

Jennifer L. Stoner

University of North Dakota
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ACADEMIC POSITIONS

Associate Professor	University of North Dakota, Grand Forks, ND	August 2021 – present
Assistant Professor	University of North Dakota, Grand Forks, ND	August 2016 - 2021

PROFESSIONAL EXPERIENCE

Marketing Strategy Intern	AirTran Airways, Atlanta, GA	June 2010-August 2011
Membership Specialist	Girl Scouts in the Heart of PA, Harrisburg, PA	April 2006-July 2009
Group Sales/Front End Mgr.	College Football Hall of Fame, South Bend, IN	May 2003-March 2006

EDUCATION

University of Minnesota , Carlson School of Management, Minneapolis, MN Ph.D. , Marketing-Consumer Behavior	June 2016
Wake Forest University , School of Business, Winston-Salem, NC Master of Business Administration , Concentration in Marketing	May 2011
University of Notre Dame , Mendoza College of Business, Notre Dame, IN Bachelor of Business Administration , Major in Marketing	May 2003

RESEARCH INTERESTS

Brand and Product Personality, Social Hierarchies, Cultural Meanings

RESEARCH PUBLICATIONS

- Gupta, Sahil, Justin Paul, **Jennifer L. Stoner**, & Arun Aggarwal (forthcoming), “Digital Transformation, Online Advertising, and Consumer Behavior,” *International Journal of Advertising*, JQL Level 3
- **Stoner, Jennifer L.** & Maria A. Rodas (forthcoming), “Love is Blind: The Ironic Effect of Fans’ Experience on Taste Perceptions.” *Marketing Letters*, JQL Level 4
- Torelli, Carlos J., Hyewon Oh, & **Jennifer L. Stoner** (2021), “Cultural Equity: Knowledge and Outcomes Aspects.” *International Marketing Review*, JQL Level 3, 38(1), 99-123.
- To, Christopher, Lisa Leslie, Carlos J. Torelli, & **Jennifer L. Stoner** (2020), “Culture and Social Hierarchy: Collectivism as a Driver of the Relationship Between Power and Status.” *Organizational Behavior and Human Decision Processes*, JQL Level 4, 157(1), 159-176.
- Wang, Yajin, **Jennifer L. Stoner**, & Deborah Roedder John (2019), “Counterfeit Luxury Consumption in a Social Context: The Effects on Females’ Moral Disengagement and Behavior.” *Journal of Consumer Psychology*, JQL Level 4, 29(2), 207-225.

- **Stoner, Jennifer L.**, Barbara Loken, & Ashley Stadler Blank (2018), “The Name Game: How Naming Products Increases Psychological Ownership and Subsequent Consumer Evaluations.” *Journal of Consumer Psychology*, JQL Level 4, 28(1), 130-137.
 - *Media Inquiries*: “The Science of Ownership” blog, Impact Magazine, Canvas8 “The Science of...” Series
 - *Honors*: JCP Top 20 Downloaded Article
- **Stoner, Jennifer L.**, Carlos J. Torelli, & Alokparna Basu Monga (2017), “The Asymmetric Effect of Portfolio and Image Abstractness.” *Journal of Product and Brand Management: Special issue on Brand Equity Management*, JQL Level 2, 26(5), 503-515.
- Torelli, Carlos J., Rohini Ahluwalia, Shirley Y.Y. Cheng, Nicholas J. Olson & **Jennifer L. Stoner** (2017), “Redefining Home: How Cultural Distinctiveness Affects the Malleability of In-Group Boundaries and Brand Preferences,” *Journal of Consumer Research*, JQL Level 4, 44(1), 44-61.
- Torelli, Carlos J. & **Jennifer L. Stoner** (2015), “Managing Cultural Equity: A Theoretical Framework for Building Iconic Brands in Globalized Markets,” in Deborah J. MacInnis and C. Whan Park (eds.), *Review of Marketing Research: Brand Meaning Management*, JQL Level 3, 12, 83-120.
- Torelli, Carlos J., Lisa Leslie, **Jennifer L. Stoner**, & Raquel Puente (2014), “Cultural Determinants of Status: Implications for Workplace Evaluations and Behaviors,” *Organizational Behavior and Human Decision Processes*, JQL Level 4, 123(1), 34-48.

