

# KAREN ANNE WALLACH

College of Business - The University of Alabama in Huntsville  
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## ACADEMIC EMPLOYMENT

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Assistant Professor of Marketing (tenure-track), 2021- present  
College of Business, The University of Alabama in Huntsville

## EDUCATION

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Emory University – Goizueta Business School, Atlanta, GA  
Doctor of Philosophy; Concentration- Marketing (2021)

Emory University – Goizueta Business School, Atlanta, GA  
Master of Business Administration; Concentration- Marketing

Washington University in St. Louis – Olin School of Business, St. Louis, MO  
Bachelor of Science and Business Administration; Triple Major- Marketing,  
International Business, and French

## RESEARCH INTERESTS

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Digital Marketing & Social Media  
Branding & Brand Relationships

Digital Wellness  
Corporate Social Responsibility

## JOURNAL PUBLICATIONS

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- Wallach, K. A., & Popovich, D. (2023). When Big Is Less than Small: Why dominant brands lack authenticity in their sustainability initiatives. *Journal of Business Research*, 158, 113694. <https://doi.org/10.1016/j.jbusres.2023.113694>
- Wallach, K. A., & Popovich, D. (2023). Cause Beneficial or Cause Exploitative? Using Joint Motives to Increase Credibility of Sustainability Efforts. *Journal of Public Policy & Marketing*, 42(2), 187–202. <https://doi.org/10.1177/07439156221138755>  
\*Best Paper Award for 2023, University of Alabama in Huntsville, College of Business

## PAPERS UNDER REVIEW

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- Wallach, Karen Anne, Sean Blair and Jaclyn Tanenbaum, “This Paper is Not for Everyone: Message Framing and Perceived Preferences.” (**Conditional Acceptance** at the *Journal of Consumer Research*)
- Anderson, Kelly Cours, Karen Anne Wallach, Pia Albinsson, and Ryann Tracy “Body Positive? Reconstructing Beauty Standards with Affective Aesthetic Atmospheres” (**Under 3<sup>rd</sup> round** at the *Journal of Consumer Behaviour*).  
\*Winner of SMA Consumer Behavior Track Best Paper (2023)

- Anderson, Kelley Cours, Karen Anne Wallach, and Magdiel Grimes, “The Anti-Consumption Journey: Unplugging for Improved Well-Being.” (**Under 3<sup>rd</sup> round** at the *Journal of Consumer Behaviour*).
- Wallach, Karen Anne, Hieu Pham, Anthony Koschmann, and Gaurav Arwade, “Face Size and User Engagement in Social Media Videos: A Machine Learning Approach” (**Preparing for 2<sup>rd</sup> round** at the *Journal of Consumer Marketing*)

## RESEARCH IN PROGRESS

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- “Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets” with Beth Fossen and Dionne Nickerson (Preparing for submission to *Marketing Science*)
- “Commoditization of Digital Wellness: Market Actor Responsibilization in an Emerging Anti-consumption Marketing System” with Kelley Cours Anderson
- “Branding & Emotionality on TikTok” with Anthony Koschmann, Buffy Mosley, and Hieu Pham
- “The Upside of Incompetence: When Low Brand Competence Signals Low Prices” with Ryan Hamilton and Morgan Ward
- “From Stigma to Science: The Role of Responsibilization in the Medicalization of Fatness”
- “Purpose and Publicity: The Historical Evolution of Corporate Social Responsibility in America.”

## PUBLISHED CHAPTER

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Bright, Laura F., and Karen-Anne Wallach (2021), “How to Turn Consumer Privacy into a Strategic Benefit for Your Brand,” *An Audience of One: Drive Superior Results by Making the Radical Shift from Mass Marketing to One-to-One Marketing*, eds. Jamie Turner and Chuck Moxley; McGraw Hill

## CONFERENCE PRESENTATIONS

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“Digital Wellness Commoditization: Following Market Actor Responsibilization in an Anti-Consumption Market System.” – 2024 Consumer Culture Theory (CCT) Conference, San Diego, CA – *Planned for July 2024*

“Commoditization of Digital Wellness: Market Actor Responsibilization in an Emerging Anti-consumption Marketing System – 2024 Macromarketing Conference, Finland – *Planned for June 2024*

“Redefining Beauty in the Digital Age: Affective Aesthetic Atmospheres of #BodyPositivity on Social Media.” 2024 American Marketing Association (AMA) Conference, FL

“Affective Aesthetic Atmospheres: Redefining Beauty with #BodyPositive TikTok Influencers.” 2023 Society for Marketing Advances (SMA) Conference, Fort Worth, TX  
*\*Won Best Paper in Track: Consumer Behavior*

“Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2023 AMA Marketing and Public Policy Conference, Arlington, VA

“Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2023 Theory and Practice in Marketing (TPM) Conference (2023), Lausanne, Switzerland

“Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2023 Marketing Science Diversity, Equity, and Inclusion (DEI) Conference, Dallas, TX

“Face Size and User Engagement in Social Media Videos: A Machine Learning Approach.” 2023 American Marketing Association (AMA) Conference, Nashville, TN

“Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2023 American Marketing Association (AMA) Conference, Nashville, TN

“The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making”, Special Session at the 2022 Association for Consumer Research Conference (ACR) – October 2022, Denver, CO

“When Big is Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products.” Presented Competitive Paper at the 2020 Academy of Marketing Science Conference– Virtual conference in January 2021

“When Big is Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products.” Presented Competitive Paper and Session Chair at the 2020 Society for Marketing Advances Conference– Virtual conference in November 2020  
*\*Won Runner Up: Best Dissertation Proposal Competition*

“When Big is Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products.” Accepted Paper for 2020 Atlantic Marketing Association Conference, Virtual conference in October 2020  
*\*Won Best Student Paper Award*

“This Paper is Not for Everyone: Message Framing and Perceived Preferences.” Presented Competitive Paper and Session Chair at the 2019 Association of Consumer Research (ACR), Atlanta, GA

“Breaking up Before You Get Together: Brand Honesty and Expectations.” Presented Competitive Paper and Session Chair at the 2019 Atlantic Marketing Association Conference, Asheville, NC

*\*Won Best Student Paper Award*

“This Paper is Not for Everyone: Message Framing and Perceived Preferences” Poster presented at the 2019 Society for Consumer Psychology (SCP), Savannah, GA

“The Upside of Incompetence: How Discounting Luxury Affects Retailer Price Image.” Presented Competitive Paper at the 2018 Association of Consumer Research (ACR), Dallas, TX

“The Upside of Incompetence: How Discounting Luxury Affects Retailer Price Image,” Poster presented at the 2017 Society for Consumer Psychology (SCP), Dallas, Texas

## **AWARDS & HONORS**

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- Student Choice Award for Teaching, Honor Roll, College of Business (2023)
- Best Research Paper Award of 2023, “Cause Beneficial or Cause Exploitative? Using Joint Motives to Increase Credibility of Sustainability Efforts.” Awarded by the College of Business at the University of Alabama in Huntsville (Article published in the *Journal of Public Policy & Marketing* in 2023)
- Award Recipient for the Mark McDaniel, Henri McDaniel, and Robert (Bud) Cramer Faculty Fellowship, College of Business, UAH, 2023/2024 (\$5000)
- Award Recipient for the 2023 Course Innovation Grant Program, UAH (\$5000)
- ISMS Early Career Scholars Fellow, Duke University, 2022
- Award Recipient for the Mark McDaniel, Henri McDaniel, and Robert (Bud) Cramer Faculty Fellowship, College of Business, UAH, 2022/2023 (\$5000)
- Award Recipient for the Office of Research & Economic Development New Faculty Research Grant, UAH, 2022 (\$10,000)
- Grant Recipient for the ICPSR Program in Quantitative Methods of Research Workshop, UAH, 2022 (\$1800)
- Honor Roll Recipient, College of Business Student's Choice Award for Teaching, UAH, 2022
- Selected Faculty for UAH Charger Blue Impact Survey, UAH Honors Day, 2022
- AMA-Sheth Doctoral Consortium Fellow, Indiana University, 2021
- Runner Up Award for Best Overall Dissertation Proposal- Society for Marketing Advances Dissertation Competition, 2020 (\$500)
- Marketing Strategy Consortium Fellow, 2020
- AMA DocSig Spotlight Award, American Marketing Association, 2020
- Laney Graduate School Research Grant, Emory University, 2019 (\$2500)
- AMA Sheth Foundation Doctoral Consortium Fellow, 2019 (\$1000)
- Goizueta Business School Doctoral Fellowship, Emory University, 2016-2021

## **SERVICE**

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*University, College and Department Services*

