

# DAN KING

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## **EDUCATION**

Ph.D. (Marketing), University of Florida, 2010

- Elected *Beta Gamma Sigma* (Honors Society)
- Winner, Best Paper at *Association for Consumer Research*
- Dissertation: Affective and Cognitive Pathways to Consumer Perception

MBA (with Distinction), University of Chicago Graduate School of Business, 2005

- University of Chicago Scholar (Merit-based Scholarship)
- Dean's List 2003-2005
- Marketing Analytics assistantship: Professor Abel Jeuland
- Financial Analytics assistantship: Professor Atif Mian
- Research Projects in Finance: Professor Eugene Fama

BS in Business Management (with University Level Award), De La Salle University, 1996

- Outstanding Student Leadership Award (President, Business Management Society)
- Gold Medal, Green & White Journalism Awards

## **ACADEMIC POSITIONS**

Associate Professor of Marketing (with tenure), University of Texas at Rio Grande Valley, USA (2021-present)

Assistant Professor of Marketing, University of Texas Rio Grande Valley, USA (2017-2021)

Doctoral Faculty (2017-present)

Teaching interests: Marketing Analytics, Social Media Marketing, Digital Marketing, Consumer Behavior, International Business, New Product Development/Innovation

Chair, Department of Marketing Faculty Search

- Fall 2019 to Spring 2020 (Chair, Department of Marketing Faculty Search)
- Equity and Diversity Advocate (EDA), College of Business, 2019-2020

Assistant Professor of Marketing, National University of Singapore, Singapore

- May 2010 to June 2017

Instructor, University of Florida, USA

- August 2008 to May 2010

Teaching Assistant, University of Chicago Graduate School of Business, USA

- August 2004 to May 2005

## **HONORS**

Franco M. Nicosia Best Paper Award in 2009 (Selected as winner out of approximately 250 entries), Association for Consumer Research

Elected *Beta Gamma Sigma* in 2006

University of Florida Alumnus Fellow, 2005-2009

University of Florida Graduate Student Council Travel Grant Recipient 2009

University of Chicago Merit-Based Scholarship, 2003-2005

University of Chicago Dean's List, 2004, 2005

De La Salle University Student Leadership Award

## **PUBLISHED PEER-REVIEWED PAPERS**

**King, Dan**, Auschaitrakul, Sumitra, & Lin, Chia-Wei (2021 - accepted), "Search Mode Effects: Merely Changing Product Search Modality Alters Purchase Intentions," *Journal of the Academy of Marketing Science*. (Journal Rating: A\*/ *Elite*; Impact Factor: 9.418)

Mukherjee, Ashesh, Burnham, Thomas, & **King, Dan** (2021), "Listening to Dissatisfied Customers: The Effect of Anticipated Firm Interaction on Expressed Customer Satisfaction," *Journal of Retailing and Consumer Services*, 59 (March). (Journal Rating: A)

**King, Dan**, & Auschaitrakul, Sumitra (2020). "Affect-based Nonconscious Signaling: When Do Consumers Prefer Negative Branding?" *Psychology and Marketing*, 2021; 38:338–358. <https://doi.org/10.1002/mar.21371>. (Journal Rating: A Impact Factor: 2.023)

**King, Dan**, & Auschaitrakul, Sumitra (2020). Symbolic Sequence Effects on Consumers' Judgments of Truth for Brand Claims. *Journal of Consumer Psychology*, forthcoming, <https://doi.org/10.1002/jcpy.1132>. (Journal Rating: A\*/ *Elite*; Impact Factor: 3.385)

Savani, Krishna, & **King, Dan** (2015). Perceiving Outcomes as Determined by External Forces: The Role of Event Construal in Attenuating the Outcome Bias. *Organizational Behavior and Human Decision Processes*, 130, 136-146. (Journal Rating: A\*/ *Elite*; Impact Factor: 2.805)

**King, Dan**, Kreuzbauer, Robert, & Basu, Shanka (2015). The Mind in the Object—Psychological Valuation of Materialized Human Expression. *Journal of Experimental Psychology: General*, 144(4), 764. (Journal Rating: A\*/ *Elite*; Impact Factor: 3.498)

