

Katina Kulow

Curriculum Vitae

August 2023

ACADEMIC POSITIONS

University of Louisville, College of Business – Louisville, KY

Associate Professor of Marketing (2023 – Present)

Assistant Professor of Marketing (2015 – 2023)

EDUCATION

Ph.D. in Business Administration, University of South Carolina, 2015

Master of Business Administration, University of Akron, 2009

B.S. Business Administration, University of Akron, 1999

JOURNAL PUBLICATIONS (*denotes equal authorship)

Kulow, Katina, Michael J. Barone, Keith S. Coulter, and Xingbo Li (2022), “How Internal Reference Prices Determine When a Price’s Location will Influence Consumer Judgments,” *Marketing Letters*, Advance online publication.

Barone, Michael J., Keith S. Coulter, Katina Kulow, and Xingbo Li (2022), “Location, Location, Location: When and How Low Price Locations Improve Consumer Response to Product Prices,” *Psychology and Marketing*, 39(6), 1190-1203.

Wan, Jing*, Katina Kulow*, and Kirsten Cowan* (2022), “It’s Alive! Increasing Protective Action Against the Coronavirus Through Anthropomorphism and Construal,” *Journal of the Association for Consumer Research*, 7(1), 81-88.

Kulow, Katina, Thomas Kramer, and Kara Bentley (2021), “Lady Luck: Anthropomorphized Luck Creates Perceptions of Risk-Sharing and Drives Pursuit of Risky Alternatives,” *Journal of the Association for Consumer Research*, 6(3), 383-393.

Kulow, Katina*, Kara Bentley*, and Priyali Rajagopal (2021), “Together We Stand: The Solidarity Effect of Personalized Sellers on Essential Worker,” *Journal of the Association for Consumer Research*, 6(1), 178-86.

Kulow, Katina*, Mina Kwon*, and Michael Barone* (2021), “Does Seeing Bad Make You Do Good? How Witnessing Retail Transgressions Influence Responses to Cause Marketing Offers,” *Journal of Business Research*, 132 (August), 680-692.

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), 334-353.

Select Media Mentions: *BTR Today*, *Medical Daily*, *Science Daily*

Kim, Hyeong-Min*, Katina Kulow*, and Thomas Kramer* (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.

Select Media Mentions: *Huffington Post*, *The Daily Mail*, *The Independent*, *The Telegraph*, *TIME*

MANUSCRIPTS UNDER REVIEW (*denotes equal authorship)

Bentley, Kara, Priyali Rajagopal, and Katina Kulow, “Unfaithful Brands: How Influencer Marketing Campaigns May Hurt Consumer-Brand Relationships,” invited revision at *Journal of Consumer Psychology*

Kwon, Mina*, Katina Kulow*, Michael Barone*, and Joseph Neary, “All for One or One for All? How Power States Affect Consumer Giving Across Charities,” invited revision at *Journal of Consumer Psychology*

WORKING PAPERS (*denotes equal authorship)

Bentley, Kara, Priyali Rajagopal, and Katina Kulow, “The Impact of Influencer Marketing on Heritage Brands,” preparing for submission to *Journal of Consumer Research*

Bentley, Kara, Priyali Rajagopal, Katina Kulow, and Joonwook Park “To Be or Not to be Special: Brand Consequences of Special Consumption Experiences,” preparing for submission to *Journal of Business Research*

Kulow, Katina, Kara Bentley, and Thomas Kramer, “Borrowing Others’ Progress: When Others’ Goal Progress Influences Individual Goal Pursuit,” preparing for submission to *Journal of Business Research*

Kulow, Katina, Kara Bentley, and Priyali Rajagopal, “Influencing the Odds: Gaining Brand Favoritism as a Response to Scarcity Cues,” preparing for submission to *Journal of Consumer Psychology*

Kulow, Katina*, Kara Bentley*, and Priyali Rajagopal*, “Giving Because I Want To, Not Because I Have To: The Effect of Social Context on Donations,” preparing for submission to *Journal of Business Research*

Kulow, Katina*, Mina Kwon*, Thomas Kramer*, and Kirsten Cowan*, “When Cause Logos Embodying Diseases Cause Harm to Consumer Responses,” preparing for submission to *International Journal of Research in Marketing*

Lavertu, Laura, Katina Kulow, Kirsten Cowan, and Ben Marder, “A “PAWS”-itive Appeal: Examining How and When Pets Exhibit Greater Persuasion as Influencers,” preparing for submission to *International Journal of Research in Marketing*

RESEARCH IN PROGRESS

“The Role of Superstitious Beliefs on Prosocial Behavior,” with Mina Kwon and Thomas Kramer (4 studies collected; Manuscript in preparation for submission. target: *Journal of Consumer Psychology*)

“When Conflict Leads to Good: How Competitiveness and Rivalry Increase Donations,” with Michael Barone (3 studies collected, target: *International Journal of Research in Marketing*)

“When It’s Okay to Be Better: Examining Consumer Response to Underdogs’ Usage of Comparative Advertisements,” with Mina Kwon and Michael Barone (3 studies collected; Manuscript in preparation for submission. target: *Journal of Consumer Psychology*)

