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| **Aaron J. Barnes, Ph.D.**  Johnson Assistant Professor of Marketing  College of Business  University of Louisville  110 W Brandeis Ave, Room 159  Louisville, KY 40208  (502) 438-8633  [aaron.barnes@louisville.edu](mailto:aaron.barnes@louisville.edu) | A person wearing glasses and a grey suit jacket  Description automatically generated |

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| **ACADEMIC POSITIONS** | |
| College of Business, **University of Louisville**  LaDonna and Charlie Johnson Assistant Professor of Marketing, 2023–present  Assistant Professor of Marketing, 2020–2023 | |
| **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** | |
| Barnes, Aaron J. and Sharon Shavitt (2023), “In What Ways Do Accessible Attitudes Ease Decision Making? Examining the Reproducibility of Accessibility Effects Across Cultural Contexts,” *Journal of Personality and Social Psychology.* <http://dx.doi.org/10.1037/pspa0000363>  Barnes, Aaron J. and Sharon Shavitt (2023), “Top Rated or Best Seller? Culture Influences Responses to Attitudinal versus Behavioral Consensus Cues,” *Journal of Consumer Research.* [https://doi.org/10.1093/jcr/ucad074](https://academic.oup.com/jcr/advance-article/doi/10.1093/jcr/ucad074/7394943?utm_source=authortollfreelink&utm_campaign=jcr&utm_medium=email&guestAccessKey=2c3b446a-ef6f-42f4-bd19-1a505e92d24b)  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>   * Featured in [Forbes](https://www.forbes.com/sites/kianbakhtiari/2020/05/18/how-will-the-pandemic-change-consumer-behavior/?sh=19262af366f6) * Featured in [Retail Touch Points](https://www.retailtouchpoints.com/topics/digital-commerce/the-value-of-localization-as-a-competitive-advantage-in-accessing-multicultural-consumers)   Shavitt, Sharon and Aaron J. Barnes(2019). “Cross-Cultural Consumer Psychology,” *Consumer Psychology Review,* 2(1), 70-84.<https://doi.org/10.1002/arcp.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 Tiffany White, “The Accessor Effect: How (and for Whom) Renters’ Lack of Perceived Brand Commitment Dilutes Brand Image,” conditionally accepted at *Journal of the Academy of Marketing Science*.  Uduehi, Esther and Aaron J. Barnes, “Room for Error: The Effect of Minority Ownership Awareness on Brand Evaluations,” revising for advanced review at *Journal of Marketing*.  Barnes, Aaron J., Srinwanti H. Chaudhury, Doreen Shen, Jennifer Stoner, and Carlos J. Torelli, “Wanting a Good Cry: Cultural Differences in Expected Emotion Consumption from Movie Genres,” Target: *Journal of Marketing*.  Xiao, Bangming, Aaron J. Barnes, and Hao Zhang, “How to Keep Your Followers: Understanding the Ties Evolution in Social Commerce Community,” Target: *Journal of Business Research.*  Barnes, Aaron J.,Hao Shen, and Sharon Shavitt, “Maturity and Cultural Differences in Attitude Expression When Others Disagree,” Target: *Psychological Science.* | |
| **SELECT RESEARCH IN PROGRESS** | |
| Barnes, Aaron J., Yuanyuan (Kay) Zhang, and Ana Valenzuela, “Recommendation Precision”  Barnes, Aaron J. and Ann Kronrod, “How Verb Type Influences Persuasion”  Barnes, Aaron J., Rod Duclos, and Michael J. Barone, “Personal Branding”  Yoon, Na Ri, Mansur Khamitov, and Aaron J. Barnes, “When a Brand’s Fans Won’t Share” | |
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| **CONFERENCE PRESENTATIONS** | |
| Uduehi, Esther and **Aaron J. Barnes**, “Room for Agency, Room for Error: The Effects of Minority Ownership Labels on Perceived Agency and Brand Evaluations”   * Society of Consumer Psychology Conference (2024), Nashville, TN * AMA Winter Academic Conference (2023), Nashville, TN * Society of Consumer Psychology Conference (2023), San Juan, Puerto Rico   **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”   * CB-CLIK Conference (2023), Louisville, KY * 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 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,”   * Association for Consumer Research (2020), Virtual * 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”   * Society of Consumer Psychology Conference (2024), Nashville, TN * Association for Consumer Research (2020), Virtual * 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 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 Minkyung Koo, “When Causes License Indulgence”   * Association for Consumer Research (2016), Berlin, Germany * AMA Summer Marketing Educators’ Conference (2016), Atlanta, GA | |
