

AARON M. GARVEY

Associate Professor & Ashland Oil Research
Professor of Marketing
Gatton College of Business and Economics
University of Kentucky
Lexington, KY 40506

Email: AaronGarvey@uky.edu
Office: (859) 257-2869
Mobile: (270) 779-4166
Fax: (859) 257-3577



EDUCATION

Ph.D. in Business Administration, Concentration in Marketing
Pennsylvania State University, Smeal College of Business
2008 – 2012

Master of Business Administration
University of Kentucky, Gatton College of Business and Economics
2001 – 2002

Bachelor of Arts, Geography, Minor Computer Science - National Merit Scholar
University of Kentucky
1995 – 1999

PUBLICATIONS

Mende, Martin, Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton (2019). "The Marketing of Love: How Attachment Styles Affect Romantic Consumption Journeys," *Journal of the Academy of Marketing Science*, 47(2), 255-273.

Garvey, Aaron M., Margaret G. Meloy, and Baba Shiv (2017), "The Jilting Effect: Antecedents, Mechanisms, and Consequences for Preference," *Journal of Marketing Research*, 54 (October), 785-798.

Select media mentions: *AMA Scholarly Insights*, *Phys.org*
[Online PDF](#)

Garvey, Aaron M., Frank A. Germann, and Lisa E. Bolton (2016), "Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit," *Journal of Consumer Research*, 42 (April), 931-951.

Select media mentions: *NPR Morning Edition*, *The Today Show*, *CBC*, *The Economist*, *Bloomberg Business*, *Fast Company*, *Science Daily*, *Psychology Today*
[Online PDF](#)

Garvey, Aaron M. and Lisa E. Bolton (2017), “Eco-product Choice Cuts Both Ways: How Pro-Environmental Licensing versus Reinforcement is Contingent upon Environmental Consciousness,” *Journal of Public Policy & Marketing*, 36 (Fall), 284–298.

Select media mentions: *The Lane Report*

[Online PDF](#)

Garvey, Aaron M. and Lisa E. Bolton (2017), “The Licensing Effect Revisited: How Virtuous Behavior Heightens the Pleasure Derived from Subsequent Hedonic Consumption” *Journal of Marketing Behavior*, 2 (4), 291-298.

Select media mentions: *NPR Morning Edition*, *Hidden Brain*

[Online PDF](#)

Garvey, Aaron M., Simon J. Blanchard, and Karen P. Winterich (2017), “Turning Unplanned Overpayment into a Status Signal: How Mentioning the Price Paid Repairs Satisfaction,” *Marketing Letters*, 28 (March), 71-83.

[Online PDF](#)

WORKING MANUSCRIPTS

Hyodo, Jamie, Aaron M. Garvey, James D. Abbey, and Margaret G. Meloy, “Emotionally Enriched or Sentimentally Sullied: The Influence of Emotional Contagion on Previously Owned Product Attractiveness.”

Aaron Garvey, Tae Woo Kim, and Adam Duhachek, “Unfair Offers in an Ultimatum Game Seem Less Unfair from a Non-human Agent.”

Garvey, Aaron M., “Sticking to It? How ‘Benefit Distribution’ Influences Consumer Goal Pursuit in Loyalty Programs.”

Garvey, Aaron M., and Frank A. Germann, “The Performance Enhancement Effect of Owned Brands: Marketer Invocation and Consumer Acclimation.”

Craig, Adam W., Aaron M. Garvey, and C. Nathan DeWall, “How the Mere Presence of a Romantic Rival Alters Intra-Relationship Financial Decisions.”

Wilke, James E.B., Aaron M. Garvey, and Frank Germann, “What’s the Big Deal? How Obesity Prevalence Messages Influence Health Motivation.”

SELECTED WORKS IN PROGRESS

Hyodo, Jamie D., Aaron M. Garvey, and Hans Baumgartner, “Consumer Motivation as a Function of Cost-Benefit Focus.”

Craig, Adam W., David M. Hardesty, and Aaron M. Garvey, "Your Attention Please: Attention Checks in Consumer Research."

Johnson, Bryan R., Aaron M. Garvey, and Margaret G. Meloy, "I Know Someone Who Can Help: Social Distance Influences Product Outcome Uncertainty and Anxiety."

