Kindness Forward: Examining the Impact of Power and Memory on Prosocial Behavior," Society for Consumer Psychology Conference, St. Pete, FL.

Kara Bentley, Katina Kulow*, and Mitch Murdock (2016), "The Role of Social Distance and Message Framing on Charitable Giving," Society for Consumer Psychology Conference, St. Pete, FL.

Kulow, Katina, Thomas Kramer, and Kara Bentley* (2015), "All For One and One For All: The Role of Vicarious Goal Fulfillment in Group Contexts," Association for Consumer Research, New Orleans, LA.

Kulow, Katina, Priyali Rajagopal, and Kara Bentley* (2015), "Paying Past Memories of Kindness Forward: Examining the Impact of Power and Memory on Prosocial Behavior," Association for Consumer Research, New Orleans, LA.

Murdock, Mitch*, Kara Bentley, and Katina Kulow (2015), "The Role of Social Distance and Message Framing on Charitable Giving," Association for Consumer Research Conference, New Orleans, LA.

Kulow, Katina* and Thomas Kramer (2014), "What Goes Around Comes Around: The Role of Karma on Donation Intentions," Society for Consumer Psychology, Scottsdale, AZ.

Kulow, Katina, Thomas Kramer, and Kara Bentley* (2014) "All For One and One For All: The Role of Vicarious Goal Fulfillment in Group Contexts," Society of Consumer Psychology Conference, Scottsdale, AZ.

Katina Kulow* and Thomas Kramer (2014), "In Pursuit of Good Karma: When Charitable Appeals to Do Right Go Wrong," Association for Consumer Research Conference, Baltimore, MD.

Kara Bentley*, Priyali Rajagopal, and Katina Kulow (2014), "Memory Protection Now Versus Memory Refreshment Later: The Effect of Time on Memory Goals," accepted for presentation at the Association for Consumer Research Conference, Baltimore, MD.

Kulow, Katina* and Thomas Kramer (2013), "For Others' Benefit Only: The Impact of Belief in Karma on Charitable Giving," Association for Consumer Research Conference, Chicago, Illinois.

Kulow, Katina, Caglar Irmak, and Stefanie Robinson* (2013), "Is Doing Better Always Good: Examining the Impact of Increased Perceived Competence of Nonprofits," Association for Consumer Research Conference, Chicago, Illinois

Kulow, Katina, Thomas Kramer, and Kara Bentley* (2013) "To Pursue or Not to Pursue: The Impact of Group Identification on Individual Goal Pursuit," Association for Consumer Research Conference, Chicago, Illinois.

Mukherjee, Sayantani*, Thomas Kramer and Katina Kulow (2013), "Spice Up Your Life: The Effect of Spicy Gustatory Cues on Variety-Seeking", Academy of Marketing Science, Monterey, California.

Kim, Hyeong-Min, Katina Kulow*, and Thomas Kramer (2013), "Choosing to Change Fate: The Interactive Effects of Beliefs of Malleable Fate and Fateful Predictions on Choice," Society of Consumer Psychology Conference, San Antonio, Texas.

Kim, Hyeong-Min, Katina Kulow*, and Thomas Kramer (2013), "Choosing to Change Fate: The Interactive Effects of Beliefs of Malleable Fate and Fateful Predictions on Choice," Southeast Marketing Symposium, February 1-2, Baton Rouge, Louisiana.

Mukherjee, Sayantani, Thomas Kramer and Katina Kulow* (2012), “Spice Up Your Life: The Effect of Spicy Gustatory Cues on Variety-Seeking”, Association for Consumer Research Conference, Vancouver, British Columbia

HONORS AND AWARDS

ACR/ Sheth Foundation Dissertation Grant (2014)

AMA-Sheth Doctoral Consortium Fellow (2014)

Charles Coker Graduate Fellowship – University of South Carolina (2013)

Moore School Research Grant (2012, 2013)

TEACHING EXPERIENCE

University of Louisville, Department of Marketing –Louisville, KY
Professional Relationship Selling (Fall 2015, Fall 2016, Spring 2017, Fall 2017)
Honors Principles of Marketing (Fall 2016, Fall 2017)
Principles of Marketing (Fall 2015, Spring 2016)

University of South Carolina, Department of Marketing – Columbia, SC
Marketing Research (Spring 2015)
Consumer Behavior (Fall 2012)

SERVICE

Reviewer:

Journal of Consumer Psychology, 2017
Association for Consumer Research conference, 2014, 2015
Society for Consumer Psychology conference, 2013, 2014

Marketing Department Speaker Series Coordinator, University of Louisville, August 2015 - present

Marketing Department Behavioral Lab Coordinator, University of Louisville, August 2015

Dual Credit High School Guest Marketing Lecturer, Central High School, Louisville Kentucky, 2016, 2017

Behavioral Laboratory Sessions Coordinator, Moore School of Business, University of South Carolina, August 2010 - 2015

Trainee Reviewer, Journal of Consumer Research, 2013- present

Reviewer, Journal of Consumer Psychology, 2017 - present

PROFESSIONAL ASSOCIATIONS

Association for Consumer Research
Society for Consumer Psychology

CORPORATE EXPERIENCE

Mortgage Recruiter: PNC Bank, Cleveland, OH (2009-2010)

Manager/National Recruiter: INROADS Inc., Cleveland, OH (2009)

Experienced Recruiter: Ernst & Young, Cleveland, OH (2007 – 2009)

Senior Recruiter: Quicken Loans, Cleveland, OH (2006 – 2007)

Business Banker/Talent Acquisition Consultant: FirstMerit Bank, Akron, OH (2003-2007)