| **Aaron J. Barnes, Ph.D.**Johnson Assistant Professor of MarketingCollege of BusinessUniversity of Louisville110 W Brandeis Ave, Room 159Louisville, KY 40208 (502) 438-8633aaron.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–presentAssistant Professor of Marketing, 2020–2023 |
| **EDUCATION** |
| Gies College of Business, **University of Illinois** Ph.D., Business Administration, 2020Department of Psychology, **New York University**Courses taken toward the M.A. in Psychology, 2013-2014Kelley 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 Tiffany White (2024), “The Accessor Effect: How (and for Whom) Renters’ Lack of Perceived Brand Commitment Dilutes Brand Image,” *Journal of the Academy of Marketing Science*. <http://dx.doi.org/10.1007/s11747-024-01006-z> * Featured in [Univ.](https://news.illinois.edu/view/6367/734634769) of Illinois News, [Phys.org](https://phys.org/news/2024-04-branded-access-dilute-parent-brand.html), [Scienmag](https://scienmag.com/branded-access-offers-dilute-parent-brand-via-perceived-lack-of-consumer-commitment/), [Mirage News](https://www.miragenews.com/branded-offers-erode-parent-brand-with-1213255/)

**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>* Featured in [Kudos](https://www.growkudos.com/publications/10.1037%25252Fpspa0000363/reader)

**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) * Featured in [Opinion Science](https://opinionsciencepodcast.com/episode/cultural-consumer-psychology-with-aaron-barnes/), [*JCR* Blog](https://consumerresearcher.com/is-top-rated-more-persuasive-than-best-seller), [Character & Context](https://spsp.org/news/character-and-context-blog/barnes-shavitt-popular-opinions-vs-popular-behavior), & [Ariyh](https://tips.ariyh.com/p/top-rated-sells-better-than-bestseller)

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>* *p*-index = .91ˆ
* Featured in [Forbes](https://www.forbes.com/sites/kianbakhtiari/2020/05/18/how-will-the-pandemic-change-consumer-behavior/?sh=19262af366f6) & [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>* *p*-index = .50ˆ

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>* *p*-index = .47ˆ

[ˆthe citation percentile rank of an article relative to other articles published the same year by the same journal](https://doi.org/10.1093/jcr/ucae009)  |
| **WORKING PAPERS** |
| +Denotes a current or former graduate studentUduehi, Esther and Aaron J. Barnes, “The Minority Ownership Awareness Effect: When Promoting Minority Ownership Increases Brand Evaluations,” under 4th-round review at *Journal of Marketing*.Barnes, Aaron J., Yuanyuan Zhang+, and Ana Valenzuela, “AI & Culture: Culturally dependent responses to AI systems,” conditionally accepted at *Current Opinion in Psychology.*Barnes, Aaron J., Srinwanti H. Chaudhury+, Doreen Shen+, Jennifer Stoner, and Carlos J. Torelli, “A Good Cry or Gratifying Revenge? The Effects of Culture and Mixed Emotions on Movie Choice,” revising for resubmission to *Journal of Consumer Psychology*.Xiao, Bangming, Aaron J. Barnes, and Hao Zhang, “How to Keep Your Followers: Understanding the Ties Evolution in Social Commerce Community,” revising for resubmission to *Journal of Business Research.* Barnes, Aaron J.,Hao Shen, and Sharon Shavitt, “Maturity and Cultural Differences in Attitude Expression When Others Disagree,” preparing for submission to *Psychological Science.* |
| **SELECT RESEARCH IN PROGRESS** |
| Barnes, Aaron J., Yuanyuan Zhang+, and Ana Valenzuela, “Recommendation Precision”Barnes, Aaron J. and Ann Kronrod, “Verb Type & Persuasion”Barnes, Aaron J., Rod Duclos, and Michael J. Barone, “Personal Branding”Cecutti, Lorenzo+ and Aaron J. Barnes, “P2P Lending & Culture”Yoon, Nari+, Mansur Khamitov, and Aaron J. Barnes, “Self-Brand Connection and Psychological Threat” |
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| **CONFERENCE PRESENTATIONS** |
| Barnes, Aaron J., Yuanyuan Zhang+, and Ana Valenzuela, “Sheep with a Shepherd? When AI Recommendation Precision Improves Acceptance”* Association for Consumer Research (2024), Paris, France (accepted)

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**Multiculturalism in the Marketplace (Spring 2024)* Designed new course as a part of a new specialization and minor in Multicultural Marketing

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
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| **PROFESSIONAL SERVICE** |
| American Marketing Association (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 Consumer Behaviour
	+ 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
	+ AMA Consumer Behavior Special Interest Group Conference 2024
	+ 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-present
* 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
	+ Sheridan Darnell
	+ 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)

Media Commentary/Mentions* [OPINION: Only 6% of professors in the U.S. are Black. This doesn’t discourage my passion to teach](https://www.louisvillecardinal.com/2024/02/opinion-only-6-of-professors-in-the-u-s-are-black-this-doesnt-discourage-my-passion-to-teach/) (2024), The Louisville Cardinal
* [Marketing strategies that seem to get millennials, Gen Z all the time](https://www.youtube.com/watch?v=GOlcv2IRmEI) (2023), Arirang News
* [The consequences of hate speech](https://www.lpm.org/news/2022-12-01/this-week-in-conversation-the-consequences-of-hate-speech) (2022), Louisville Public Media
* [Television ad demanding justice for Breonna Taylor broadcast to Louisville homes](https://www.wave3.com/2020/07/30/television-ad-demanding-justice-breonna-taylor-broadcast-louisville-homes/) (2020), Wave3 News
 |
| **PROFESSIONAL AFFILIATIONS** |
| American Marketing AssociationAssociation for Consumer ResearchSociety for Consumer PsychologySociety for Personality and Social PsychologyThe PhD ProjectThe Tenure Project |
| **SELECT HONORS & AWARDS** |
| Gerald & Jacqueline W. Nichols Research Excellence Award, *University of Louisville (2023)*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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| **INVITED TALKS** |
| “Top Rated or Best Seller?...”* [Nova School of Business and Economics](https://www.novasbe.unl.pt/en/faculty-research/events-seminars/research-event-detail/id/1856/aaron-barnes-university-of-illinois---marketing?category=67) (March 2024)
* Wayne State University (February 2024)
* University of Toronto (October 2023)
* [Bocconi University](https://marketing.unibocconi.eu/events/top-rated-or-best-seller-culture-influences-responses-attitudinal-versus-behavioral) (September 2023)
* [ESADE Ramon Llull University](https://www.esade.edu/faculty-research/en/institute-for-data-driven-decisions/event/research-seminar-juice-top-rated-or-best-seller-culture) (June 2023)
* University of Wisconsin (February 2023)

“Sharing is not Caring…”* University of Louisville (February 2021)

“Deny the Voice Inside…”* [New York University](https://www.stern.nyu.edu/experience-stern/about/departments-centers-initiatives/academic-departments/marketing/events/marketing-seminar-series-historic-archive) (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)
 |
| **RELATED EXPERIENCE** |
| **Advisor,** *Ruggable, Los Angeles, CA, 2020-present***Founder and Owner**, *Dapper Black Box, Champaign, IL, 2015-2019***Market Research Associate (full-time)**, *Workforce Professionals Training Institute, New York, NY, 2012-2014* |