

# AARON JEFFREY BARNES

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

110 W Brandeis Ave, Room 159  
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/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 Sharon Shavitt, "Top Rated or Best Seller? Culture Influences Responses to Attitudinal versus Behavioral Consensus Cues," invited for 3<sup>rd</sup> round at *Journal of Consumer Research*.

---

Barnes, Aaron J. and Tiffany White, “When Sharing Is Not Caring: Unintended Consequences of Access Offers on Consumer Brand Reactions,” invited for 2<sup>nd</sup> round at *Journal of the Academy of Marketing Science*.

Xiao, Bangming, Dianwen Wang, Aaron J. Barnes, and Hao Zhang, “How to Keep Your Followers: Understanding the Ties Evolution in Social Commerce Community,” invited for 2<sup>nd</sup> round at *International Journal for Research in Marketing*.

Barnes, Aaron J. and Sharon Shavitt, “Accessible Attitudes Can Impair Choice and Reduce the Readiness to Act in Interdependent Contexts,” invited for revision at *Journal of Personality and Social Psychology*.

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,” Under 1<sup>st</sup> round review at *Journal of Marketing Research*.

Uduehi, Esther and Aaron J. Barnes, “Room for Agency, Room for Error: The Effects of Minority Ownership Labels on Perceived Agency and Brand Evaluations,” Manuscript in preparation for *Journal of Marketing*.

## **SELECT RESEARCH IN PROGRESS**

---

Barnes, Aaron J., Hao Shen, and Sharon Shavitt, “Maturity and Cultural Differences in Attitude Expression When Others Disagree”

Yoon, Na Ri, Mansur Khamitov, and Aaron J. Barnes, “When a Brand’s Fans Won’t Share”  
Oh, Hyewon and Aaron J. Barnes, “Valence-framed Giving”

Kwon, Mina, Aaron J. Barnes, and Michael J. Barone, “Up and Downcycling”

## **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,”

- 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”

- 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 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)

- Avg. Teaching Effectiveness = 4.3/5
- 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

- Trainee Reviewer, *Journal of Consumer Research* (2022)
- Ad-hoc Reviewer
  - *Journal of Public Policy & Marketing* (2022)
  - *Journal of Retailing* (2020, 2021)
- Shadow Reviewer
  - *Psychological Bulletin*
  - *Journal of Consumer Psychology*
  - *Journal of Cross-Cultural Psychology*

### Conference Reviewing and Support

- Student Volunteer Coordinator, Association for Consumer Research, 2018
- Panelist, Marketing Doctoral Student Association Conference 2018, 2021
- Reviewer
  - Academy of Marketing Science Conference 2021
  - AMA Summer Marketing Educators' Conference 2016-2018
  - AMA Winter Academic Conference 2017-2020
  - Association for Consumer Research Conference 2015-2020
  - Society for Consumer Psychology Conference 2016-2021

### Service to Students

- Master Thesis Committee
  - 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
  - Black Male Initiative Wise Council, University of Louisville (2021-present)
  - Guest Panelist, Introduction to Business Communication (BUS 275), University of Louisville (2022)

---

## 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)*

---

## 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

---

“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)