“Brand Messages That Advocate Activism: A Construal Level Theory Perspective Investigating Brand Roles,” with Kirsten Cowan, Jing Wan, and Kara Bentley (3 studies collected, target: *Journal of the Association for Consumer Research*)

“Protective Mindset from Contagious Diseases” with Mina Kwon and Rashmi Adaval (4 studies collected, target: *Journal of Consumer Psychology*)

“Expressions of Gratitude from Public Health Official and Preventative Behavior Health Behavior During the COVID-19 Pandemic,” with Elizabeth Munnich and David Birke (data collection in progress)

CONFERENCE PRESENTATIONS (* denotes presenter)

Kulow, Katina*, Kara Bentley, and Priyali Rajagopal (2023), “Giving Because I Want To, Not Because I Have To: The Effect of Social Context on Donations,” accepted for presentation at Society for Consumer Psychology Conference, San Juan, Puerto Rico.

Lavertu, Laura*, Katina Kulow, Kirsten Cowan, and Ben Marder (2022), “A “PAWS”-itive Appeal: Examining How and When Pets Exhibit Greater Persuasion as Influencers,” Society for Consumer Psychology Conference, online.

Jane Park*, Thomas Kramer, and Katina Kulow (2020), “(Not) Hungry for Something Different? The Effect of Hunger on Uniqueness-Seeking,” Society for Consumer Psychology Conference, Huntington Beach, CA.

Kara Bentley, Priyali Rajagopal, and Katina Kulow* (2019), “It Must Be Luck! The Impact of Superstitious Events on Memory,” Association for Consumer Research Conference, Atlanta, GA.

Katina Kulow, Mina Kwon*, and Michael Barone (2019), “Does Seeing Bad Make You Do Good? The Effect of Identity-Based Factors on Consumer Response to Cause Related Marketing Offers,” Association for Consumer Research Conference, Atlanta, GA.

Katina Kulow, Mina Kwon*, and Michael Barone (2019), “Does Seeing Bad Make You Do Good? The Effect of Identity-Based Factors on Consumer Response to Cause Related Marketing Offers,” Society of Consumer Psychology Conference, Savannah, GA.

Kirsten Cowan, Katina Kulow*, and Mina Kwon (2019), "A Cause for Contagion: The Impact of Contagious Belief on Cause Marketing Effectiveness," Society of Consumer Psychology Conference, Savannah, GA.

Katina Kulow*, Thomas Kramer, and Kara Bentley (2019), "Borrowing Others' Progress: When Does Group Goal Progress Influence Motivation to Pursue Personal Goals?" Society of Consumer Psychology Conference, Savannah, GA.

Kara Bentley*, Katina Kulow, and Priyali Rajagopal (2019), "It Must Be Luck! The Impact of Superstitious Events on Memory," Society of Consumer Psychology Conference, Savannah, GA.

Kara Bentley, Kirsten Cowan*, and Katina Kulow (2018), "Buying You Used: How Previous Use Imparts Value in Resold Products," Society for Consumer Psychology Conference, Dallas, TX.

Bentley, Kara*, Priyali Rajagopal, and Katina Kulow (2018), "Special Memories Require Special Protection," Society for Consumer Psychology Conference, Dallas, TX.

Cowan, Kirsten*, Katina Kulow, and Mina Kwon (2018), "To Fit or Not to Fit: Contagious Beliefs Decrease Cause-Marketing Effectiveness," Society for Consumer Psychology Conference, Dallas, TX.

Lin Wang, Zengxiang Chen, Xingbo Li, and Katina Kulow* (2017), "Legacy as an Account: Depositing Good Will Today so that Descendants Can Benefit Tomorrow," 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,

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,” 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, 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

University of Louisville Faculty Favorites Nominee (2021, 2022)
University of Louisville Student Champion (2021)
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, Louisville, KY

Undergraduate: Honors Principles of Marketing, Principles of Marketing,
Professional Relationship Selling
MBA: Marketing I & Marketing II

University of South Carolina, Columbia, SC

Marketing Research, Consumer Behavior

SERVICE

University of Louisville:

Dual Credit High School Guest Marketing Instructor (2016 – Present)
Marketing Department Behavioral Lab Co-Coordinator (2015 – Present)
Marketing Department Speaker Series Coordinator (2015 – 2018)
Marketing Department CLIK CB Conference Coordinator (2017 – Present)
Marketing Department Search Committee (2019)
College of Business Scholarship Committee (2022)
Invest Strategy I3 Subcommittee (2020-2022)
Sustainability Council, College of Business Representative (2020 – Present)
Sustainability Council Education and Research Committee (2022 – Present)
College of Business Small Learning Community Section Leader (2022)

To the Discipline:

Editorial Review Board Member:

Journal of Consumer Psychology (2021 – present)

Review Board Member:

SCP Dissertation Proposal Competition (2022 – present)

Ad-hoc Reviewer: *Journal of Association for Consumer Research, Journal of Business Research, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Experimental Psychology: Applied, Social Influence*

Conference Reviewer: Association for Consumer Research Conference, Society for Consumer Psychology Conference

PROFESSIONAL ASSOCIATIONS

Association for Consumer Research
Society for Consumer Psychology

CORPORATE EXPERIENCE

Mortgage Recruiter, PNC Bank, Cleveland, OH (2009-2010)
Manager/National Recruiter, INROADS, 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 (2003-2006)