INVITED PUBLICATIONS

- **Stoner, Jennifer L.**, Reto Felix, & Ashley Stadler Blank (2023), “Best Practices for Implementing Experimental Research Methods in Consumer Studies.” *International Journal of Consumer Studies*, JQL Level 3, 47(4), 1579-1595.
- Torelli, Carlos, J., & **Jennifer L. Stoner** (2019), “Global Consumer Culture: Consequences for Consumer Research,” *International Marketing Review*, JQL Level 3: Special Issue on Global Consumer Culture, 36(4), 587-592.
- Torelli, Carlos J., Maria Rodas & **Jennifer L. Stoner** (2017), “The Cultural Meanings of Brands,” *Foundations and Trends in Marketing*, 10(3), 153-214.
- Loken, Barbara, & **Jennifer L. Stoner** (2016), “Consumer Psychology,” in Harold Miller (ed.), *The SAGE Encyclopedia of Theory in Psychology*, Vol. 1.

RESEARCH IN REVIEW

- Ahmad, Fayez, Feisal Murshed, & **Jennifer L. Stoner**, “Close Enough to Care: Reassessing the Effect of Brand-cause Proximity on Perception of Brand Credibility.” Under review at the *International Journal of Consumer Studies*

SELECTED RESEARCH IN PROGRESS

- Wang, Tzushuo, **Jennifer L. Stoner**, Sophia D. Min & Barbara Loken, “Saving Money as a Costly Signal of Competence.” Revising for submission to *Journal of Consumer Behaviour*
- Barnes, Aaron, Srinawanti Chaudhury, Jie Shen, **Jennifer L. Stoner**, & Carlos J. Torelli, “Wanting a ‘Good Cry’: Cultural Differences in Expected Emotion Consumption from Movie Genres.” Preparing to submit to *Journal of Consumer Psychology*

- Gupta, Sahil, Nishtha Malik & **Jennifer L. Stoner**, “Anthropomorphized Robots in the Hospitality and Tourism Sector: A Systematic Literature Review, Bibliometric Analysis, and Future Research Agenda.” Preparing to submit to *Journal of Service Research*
- **Stoner, Jennifer L.**, Mansur Khamitov, & Rohini Ahluwalia, “Thinking about the Unthinkable: A Framework of How Brands (Should) Relate to Tragedy”, Preparing to submit to *Journal of Consumer Psychology*.
- **Stoner, Jennifer L.**, Ashley Stadler Blank, & Navdeep Athwal, “Disposing of Dior: The Impact of Luxury Goods on Disposal Decisions.” Preparing to submit to *Psychology & Marketing*.
- **Stoner, Jennifer L.**, Ashley Stadler Blank, & Alison Beireis, “Max vs. Meatball: How Human Pet Names Influence Pet Adoption.” Preparing to submit to *Journal of Consumer Psychology*.
- **Stoner, Jennifer L.**, Rijana Adhikari, & Michael Covey, “Don’t Eat Me: The Effect of Anthropomorphic Food Characters on Consumption.” Preparing to submit to *International Journal of Consumer Studies*
- Stadler Blank, Ashley, David Houghton, Sudipta Mukherjee, & **Jennifer L. Stoner**, “The Impact of Student Athlete Endorsers on Consumer Attitude and Purchase Intentions”, preparing for submission at *Sports Marketing Quarterly*
- **Stoner, Jennifer L.** & Ashley Stadler Blank, “I Trust You but Not Them: Individual and Group Brand’s Differential Impact on Feelings of Trust and Betrayal.” 2 studies complete.