INVITED ARTICLES

Garvey, Aaron (2018). The 'Jilting' Effect: How Dashing Consumers' Hopes Isn't Always a Bad Thing, *Marketing News: American Marketing Association*, February, 18-20.

CONFERENCE PRESENTATIONS (Presenting author underlined)

Aaron M. Garvey, Tae Woo Kim, and Adam L. Duhachek, "Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents." *2019 INFORMS Marketing Science Conference*. Rome, Italy. July 2019.

Aaron M. Garvey, Tae Woo Kim, and Adam L. Duhachek, "Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents." *2019 CLIK Behavioral Forum*. Louisville, KY. May 2019.

Scott, Maura L., Martin Mende, Aaron M. Garvey, and Lisa E. Bolton, "The Influence of Romantic Attachment Style upon Consumer Decision Making" *2016 Association for Consumer Research Conference*. Berlin, Germany. October 2016.

Garvey, Aaron M., Frank A. German, and Lisa E. Bolton, "Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit," *2015 Association for Consumer Research Conference*. New Orleans, LA. October 2015.

Garvey, Aaron M., "The Push and Pull of Progress: How Benefit Distribution Determines Perseverance in Consumer Loyalty Programs," *2014 Association for Consumer Research Conference*. Baltimore, MD. October 2014. (Session chair)

Garvey, Aaron M., Simon J. Blanchard and Karen P. Winterich, "When and How Price-Dropping Serves as a Coping Mechanism for Unintentional Overpayment," *2014 Society for Consumer Research Conference*. Miami, FL. March 2014.

Garvey, Aaron M., and Lisa E. Bolton, "Hedonic-Utilitarian Goal Balancing as the Result of Functional Innovation Consumption," *2013 Association for Consumer Research Conference*. Chicago, IL. October 2013.

Garvey, Aaron M., and Lisa E. Bolton, “Hedonic-Utilitarian Goal Balancing as the Result of Functional Innovation Consumption,” *2013 Public Policy and Marketing Conference*. Washington, DC. June 2013.

Garvey, Aaron M., and Lisa E. Bolton, “Hedonic-Utilitarian Goal Balancing as the Result of Functional Innovation Consumption,” *2013 Society for Consumer Research Conference*. San Antonio, TX. February 2013.

Garvey, Aaron M., Margaret M. Meloy, and Baba Shiv, “‘Dashed Hopes’ in Consumer Choice.” *2012 Association for Consumer Research Conference*. Vancouver, BC. October 2012.

Garvey, Aaron M., Simon J. Blanchard and Karen P. Winterich, “I Can Afford It: How Telling Others about Overpayment Helps Recover Satisfaction,” *2012 Association for Consumer Research Conference*. Vancouver, BC. October 2012.

Garvey, Aaron M., “Sticking to It? How Goal Progress Affects Goal Perseverance,” *2011 Association for Consumer Research Conference*. St. Louis, MO. October 2011. (Session chair)

Garvey, Aaron M., “Sticking to It? How Goal Progress Affects Goal Perseverance,” *2011 Haring Symposium, Indiana University*. Bloomington, IN. May 2011.

Garvey, Aaron M., Margaret M. Meloy, and Baba Shiv, “When Hopes Are Dashed: Sour Grapes or Pining Away for Greener Pastures?” *2011 Society for Consumer Psychology Conference*. Atlanta, GA. February 2011.

Garvey, Aaron M., and Lisa E. Bolton, “Hedonic-Utilitarian Goal Balancing as the Result of Functional Food Consumption,” *2010 Society for Consumer Psychology Conference*. Tampa, FL. February 2010.

INVITED PRESENTATIONS

Aaron M. Garvey, Tae Woo Kim, and Adam L. Duhachek, “Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents.” *University of Illinois at Chicago*. Chicago, IL. October 2019.

Garvey, Aaron M., Frank A. German, and Lisa E. Bolton, “Performance Enhancement Effects of Owned Brands: Marketer Invocation and Consumer Acclimation,” *University of Louisville*. Louisville, KY. May 2017.

Garvey, Aaron M., Frank A. German, and Lisa E. Bolton, “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” *Mendoza College of Business, University of Notre Dame*. South Bend, OH. June 2015.