- Faculty Advisor, Women in Business and Leadership Student Organization, College of Business, UAH (2023-current)
- UAH Library Committee (2023-current)
- Honor Student Advisor, College of Business, UAH (Spring 2024)
- WGS (Women's, Gender, and Sexuality Studies) Program Advising Committee (2023-current)
- Faculty Advisor, Research Assistants (2 students), UAH (Spring 2024-current)
- Honor Student Advisor, College of Business, UAH (Fall 2023)
- Featured Presenter for Marketing Department, Business Explorations Day Camp, College of Business, UAH (Summer 2023)
- Faculty Co-Advisor, Immerse DC, College of Business, DEI Committee UAH (2023-2024)
- Evaluator, 2022 BSBA Assurance of Learning Assessment, UAH (Fall 2022)
- Invited Judge, Emory Impact Student Competition (Spring 2022)
- Member, Department Chair Search Committee, College of Business, UAH (Fall 2021)
- Invited Participant, Finance Tenure Track Candidate Hiring Search, UAH (Fall 2021)
- Honor Student Advisor, College of Business, UAH (Fall 2021)
- GBS Graduate Student Representative, Emory, 2019-2020
- Net Impact Goizueta Member, Emory, 2019-2020
- Co-Manager, Behavioral Lab, Goizueta Business School, Emory University, 2016-2017

#### *Professional Services*

- Ad Hoq Reviewer, *Journal of Public Policy and Marketing*
- Ad Hoq Reviewer, *Journal of Business Research*
- Reviewer, American Marketing Association Academic Conference, 2024
- Invited Mentor, Hudson Alpha AgTech Accelerator Day, 2023
- Reviewer, European Association of Consumer Research, 2023
- Reviewer, American Marketing Association Global Marketing Conference, 2023
- Reviewer, American Marketing Association Academic Conference, 2023
- Reviewer, Association of Consumer Researchers Conference, 2022
- Session Chair, AMA Conference, Topic: Behavioral Outcomes of Marketing Strategy, 2021
- Reviewer, Society of Marketing Advances, 2021
- Competition Judge, American Marketing Association Case Competition, 2020
- Reviewer, Association for Consumer Research Conference, 2019
- Reviewer, Association for Consumer Research Conference, 2018
- Doctoral Student Volunteer, Association for Consumer Research Conference, 2019
- Doctoral Student Volunteer, Society for Consumer Psychology Conference, 2018

#### **TEACHING INTERESTS**

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Consumer Behavior  
Social Media Marketing

Strategic Marketing  
Principles of Marketing

Digital Marketing  
Marketing Management

## **TEACHING EXPERIENCE**

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### **The University of Alabama in Huntsville**

Buyer Behavior (BBA), Spring 2024 – current  
Social Media Marketing (BBA & MBA), Spring 2024 – current  
Principles of Marketing (BBA) – Spring 2024 – current  
Digital Marketing, (BBA & MBA), Fall 2023 – (4.95/5.0)  
Social Media Marketing (BBA & MBA), Fall 2023 – (4.65/5.0)  
Buyer Behavior, Fall 2022 (BBA), Spring 2023 – (4.80/5.0)  
Social Media Marketing (BBA & MBA), Spring 2023 – (4.76/5.0)  
Buyer Behavior, Fall 2022 (BBA), Fall 2022 (4.58/5.0)  
Social Media Marketing (BBA & MBA), Fall 2022 – (4.60/5.0)  
Buyer Behavior, Spring 2022 (4.54/5.0)  
Social Media Marketing (BBA & MBA), Spring 2022 (4.86/5.0)  
Buyer Behavior, Fall 2021 (4.77/5.0)  
Social Media Marketing (BBA & MBA), Fall 2021 (4.4/5.0)

### **Kennesaw State University**

Principles of Marketing, Spring 2021, Visiting Lecturer

### **Emory University:**

Global Marketing MBA Seminar, Fall 2019, Lecturer, select sessions  
Global Marketing BBA Seminar, Fall 2019, Lecturer, select sessions  
Integrated Marketing Communications, Fall 2019, Lecturer, select sessions  
Introduction to Consumer Behavior, Spring 2019, Lecturer, select sessions  
Marketing Strategy Consultancy MBA, Fall 2018, Teaching Associate  
Marketing Strategy Consultancy BBA, Fall 2018, Teaching Associate

### **Georgia State University:**

Buyer Behavior, Spring 2019, Lecturer, select sessions  
Masters Teaching Program Certification

## **INDUSTRY EXPERIENCE**

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NORWEGIAN CRUISE LINE, MIAMI, FL (2013-2015)

*Director of Marketing*

CARNIVAL CRUISE LINES, MIAMI, FL (2008-2013)

*Senior Manager, Marketing Research and Product Development (2011-2013)*

*Senior Manager, Brand Marketing (2008-2011)*

DIAGEO NORTH AMERICA, NEW YORK, NY (2007-2008)

*Associate Brand Manager, Smirnoff Vodka*