**King, Dan**, & Janiszewski, Chris (2011). Affect-Gating. *Journal of Consumer Research*, 38(4), 697-711. (Journal Rating: A\*/ *Elite*; Impact Factor: 3.800)

- Recipient of *The Nicosia Award for Best Competitive Paper*, Association for Consumer Research
- Featured in New York Times and Time (among others, extensive citations)

**King, Dan**, & Janiszewski, Chris (2011). The Sources and Consequences of the Fluent Processing of Numbers. *Journal of Marketing Research*, 48(2), 327-341. (Journal Rating: A\*/ *Elite*; Impact Factor: 4.200)

- Featured in MSNBC (among others, extensive citations)

Janiszewski, Chris, & **King, Dan** (2008). Precision of the Anchor Influences the Amount of Adjustment. *Psychological Science*, 19(2), 121-127. (Journal Rating: A\*/ *Elite*; Impact Factor: 6.128)

- Featured in *Scientific American*, “Why Things Cost \$19.95” (among others, extensive citations)

### **OTHER PAPERS (UNDER REVIEW/INVITED FOR RESUBMISSION)**

“Political Orientation and Consumer Behavior” (with Yanfen You), under review

“Peer to Peer Markets and Self Disclosure (with Sumitra Auschaitrakul),” under review

“Luxury Brands and Materialized Expression,” under review at *Journal of Consumer Research*

“Sensory Placebo Effects,” (with Sumitra Auschaitrakul), under review at *Journal of Consumer Psychology*

### **TEACHING (SCORES IN PARENTHESES)**

Marketing Analytics:

Summer 2021 (4.63)

2020-2021 (4.50)

2019-2020 (4.73)

Experiment Design (PhD level/Doctoral course):

2019-2020

Social Media Marketing and Digital Marketing:

2019-2020 (4.64/5.00)

New Product Development / New Venture Marketing:

Summer 2021 (4.50/5.00)

Summer 2019 (4.86/5.00)

Summer 2018 (4.50/5.00)

Consumer Behavior (MBA level):

Summer 2019 (4.81/5.00)

Spring 2019 (4.69/5.00)  
Summer 2018 (4.73/5.00)

Personal Branding and Social Media Marketing:

Spring 2019 (4.81/5.00)  
Fall 2018 (4.80/5.00)  
Spring 2018 (4.53/5.00)

Principles of Marketing:

Fall 2018 (4.80/5.00)  
Fall 2017 (4.61/5.00)

International Marketing (Global Marketing):

Fall 2017 (4.80/5.00)

Marketing Management:

Spring 2009 (4.92/5.00)

**PHD STUDENTS SUPERVISED:**

Ash Zareian (Role: Dissertation Chair), Placement: University of Scranton (Pennsylvania)  
Sudipto Sarkar (Role: Dissertation Committee Member), Placement: Massachusetts College of Liberal Arts  
Sasawan Heingraj (Role: Dissertation Committee Member)  
Ai Nhan Ngo (2nd year/3rd year PhD student)

**PRESENTATIONS/CONFERENCE PROCEEDINGS**

**2021 Association for Consumer Research (Seattle, USA)**

Underrepresented Consumers and Advertising  
Branding and Markedness

**2020 Association for Consumer Research (Paris, France)**

Modality Alters Purchase Intentions

**2020 Society for Consumer Psychology (Huntington Beach, United States):**

Voice Searches and Consumer Behavior

**2019 Society for Consumer Psychology (Savannah, United States):**

The Role of Sensory in Enhancing Marketing Placebos  
How Do Consumers Evaluate Products in Peer-to-Peer Markets? The Role of Depth of Disclosure and Self-Construal (Chair, Persuasion Session)

**2018 Association for Consumer Research (Dallas, United States):**

Consumer Search Mode Produces Unintended Marketing Consequences  
The Role of Sensory Signaling in Enhancing Marketing Placebos and Consumer Outcomes

The Acronym Effect: Acronym and Buzzword Use Lowers Consumer Persuasion

**2018 Society for Consumer Psychology (Dallas, United States):**

You Are What You Own: Visuo-Perceptual Unitization Effects in Consumer's Extended Self

**2017 Association for Consumer Research (San Diego, United States):**

Sequence Fluency Effects on Consumers' Judgments of Truth

When Do People Make Affectively Negative Self-Presentation?