Garvey, Aaron M., Frank A. German, and Lisa E. Bolton, “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” *Carl H. Linder College of Business, University of Cincinnati*. Cincinnati, OH. April 2015.

Garvey, Aaron M., Frank A. German, and Lisa E. Bolton, “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” *Smeal College of Business, Pennsylvania State University*. State College, PA. February 2015.

Garvey, Aaron M., Simon J. Blanchard, and Karen P. Winterich, “I Can Afford It: How Telling Others about Overpayment Helps Recover Satisfaction,” *McDonough School of Business, Georgetown University*. Washington, DC. December 2012.

Garvey, Aaron M., “Sticking to It? How Goal Progress Affects Goal Perseverance,” *Gatton College of Business and Economics, University of Kentucky*. Lexington, KY. September 2011.

MEDIA COVERAGE

- “Artificial Intelligence and the Future of Business” NPR Station WRFL
 - Interview exploring AI implications for consumers and businesses (April 3rd, 2019)
- “The Licensing Effect Revisited: How Virtuous Behavior Heightens the Pleasure Derived from Subsequent Hedonic Consumption”
 - NPR Morning Edition, Hidden Brain Segment (July 10th, 2017)
- “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit”
 - NPR Hidden Brain (July 1st, 2019)
 - NPR Morning Edition (May 11th 2016)
 - The Today Show (Feb 19th 2016)
 - Bloomberg Business (Feb 18th, 2016), Psychology Today (July 5th, 2016), Fast Company (Jan 22nd 2016), Daily Mail (Feb 18th 2016), Canadian Broadcasting Corporation (Feb 4th 2016), Business Standard (Jan 22nd 2016), Phys. Org (Jan 20th 2016), Science Daily (Jan 20th, 2016)
- “The Jilting Effect: Antecedents, Mechanisms, and Consequences for Preference”
 - AMA Scholarly Insights (Sept 24th, 2017)
 - Phys.org (Nov 9th, 2016)
- “The Double-Edged Sword of Eco-Products: How Pro-Environmental Licensing versus Reinforcement is Contingent upon Environmental Consciousness”
 - The Lane Report (April 28th, 2017)

- UK at the Half: Promotional radio interview for Gatton College aired during UK basketball halftime (Feb 23rd, 2016)
- “Consumers on Black Friday,” Televised Interview, CBS Station WKYT (Nov 13th, 2013)
- “Retailers Want you to be Happy while You're Holiday Shopping,” Newspaper article, Louisville Courier Journal Nov 2nd 2018
- “Whole Foods' Price Cuts Creates a New Twist,” Newspaper article, Louisville Courier Journal, April 4th, 2019
- “How Artificial Intelligence will Change Consumer Life” NKY Chamber of Commerce Radio Podcast, July 11th, 2019

HONORS AND AWARDS

- Professorship: Ashland Oil Research Professor of Marketing (2018-19)
- Research Award, Department of Marketing and Supply Chain (2018)
 - Annually awarded to most research productive (over prior two years) faculty member
- Research Award, Department of Marketing and Supply Chain (2017)
- Gatton Research and Creative Activity Grant Award (2017)
- Frank P. and Mary Jean Smeal Endowment Fund Scholarship, Smeal College of Business (2008-2012)
- Smeal Competitive Dissertation Summer Stipend Award (2012)
- Gerald P. Kessler and Joyce Kessler Graduate Scholarship, Smeal College of Business (2011)
- Scott Award for Outstanding Scholarship in Marketing, Smeal College of Business (2011)
- Haring Symposium Fellow, Presenter, Indiana University (2011)
- Best Working Paper Award, Society for Consumer Psychology Conference (2010)
- Best Candidacy Exam Award, Marketing Department, Smeal College of Business (2009)
- Patent Filing, “Mobile Printing System and Interface Device” (2007)
- Kentucky Scholars Award, Gatton College of Business and Economics (2000-2001)
- National Merit Scholar (1995).

TEACHING EXPERIENCE

2014-Fall 2018, Gatton College of Business and Economics, MBA Program.

Marketing Research, Undergraduate (class sizes of 18-72)

Overall instructor quality:

2014 - 2016 (4 point scale): 3.5/4

2016 – 2019 (5 point scale): 4.5/5

2014-2018, Gatton College of Business and Economics.