CONFERENCE PRESENTATIONS

- Barnes, Aaron, Srinawanti Chaudhury, Jie Shen, **Jennifer L. Stoner**, & Carlos J. Torelli, “A Good Cry or Gratifying Revenge? The Effects of Culture and Mixed Emotions on Movie Choice,” Society of Consumer Psychology, Nashville, TN, 2024
- **Stoner, Jennifer L.**, Ashley Stadler Blank, & Navdeep Athwal, “Disposing of Dior: The Impact of Luxury Goods on Disposal Decisions,” Monaco Luxury Symposium, Monaco, 2023.
- **Stoner, Jennifer L.**, Ashley Stadler Blank, & Navdeep Athwal, “Disposing of Dior: The Impact of Luxury Goods on Disposal Decisions,” Association of Consumer Research, Denver, 2022, session chair.
- Vivek Astvansh & **Jennifer L. Stoner**, “Asymmetric Consumer Response to Competent Brands’ and Warm Brands’ Product-Harm Incidents and Subsequent Corrective Actions,” poster presentation, Society of Consumer Psychology, virtual, 2021.
- **Stoner, Jennifer L.** & Navdeep Athwal, “Luxury Goods Disposition: A Sustainability Perspective,” Winter American Marketing Association, virtual, 2021.
- **Stoner, Jennifer L.** & Carlos J. Torelli, “Nice Brands Do Not Finish First: How Brand Warmth Impacts Perceptions of Market Dominance,” Winter American Marketing Association, San Diego, 2020.
- **Stoner, Jennifer L.** & Maria A. Rodas, “Love is Blind: How Brand Elements Impact Sensory Perceptions of High Liking Consumers,” Winter American Marketing Association, San Diego, 2020.
- Torelli, Carlos J., Aaron J. Barnes, Doreen Shen, & **Jennifer L. Stoner**, “Wanting a ‘Good Cry’: Cultural Differences in Desirable Emotion Consumption at the Movies”, poster presentation, American Marketing Association Consumer Behavior Special Interest Group, Bern, Switzerland, 2019.
- **Stoner, Jennifer L.**, & Maria Rodas “Love is Blind: How Sensory Liking Impacts Perceptions of Unbranded Products,” Association of Consumer Research, Dallas, 2018.

- **Stoner, Jennifer L.**, & Carlos J. Torelli, “Too Nice to Be Dominant: How Warmth Impacts Market Dominance,” Society of Consumer Psychology, Dallas, 2018.
- **Stoner, Jennifer L.**, & Carlos J. Torelli, “Too Nice to Be Dominant: How Warmth Impacts an Embodiment of Power in Brands,” Association of Consumer Research, San Diego, 2017.
- **Stoner, Jennifer L.**, Barbara Loken, & Ashley Stadler Blank, “The Name Game: How Naming Promotes Effects Beneficial to Marketers,” Association of Consumer Research, San Diego, 2017.
- **Stoner, Jennifer L.** & Carlos J. Torelli, “Too Nice to Be Dominant: How Warm Brand Images Impact Perceptions of Market Dominance,” Association of Marketing Theory and Practice, Myrtle Beach, 2017.
- **Stoner, Jennifer L.** & Carlos J. Torelli, “When Bigger Isn't Better: How Perceptions of Market Dominance Interact with Existing Brand Images to Impact Brand Favorability,” Association of Consumer Research, Berlin, Germany, 2016.
- Wang, Yajin, **Jennifer L. Stoner**, & Deborah Roedder John, “Catch Me If You Can: Counterfeit Luxury Consumption in a Social Context,” LVMH-SMU Luxury Research, Singapore, 2016. *2nd Runner Up Best Paper
- **Stoner, Jennifer L.** & Carlos J. Torelli, “When Bigger Isn't Better: How Perceptions of Market Dominance Interact with Existing Brand Images to Impact Brand Favorability,” Carlson School Multi-Disciplinary Academic Research Summit, Minneapolis, 2015.
- **Stoner, Jennifer L.** & Carlos J. Torelli, “Knowledge is Power: The Impact of Control of Information on Brand Attitudes,” Brands and Brand Relationships Accelerator, Boston, 2015.
- **Stoner, Jennifer L.**, Carlos J. Torelli, & Alokparna Basu Monga, “The Asymmetric Effect of Portfolio- and Image-Based Abstractness for Building and Protecting Brand Equity,” Winter American Marketing Association Conference, San Antonio, 2015, session chair and organizer.
- **Stoner, Jennifer L.**, & Carlos J. Torelli, “A Typology of Brand Power,” Winter American Marketing Association Conference, San Antonio, 2015, session chair and organizer.
- **Stoner, Jennifer L.**, Carlos J. Torelli, & Alokparna Basu Monga, “The Asymmetric Effect of Portfolio- and Image-Based Abstractness for Building and Protecting Brand Equity,” Association of Consumer Research, Baltimore, 2014, session co-chair.
- Wang, Yajin, **Jennifer L. Stoner**, & Deborah Roedder John, “You’re Not Fooling Anyone: How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products,” Association of Consumer Research, Baltimore, 2014, session co-chair and organizer.
- **Stoner, Jennifer L.**, Carlos J. Torelli, & Alokparna Basu Monga, “The Asymmetric Effect of Portfolio- and Image-Based Abstractness for Building and Protecting Brand Equity,” Haring Symposium, Bloomington, IN, 2014.
- **Stoner, Jennifer L.**, & Barbara Loken, “What’s In a Name?: Naming and Anthropomorphism,” poster presentation, Society for Consumer Psychology, San Antonio, 2013.
- Torelli, Carlos J., Lisa Leslie, **Jennifer L. Stoner**, & Raquel Puente, “Cultural Determinants of Social Hierarchies,” Society for Consumer Psychology International, Florence, Italy, 2012.

