

# AARON JEFFREY BARNES

<https://business.louisville.edu/faculty-research/faculty-directory/aaron-barnes/>

110 W Brandeis Ave, Room 152  
Louisville, KY 40208

(502) 438-8633  
aaron.barnes@louisville.edu

## ACADEMIC POSITIONS

---

College of Business, **University of Louisville**  
Assistant Professor of Marketing, 2020–present

## EDUCATION

---

Gies College of Business, **University of Illinois**  
Ph.D., Business Administration, 2020  
Department of Psychology, **New York University**  
Courses taken toward the M.A. in Psychology, 2013-2014  
Kelley School of Business, **Indiana University**  
B.S., Marketing (with Honors), 2012

## RESEARCH INTERESTS

---

Cross-cultural Consumer Behavior, Attitudes, Social Influence, Consumer–Brand Relationships

## PUBLICATIONS

---

- Shavitt, Sharon, and Aaron J. Barnes (2020). "Culture and the Consumer Journey." *Journal of Retailing*, 96.1: 40-54. <https://doi.org/10.1016/j.jretai.2019.11.009>
- Shavitt, Sharon and Aaron J. Barnes (2019). "Cross-Cultural Consumer Psychology," *Consumer Psychology Review*, 2(1), 70-84. <https://doi.org/10.1002/arcpr.1047>
- Shavitt, Sharon, Hyewon Cho, and Aaron J. Barnes (2019). "Culture and Consumer Behavior," In Shinobu Kitayama, Dov Cohen (Ed.), *Handbook of Cultural Psychology* (2nd Edition). New York: Guilford Press.
- Xiao, Bangming, Minxue Huang, and Aaron J. Barnes (2015). Network Closure among Sellers and Buyers in Social Commerce Community, *Electronic Commerce Research and Applications*, 14(6), 641-653. <http://doi.org/10.1016/j.elerap.2015.10.001>

## WORKING PAPERS

---

Barnes, Aaron J. and Sharon Shavitt, "Accessible Attitudes Can Impair Choice and Reduce the Readiness to Act in Interdependent Contexts," *Invited for resubmission to Journal of Personality and Social Psychology*.

---

Barnes, Aaron J. and Sharon Shavitt, “All Consensus Cues Are Not Equal: Why Others’ Actions Don’t Speak to ‘Us’,” *Preparing for submission to Journal of Consumer Research*.

Barnes, Aaron J. and Tiffany White, “When Sharing Isn’t Caring: Unintended Consequences of Access Offers on Brand Perceptions,” *Manuscript in preparation*.

Barnes, Aaron J., Hao Shen, and Sharon Shavitt, “Do Mature People Share Their Attitudes? Cultural Differences in Attitude Expression When Others Disagree,” *Manuscript in preparation*.

Barnes, Aaron J., Doreen Shen, Jennifer Stoner, and Carlos J. Torelli, “Wanting a Good Cry: Cultural Differences in Expected Emotion Consumption from Movie Genres,” *Target: Journal of Consumer Research*.

## SELECT RESEARCH IN PROGRESS

---

Barnes, Aaron J., Adrian Camilleri, and Jared Watson, “Sales and Review Volume”

Barnes, Aaron J. and Sokiente W. Dagogo-Jack, “Temporal Expansion of Brand Activism”

Oh, Hyewon and Aaron J. Barnes, “When We Like Dislikers”

Shen, Doreen, Aaron J. Barnes, and Carlos Torelli, “Brand Values and Product Portfolios”

## CONFERENCE PRESENTATIONS

---

**Barnes, Aaron J.** and Sharon Shavitt, “Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts,”

- AMA Consumer Behavior Special Interest Group Conference (2019), Bern, Switzerland
- ISMS Marketing Science Conference (2019), Rome, Italy
- Association for Consumer Research (2018), Dallas, TX (*Session organizer and chair*)
- Society for Personality and Social Psychology (2018), Atlanta, GA
- Association for Consumer Research (2016), Berlin, Germany
- Society for Personality and Social Psychology (2016), San Diego, CA

**Barnes, Aaron J.** and Sharon Shavitt, “All Consensus Cues Are Not Equal: Why Others’ Actions Don’t Speak to Us”

- Society of Consumer Psychology Conference (2020), Huntington Beach, CA
- PhD Project – Baruch College Research Symposium (2018), New York, NY
- AMA Winter Academic Conference (2018), New Orleans, LA

**Barnes, Aaron J.** and Sokiente W. Dagogo-Jack, “When Good Deeds Last Forever: Motivated Temporal Expansion of Brand Activism”

- Society of Consumer Psychology Conference (2020), Huntington Beach, CA
- Future of Brands Conference (2019), New York, NY

---

**Barnes, Aaron J.** and Tiffany White, “How Access Offers Affect Parent Brands: The Importance of Communal-Brand Connection, Usage Norms, and Perceived Firm Intentionality”

- AMA Winter Academic Conference (2019), Austin, TX
- Association for Consumer Research (2017), San Diego, CA
- Association for Consumer Research (2016), Berlin, Germany
- Brands and Brand Relationships Conference (2016), Toronto, CN
  - **Won Best Paper Award**

**Barnes, Aaron J.**, Hao Shen, and Sharon Shavitt, “Do Mature People Share Their Attitudes? Cultural Differences in Attitude Expression When Others Disagree,”

- Society for Personality and Social Psychology Conference (2020), New Orleans, LA

**Barnes, Aaron J.**, Doreen Shen, Jennifer Stoner, and Carlos J. Torelli, “Wanting a “Good Cry”: Cultural Differences in Expected Emotion Consumption from Movie Genres”