| **TEACHING EXPERIENCE** | |
| **University of Louisville, College of Business**  Market Intelligence and Customer Insight (Spring 2021, Spring 2022, Fall 2022)   * Avg. Teaching Effectiveness = 4.5/5 * Selected by students as a *Student Champion* for going above and beyond normal duties to provide exceptional or critical support to students during the pandemic   Principles of Marketing (Fall 2020, Spring 2022)   * Avg. Teaching Effectiveness = 4.7/5 * Nominated by students as a *Faculty Favorite*   **University of Illinois, Gies College of Business**  Marketing Research (Fall 2017); Average Teaching Effectiveness = 4.8/5   * Ranked in Top 10% of Graduate Instructors at UIUC * Awarded *Best Doctoral Student Teacher* in Gies College of Business | |
| **PROFESSIONAL SERVICE** | |
| AMA 2030 Taskforce (2021)  AMA VP of Finance and Development (2021-present)  Journal Reviewing   * Ad-hoc Reviewer   + Journal of the Academy of Marketing Science   + Journal of Public Policy & Marketing   + Journal of Retailing   + Service Science * Trainee Reviewer, Journal of Consumer Research * Shadow Reviewer   + Journal of Consumer Psychology   + Journal of Cross-Cultural Psychology   + Psychological Bulletin   Conference Reviewing and Support   * Reviewer   + Association for Consumer Research Conference 2015-present     - ACR/Sheth Foundation Dissertation Award Review Committee 2021   + Society for Consumer Psychology Conference 2016-present   + AMA Winter Academic Conference 2017-present     - John A. Howard/AMA Doctoral Dissertation Award Committee 2023   + Academy of Marketing Science Conference 2021   + AMA Summer Marketing Educators’ Conference 2016-2018 * Panelist, Marketing Doctoral Student Association Conference 2018, 2021 * Student Volunteer Coordinator, Association for Consumer Research, 2018   Service to Students   * Master Thesis Committee   + Aiko Jones: University of Louisville, Communications (2023)   + Elyssa Smith: University of Louisville, Communications (2022) * Recommendation Letters   + Srinwanti Chaudhury: Lecturer, UQ Business School, Fall 2022   + Ian Pitt: Admitted to OSU Law School, Fall 2022   + Miguel Jimenez: Offered internship at wire2net   + Logan Pant: Admitted to UNT PhD Program, Fall 2021   + Nimisha Singh: Admitted to NYU MA Program, Fall 2021   + Hunter Hughes   + Savannah Mudd * BEATS Week Founding Organizer, University of Louisville (2023) Week of events aimed to supply research and resources to underrepresented entrepreneurs. Learn more [here](https://library.louisville.edu/beatsweek/home). * Guest Judge/Panelist/Moderator   + Brown Fellows Program Class of 2026 Symposium Blast, University of Louisville (2023)   + Say My Name: Establishing Your Brand, University of Louisville (2023)   + Introduction to Business Communication (BUS 275), University of Louisville (2022) * Black Male Initiative Wise Council, University of Louisville (2021-present) | |
| **PROFESSIONAL AFFILIATIONS** | |
| American Marketing Association  Association for Consumer Research  Society for Consumer Psychology  Society for Personality and Social Psychology  The PhD Project  The Tenure Project | |
| **SELECT HONORS & AWARDS** | |
| College of Business Research Incentive Grantee ($10,000), *University of Louisville (2022)*  Faculty Favorite, *University of Louisville (2021)*  Student Champion, *University of Louisville (2021)*  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, *UIUC (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)* | |
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| **RELATED EXPERIENCE** | |
| **Advisor,** *Ruggable, Los Angeles, CA, 2020-present*  **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** | |
| “Top Rated or Best Seller?...”   * University of Toronto (October 2023) * Bocconi University (September 2023) * ESADE Ramon Llull University (June 2023) * University of Wisconsin (February 2023)   “Sharing is not Caring…”   * University of Louisville (February 2021)   “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) | |