PANELS AND ROUNDTABLES

- “Luxury Brands, Conspicuous Consumption, and Social Signaling,” Association of Consumer Research, Berlin, Germany, 2016.

TEACHING AND ADVISING EXPERIENCE

Instructor, Marketing Foundations (Undergrad)	University of North Dakota	Fall '20, '22
Instructor, Brand and Product Mgt (Undergrad)	University of North Dakota	Fall 2016 – present
Instructor, Consumer Behavior (Undergrad)	University of North Dakota	Fall 2016 – present
• Final project included partnership with Grand Forks Airforce Base in Fall 2018		
Instructor, Brand and Product Mgt (MBA)	University of North Dakota	Spring 2018
Instructor, Principles of Mktg (Undergrad)	University of Minnesota	2014
Advisor, Undergraduate Honors Thesis		
• Aubrey Hamilton (Marketing)		Fall 2021
• Alison Bereis (Marketing)		Fall 2020
Committee Member, PhD Dissertation		
• Kristen Leighton (Psychology)		2021-2022
Committee Member, EdD Dissertation		
• Kevin Xiong		2021-2023
• Brianna Black		2023

SELECTED SERVICE ACTIVITIES

- Reviewer, International Journal of Advertising (2023)
- Associate Editor, Journal of Business Research (2023)
- Reviewer, Journal of Business Research (2020-2023)
- Vice Chair of Communications and Membership (Founding Member), AMA BrandingSIG (2023)
- Member, Association of Consumer Research Conference Program Committee (2020-2021, 2023)
- Member, University Marketing Council, University of North Dakota (2016-2023)
- Chair, Marketing Dept Personnel Committee, University of North Dakota (2023)
- Member, Communications Committee, Society for Consumer Psychology (2022-2023)
- Member, Nistler College Academic Press Rating Committee, University of North Dakota (2022-2023)
- Member, Strategic Planning Committee, University of North Dakota (2022-2023)
- Chair, Nistler College Curriculum Committee, University of North Dakota (2022-2023)
- Academic Advisor, Gamma Phi Beta Sorority (2022-2023)
- Associate Editor, International Journal of Consumer Studies (2022-2023)
- Member, Editorial Review Board, Journal of Consumer Behaviour (2021-2023)
- Facilitator, Small Group Instructional Diagnosis, University of North Dakota (2021-2023)
- Reviewer, Winter American Marketing Association Conference (2014, 2017-2019, 2022-2023)
- Reviewer, Journal of Marketing Research (2022)
- Reviewer, Association of Consumer Research Conference (2017-2018, 2020-2022)
- Reviewer, Psychology Research and Behavior Management (2022)
- Reviewer, Summer American Marketing Association Conference (2017-2018, 2020-2022)
- Member, Editorial Review Board, International Journal of Consumer Studies (2021-2022)
- Reviewer, International Journal of Consumer Studies (2021)
- Reviewer, Association of Marketing Theory and Practice (2021)
- Vice Chair, College of Business Curriculum Committee, University of North Dakota (2019-2022)
- Board Member, International Studies Program, University of North Dakota (2021)
- Mentor, Alice T. Clark Mentorship Program, University of North Dakota (2019-2021)
- Vice Chair Finance and Development, American Marketing Association CBSIG (2019-2021)
- Reviewer, Society of Consumer Psychology Conference (2013, 2017, 2020)
- Reviewer, Journal of Consumer Behaviour (2020)
- Nistler CoBPA High Impact Practice Coordinator, University of North Dakota (2019-2020)
- Reviewer, Marketing Department Scholarship Applications, University of North Dakota (2017-2020)