- AMA Consumer Behavior Special Interest Group Conference (2019), Bern, Switzerland
- AMA Summer Marketing Educators’ Conference (2017), San Francisco, CA
- Society of Consumer Psychology Boutique Conference (2017), New York, NY

**Barnes, Aaron J.** and Minkyung Koo, “When Causes License Indulgence”

- Association for Consumer Research (2016), Berlin, Germany
- AMA Summer Marketing Educators’ Conference (2016), Atlanta, GA

---

## TEACHING EXPERIENCE

---

### Instructor

- Marketing Research, Gies College of Business, University of Illinois Fall 2017
  - Teaching Effectiveness: 4.8/5
  - Ranked in Top 10% of Graduate Instructors at UIUC
  - Awarded *Best Doctoral Student Teacher*

### Guest Lecturer

- Consumer Behavior, Gies College of Business, University of Illinois Spring 2018
  - Teaching Effectiveness: 4.9/5

### Teaching Assistant

- Promotions Strategy (*MBA*) Dr. Sharon Shavitt Spring 2017
- International Marketing Dr. Carlos Torelli Fall 2016
- Marketing Communications Dr. Tiffany White Spring 2016

## PROFESSIONAL SERVICE

---

### Journal Reviewing

- Shadow Reviewer, *Psychological Bulletin*
- Shadow Reviewer, *Journal of Consumer Psychology*
- Shadow Reviewer, *Journal of Cross-Cultural Psychology*

### Conference Reviewing and Support

- Student Volunteer Coordinator, Association for Consumer Research, 2018
- Panelist, Marketing Doctoral Student Association Conference 2018
- Reviewer, AMA Winter Academic Conference 2017-2020
- Reviewer, Society for Consumer Psychology Conference 2016-2020
- Reviewer, AMA Summer Marketing Educators' Conference 2016-2018
- Reviewer, Association for Consumer Research Conference 2015-2018

## PROFESSIONAL AFFILIATIONS

---

American Marketing Association  
 Association for Consumer Research  
 Society for Consumer Psychology  
 Society for Personality and Social Psychology  
 The PhD Project

## SELECT HONORS & AWARDS

---

ACR/Sheth Foundation Dissertation Award, *Cross-Cultural Track* (2019)  
 State Farm Foundation Fellow, *State Farm* (2015, 2019)  
 Graduate College Spring Travel Award, *University of Illinois* (2019)  
 Academic & Community Engagement Excellence, *University of Illinois* (2018, 2019)  
 Graduate College Distinguished Fellow, *University of Illinois* (2014-2017, 2018-2019)  
 Stellner Graduate Research Award, *University of Illinois* (2018)  
 Baruch-PhD Project Research Symposium (presenter), *CUNY-Baruch College* (2018)  
 Robert Mittelstaedt Symposium (presenter), *University of Nebraska-Lincoln* (2018)  
 Best Doctoral Student Teacher, *University of Illinois Gies College of Business* (2017-18)  
 John M. Jones Fellow, *University of Illinois* (2014-2018)  
 Incomplete List of Excellent Teachers, *University of Illinois* (2017)  
 Best Discussant, Albert Haring Symposium, *Indiana University* (2017)  
 Dr. Avinish Chaturvedi Memorial Student Ambassador Award in Marketing, *University of Illinois* (2016-2017)  
 Robert Ferber Award, *University of Illinois* (2016)  
 Valuing Diversity Ph.D. Scholarship, *American Marketing Association Foundation* (2016)  
 Robert Mittelstaedt Symposium (discussant), *University of Nebraska-Lincoln* (2016)  
 Melvin and Patricia Stith Transition Grantee, *The PhD Project* (2014)  
 Outstanding Scholar, *Summer Pre-Doctoral Institute, University of Illinois* (2014)

## SELECT GRADUATE COUSEWORK

---

Consumer Behavior I	Tiffany White
Consumer Behavior II	Cele Otnes
Marketing Strategy	Eric Fang
Inter-Organizational Marketing	William Qualls
Marketing Models	Frank Liu
Empirical Research Methods	Madhu Viswanathan
Micro Research Methods	Daniel Newman
Advanced Regression Analysis	Ayala Cohen & Dana Vashdi
Advanced Statistical Methods	Jinming Zhang
Qualitative Research Methods	Cele Otnes
Empirical Analysis in Marketing	Eric Fang
Attitudes	Dolores Albarracin
Theory in Social Psychology	Dov Cohen
Socio-Cultural Psychology	Dov Cohen
Adult Attachment	Chris Fraley

## RELATED EXPERIENCE

---

### **Founder and Owner**, *Dapper Black Box, Champaign, IL, 2015-2019*

Ran a cause-related men's subscription service that delivers 4-5 formal wear accessories curated exclusively from black-owned businesses to 175+ subscribers per month.

### **Market Research Associate (full-time)**, *Workforce Professionals Training Institute, New York, NY, 2012-2014*

Created a new marketing position within a consulting firm, working with community and economic development entities throughout New York City. Managed 2 employees, oversaw strategic evaluation processes, and implemented localized marketing strategies.

## INVITED TALKS

---

“Deny the Voice Inside...”

- New York University (October 2019)
- Stony Brook University (October 2019)
- University of Texas Austin (October 2019)
- Indiana University (October 2019)
- University of Colorado Boulder (October 2019)
- University of Louisville (September 2019)
- University of Illinois Chicago (September 2019)

Principal Scholars Program, University of Illinois at Urbana-Champaign, April 2017

Black Men's Think Tank, University of Notre Dame, April 2017

Dapper University, Don Moyer Boys & Girls Club, August 2016