The Fit between Depth of Self-Disclosure and Self-Construal on Consumer Evaluations in Peer-to-Peer Markets

**2015 Society for Consumer Psychology (Vienna, Austria):**

Mental Thermoregulation

**2013 Association for Consumer Research (Chicago, United States):**

Status Signaling and Scarcity (accepted for a special session on scarcity)

**2013 Association for Consumer Research (Barcelona, Spain):**

Affective and Cognitive Pathways in Regulation (accepted for a special session on physiology and decision making)

**2013 American Psychological Association (Honolulu, Hawaii):**

Event Construal (accepted for a special session on decision making)

**2013 La Londe Consumer Research Conference (La Londe, France):**

Affective and Cognitive Processes as a Function of Environment

**2012 Association for Consumer Research (Vancouver, Canada):**

Mental Thermoregulation (accepted for a special session on affective decisions) (Co-Chair, special session on affective decisions)

**2012 Society for Consumer Psychology (Florence, Italy):**

Sensory-Signaling Perspective on Placebo Responses (accepted for a special session on placebo effects)

**2012 Stanford University (Stanford Graduate School of Business):**

Affect Transmission (February 21, 2012)

**2011 INSEAD (Graduate School of Business):**

Three-Dimensional Depth Perception in Pavlovian Systems (January 9, 2011)

**2010 Association for Consumer Research (Jacksonville, Florida, USA):**

Affect Regulation by Sensory Regulation (October 2010) (Chair, Neurobiology Session)

**2009 Cornell University (Johnson Graduate School of Business):**

Sensory and Semantic Pathways in Affective Experience (December, 2009)

**2009 London Business School:**

Affect Gating (November, 2009)

**2009 University of Toronto (Rotman Graduate School of Business):**

Affect Gating (October, 2009)

**2009 University of California, Berkeley (Haas Graduate School of Business):**

Affect Gating (October, 2009)

**2009 University of Michigan (Stephen Ross School of Business):**

Affect Gating (September, 2009)

**2009 Association for Consumer Research (Pittsburgh, Pennsylvania, USA):**

Affect-Gating (October 2009) (Winner, Best Paper Award\*) (Lead Paper, Frontiers of Affect and Choice) \*Selected as the winner among 250 competitive papers.

**RESEARCH IN PROGRESS**

Artificial Intelligence and Consumer Behavior – with Yanfen You

Macroenvironmental factors in Consumers' Judgments of Truth – with Yanfen You

Perceptual Unitization – with Yanfen You

Consumer's Mindset and Product Search Mode – with *Sumitra Auschaitrakul* and *Joy Lin*

Sensory Placebo Effects in Marketing – with *Sumitra Auschaitrakul*

Luxury Products and Consumer Valuation – with *Sumitra Auschaitrakul*

Affect Transmission – with *Baba Shiv*

Split Integration of Affective Components in Conditioning – with *Steven Sweldens*

A Sensorimotor-signaling, Dual-process Framework on Placebo Effects – with *Baba Shiv*

**SERVICE**

Chair, Department of Marketing Faculty Search, University of Texas RGV, 2019-2020

Equity and Diversity Advocate (EDA), College of Business, 2019-2020

Pro Bono (uncompensated) service, small business and underrepresented minority owners, Social Media and Digital Marketing, Marketing Analytics, 2019-present

Volunteer speaker, 2021 Asian Youth Alliance for Underrepresented Minorities

Judge, 2021 New Product Development Competition, University of Texas at Rio Grande Valley

**Journal/Conference Reviewer:**

Reviewer, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Experimental Psychology* and *Journal of Consumer Psychology*

Reviewer, *Society for Consumer Psychology*

Reviewer, *Society for Consumer Psychology* Doctoral Dissertation Competition

Member, PhD Committee, Department of Marketing, University of Texas Rio Grande Valley

Member, Hiring Committee, Department of Marketing, University of Texas RGV

Member, PhD Committee, Department of Marketing, NUS Business School

Member, *American Psychological Association*

Graduate Student Council Marketing Department Representative, University of Florida

MBA Admissions Alumnus Interviewer, University of Chicago