- Assurance of Learning, Marketing Department, University of North Dakota (2019-2020)
- Member, Dakota Student Editor in Chief Selection Panel, University of North Dakota (2019)
- Reviewer, European Management Review (2017-2019)
- Reviewer, Mary Kay Dissertation Competition, Academy of Marketing Science (2019)
- Member, CoBPA Strategic Planning Task Force (2019)
- Member, Journal Quality List Committee, University of North Dakota (2018- 2019)
- Member, College of Business Curriculum Committee, University of North Dakota (2017-2019)
- Reviewer, American Marketing Association Consumer Behavior Special Interest Group Conference (2018)
- Member, Marketing Department Hiring Committee, University of North Dakota (2018)
- Student Recruitment Ambassador, University of North Dakota (2017-2018)
- Member, COBPA Dean Search Committee, University of North Dakota (2017-2018)
- Contributor, University of North Dakota Alumni Review (2017)
- Reviewer, Academy of Marketing Science Conference (2017)
- Member, VP for University Relations Search Committee, University of North Dakota (2017)
- Member, University Branding Subcommittee, University of North Dakota (2016-2017)
- Reviewer, Journal of Business Research (2016)
- Social Media Correspondent, Winter American Marketing Association Conference (2015)
- Reviewer, Review of Marketing Research (2014)
- Judge, Marketing Summit Case Competition, Wake Forest University (2014)
- Manager, Research Subject Pool, University of Minnesota (2013-2014)
- Organizer, PhD “Brown Bag” Presentation Series, University of Minnesota (2013-2014)

AWARDS AND HONORS

- University of North Dakota, NCoBPA Meritorious Service Award, 2022
- University of North Dakota, Page Endowed Professorship, 2022-present
- American Marketing Association, CBSIG Small Research Grant, 2022
- University of North Dakota, NCoBPA Summer Course Development Grant, 2022
- University of North Dakota, Morrison Faculty Fellow, 2018-2022
- University of North Dakota, NCoBPA Meritorious Research Award, 2018, 2021
- University of North Dakota, NCoBPA Summer Research Grant, 2019-2021
- Journal of Consumer Behaviour, Ad Hoc Reviewer of the Year, 2020
- University of North Dakota, NCoBPA Meritorious Teaching Award, 2019
- Journal of Consumer Psychology, Top 20 Downloaded Article, 2018
- University of North Dakota, Founder’s Day Departmental Research Award, 2018
- University of North Dakota, Senate Scholarly Activities Committee research grant, 2016
- University of North Dakota, Senate Scholarly Activities Committee travel grant, 2016
- LVMH-SMU Luxury Research Conference, 2nd Runner Up Best Paper, 2016
- University of Minnesota, Lieberman Teaching Award, 2015
- University of Minnesota, Carlson School Dissertation Fellowship, 2015
- University of Minnesota, AMA Sheth Doctoral Consortium Fellow, 2015
- University of Minnesota, PEO National Fellowship Regional Nominee, 2014
- University of Minnesota, Travel Fellowship, 2012, 2014
- University of Minnesota, Henrickson Summer Fellowship, 2014
- University of Minnesota, Excellence in Student Teaching Award, 2014
- University of Minnesota, McNamara Women’s Fellowship, 2014
- University of Minnesota, Haring Symposium Presenter, 2014
- University of Minnesota, Distinction of “High Pass” on written preliminary exam, 2013
- University of Minnesota, Haring Symposium Discussant, 2013
- Wake Forest University, Beta Gamma Sigma Honor Society, 2011
- Wake Forest University, Marketing Summit Co-Chair, 2010-2011
- Wake Forest University, Marketing Summit Executive Committee, 2009-2010
- Wake Forest University, Dean’s Scholar, 2009-2011