Marketing Research, Undergraduate (class sizes of 24-48)

Overall instructor quality:

2014 - Spring 2016 (4 point scale): 3.3/4

2016 – 2019 (5 point scale): 4.2/5

2012 & 2013, Gatton College of Business and Economics, MBA Program.

New Product Development Marketing, Graduate (class sizes of 67-80)

Overall instructor quality: 3.7/4

2011, Smeal College of Business.

Marketing Research, Undergraduate (class size of 41)

Overall instructor quality: 6.6/7

2010, Smeal College of Business.

Consumer Behavior, Undergraduate (class size of 10)

Overall instructor quality: 6.3/7

SERVICE

- Marketing Field
 - Reviewer, Journal of Consumer Research (2016-2019)
 - Reviewer, Journal of Marketing Research (2018-2019)
 - Reviewer, Journal of Marketing (2019)
 - Reviewer, Journal of Consumer Psychology (2016-2019)
 - Reviewer, International Journal of Research in Marketing (2017-2019)
 - Reviewer, Journal of Public Policy & Marketing (2017-2018)
 - Reviewer, Marketing Letters (2017-2019)
 - Reviewer, MSI Clayton Doctoral Dissertation Award (2018-2019)
 - Reviewer, ACR-Sheth Foundation PhD Grants (2016-2018)
 - Reviewer, Association for Consumer Research Conference (2011-2019).
 - Reviewer, Society for Consumer Psychology Conference (2010-2019).
 - Reviewer, Society for Consumer Psychology Summer Conference (2017).
 - Reviewer, Society for Consumer Psychology Conference on Vice and Virtue Consumption (2017)
 - Program committee member: Society for Consumer Psychology Conference (2016-2019)
 - Co-organizer, CLIK Consumer Behavior Research Forum, Louisville KY (2017-2019)
 - Session Chair (Consumer Goal Pursuit), Association for Consumer Research Conference (2014)

- Session Chair (Consumer Goal Pursuit), Association for Consumer Research Conference (2011)
- Session Chair (Goal Oriented Behavior), Society for Consumer Psychology Conference (2010)
- Dissertation committee member: Tae Woo Kim, Indiana University (2019)
- University & College
 - MBA Policy Committee: Representative for Department of Marketing & Supply Chain (2016-2019)
 - Gatton Faculty Council (2018-2019)
 - Seminar series (“CEDAR”), departmental co-chair (2013-2018)
 - Dissertation committee member: Pei Wang (2013-14), Niussha Abdollahi (2017), Alex Ziegler (2016-2019)
 - Faculty internship sponsor: Paige Pugh (2013), Evan Brough (2017)
 - Promotional activities: Participate in public relations campaigns (e.g., Behind the Research, UK at the Half) and events (e.g., MBA student recruiting functions) to promote the University of Kentucky, Gatton College, and Gatton MBA program.
 - Library Committee: Departmental Representative (2014-2016)
 - Travel committee (2012-2013)
- Community
 - Volunteer, Dress for Success (2016-2019)
 - Volunteer, Destination Imagination (2006-2008)
 - Volunteer, United Way of the Bluegrass (2002-2008)

PROFESSIONAL EMPLOYMENT

University of Kentucky – Gatton College of Business & Economics

Associate Professor, Department of Marketing & Supply Chain
May 2018 – Present

Assistant Professor, Department of Marketing & Supply Chain
August 2012 – May 2018

Lexmark International

Lexmark International was a \$5B, Fortune 500 Company during my period of employment that provided digital printing solutions to consumers and businesses.

Marketing Segment Manager: Global responsibility for \$160 million “Home and Student” consumer product portfolio. Managed staff of three direct reports.

Oct 2007 – August 2008

Alliance Marketing Manager: Senior marketing manager for OEM relationship with Dell Inc.

Feb 2006 – Oct 2007

Senior Market Analyst: Strategic marketing lead for consumer products division.

Nov 2004 – Feb 2006

Global Product Manager: Global marketing responsibility for inkjet cartridge products.

Aug 2003 – Nov 2004

Marketing Research Analyst: Managed primary research projects.

Dec 2002 – Aug 2003

SCB Technologies – Nashville, TN

Geographic Information Systems Analyst: Developed Internet database applications.

March 2000 – April 2001

AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology
- Society for Science and the Public