- Wake Forest University, Student Ambassador, 2009-2011
- University of Notre Dame, graduated cum laude, 2003

INVITED TALKS

- University of Iowa, PhD Consumer Behavior Seminar (2023)
- University of Louisville, College of Business (2023)
- Bowling Green State University, Schmidthorst College of Business (2023)
- University of Porto, School of Economics and Management (2023)
- Ralph Engelstad Arena Sponsor Summit (2021)
- University of North Dakota, Theater Department (2020)
- University of North Dakota, College of Engineering Jodsaas Center (2018)
- Northern Valley Marketing and Communications Professionals (2018)
- University of North Dakota Provost Budget Forum (2017)
- University of Northern Colorado, Monfort College of Business (2015)
- University of San Francisco, School of Management (2015)
- Kutztown University, College of Business (2015)
- University of St. Thomas, Opus College of Business (2015)
- Colorado State University, College of Business (2015)
- University of Cincinnati, Carl H. Lindner College of Business (2015)

MEDIA INTERVIEWS

- Wallet Hub (2021, 2023)
- Credit Donkey (2021)
- Sixth City Marketing, Cleveland, OH (2019)
- Dale Wetzel Radio Show, Bismarck, ND (2016)

GRANT APPLICATIONS SUBMITTED

- American Marketing Association Consumer Behavior Special Interest Group Small Research Grant (2022)
 - Awarded \$1250
- Harnessing Social Media to Increase Vaccination Confidence and Uptake, Vaccine Confidence Fund (2021)
- Transformative Consumer Research Grant, Association of Consumer Research (2019)
- Research Priorities Grant, Marketing Science Institute (2019)

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research
- American Marketing Association
- Society of Consumer Psychology

PROFESSIONAL DEVELOPMENT

- Mid-Career Workshop, Association for Consumer Research (2023)
- Firefly Summit, South Bend Women in Business After Hours (2023)
- Mid-Career Workshop, Association for Consumer Research (2022)
- Small Group Instructional Diagnosis Facilitator Training, UND Teaching Transformation (2021)
- Using a Citation Manager for Research and Review, UND Grad School (2021)
- Creating and Grading Assignments in Blackboard, UND Teaching Transformation (2020)
- Introduction to Creating Blackboard Tests, UND Teaching Transformation (2020)
- Pronouns and Gender for Academic Writing, Surveys, and Teaching, UND Teaching Transformation (2020)

- Implementing High Impact Practices Across Modalities Workshop, UND Teaching Transformation (2019)
- Alice T. Clark Mentoring Program, University of North Dakota (2017-2019)
- LGBTQ+ Ally Training, University of North Dakota Pride Center (2018)
- Zoom Training, University of North Dakota Center for Learning (2017- 2018)
- Advanced Host Training, Zoom (2017)
- Teaching with Technology, University of North Dakota Center for Learning (2017)
- Pre-Tenure Workshop, Association of Consumer Research (2016)

COMMUNITY ACTIVITIES

- Advisory Board Member, North Dakota Shakespeare (2021-present)
- Board Member, North Dakota Ballet Company (2021-present)