

# Andrew B. Edelblum

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## Education and Academic Positions

### University of Dayton, School of Business Administration

Assistant Professor of Marketing (August 2022–)

### University of Oregon, Lundquist College of Business

Ph.D., Marketing (2022)

M.S., Marketing (2019)

### The College of New Jersey

B.A. with Highest Honors, Psychology (2016)

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## Research Interests

**Theoretical:** identity, morality and ethics, political ideology and consumption

**Substantive:** branding, consumer-brand relationships, social media, communications

**Methodological:** behavioral experiments, event studies, applied econometrics

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## Publications

1. Loyka, Caitlin, John R. Ruscio, **Andrew B. Edelblum**, Brittany Wetreich, Lindsay Hatch, and Amanda Zabel (2019), “Weighing People Rather than Food: A Framework for Examining External Validity,” *Perspectives on Psychological Science*, 15(2), 483-496.
    - Featured as #1 trending article on *Obesity and Energetics Offerings* (12/13/19).
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## Working Papers

1. **Edelblum, Andrew B.**, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn, “Focus on ‘Our’ Cause: How Brand Activism Helps and Hurts Activist Organizations,” in preparation for fourth-round review at the *Journal of Consumer Research*.
2. Warren, Nathan B. and **Andrew B. Edelblum**, “Real Men Don’t Share (Online): Perceived Neediness and the Frequent-Posting Femininity Stereotype”; under review at the *European Journal of Marketing* for special issue on “The Dark Side of Social Media.”

## Select Research in Progress

1. **Edelblum, Andrew B.**, Joshua T. Beck, and Nooshin L. Warren, “An Institutional View of Investor Response to Corporate Sociopolitical Activism”; data analysis complete, preparing for submission to the *Journal of Marketing*.
  2. **Edelblum, Andrew B.** and Noelle Nelson, “Brand Boycotting vs. Brand Cancelling”; data collection in progress, preparing for submission to the *Journal of Consumer Psychology*.
  3. Lundberg, Josh, John Peloza, and **Andrew B. Edelblum**, “Consuming Consumption”; data collection complete, preparing for submission to the *Journal of Marketing Research*.
  4. Dugan, Riley, Na Young Lee, and **Andrew B. Edelblum**, “Individual Well-Being and B2B Sales Performance Using a Longitudinal Growth Modeling Approach”; data collection in progress, preparing for submission to *Industrial Marketing Management*.
  5. Warren, Nathan B., **Andrew B. Edelblum**, and Anne Wilson, “Frequent Social Media Posting and Perceptions of Esteem”; data collection in progress, preparing for submission to the *Journal of Consumer Research*.
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## Research Presentations

\* denotes presenter

1. Edelblum, Andrew B.\*, Joshua T. Beck, and Nooshin L. Warren (May 2022), “An Institutional View of Investor Response to Corporate Sociopolitical Activism,” *Theory + Practice in Marketing*, Atlanta, GA.
2. **Edelblum, Andrew B.\***, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (November 2020), “Supporting ‘Our’ Cause: How Brand Activism Shapes Moral Behavior,” *Lundquist College of Business Inaugural Research Slam*, Eugene, OR.
3. **Edelblum, Andrew B.\***, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (December 2019), “Expanding Your Moral Universe? How Self-Brand Connection Shapes Consumer Responses to Brand Activism,” *JCR Future of Brands Conference*, New York, NY.
4. **Edelblum, Andrew B.\***, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (March 2019), “Sit Back or Act? How Self-Brand Connection Shapes Response to Brand Activism,” *Robert Mittelstaedt Doctoral Symposium*, Lincoln, NE.
5. Loyka, Caitlin\*, John R. Ruscio, **Andrew B. Edelblum**, Brittany Wetreich, Lindsay Hatch, and Amanda Zabel (March 2019), “Weighing People Rather than Food: A Framework for Examining External Validity,” *Society of Behavioral Medicine*, Washington D.C.
6. **Edelblum, Andrew B.\***, Yan Bernardes, Sada Gopan Sekar, and Felix Xu (October 2018), “VR and Transformative Consumer Research,” *Association for Consumer Research*, Dallas, TX.

- Winners of inaugural “Shark Tank” competition (Societal Impact track) at ACR Doctoral Symposium.
7. **Edelblum, Andrew B.\***, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (August 2018), “Money Where Their Mouth Is? How Self-Brand Connection Turns Brand Tokenism into Meaningful Brand Action,” *American Marketing Association*, Boston, MA.
  8. **Edelblum, Andrew B.\***, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (May 2018), “Money Where Their Mouth Is? How Self-Brand Connection Turns Brand Tokenism into Meaningful Brand Action,” *Northwest Marketing Research Symposium*, Portland, OR.
  9. Spanola, Nicholas, Rachel Dickler, Erin Largey, **Andrew B. Edelblum\***, Thomas Weiss, Alexa Nagasue, and Christian Sabella (March 2016), “It’s Magic! The Role of Cognitive Individual Differences in the Experience of Magic,” *Eastern Psychological Association*, New York, NY.
  10. **Edelblum, Andrew B.\***, Kiran Patel, and Flavie Guitard (October 2015), “Assessing Student Compliance to a Trayless Cafeteria Proposal,” *Eastern Communication Association*, Philadelphia, PA.
  11. Loyka, Caitlin, **Andrew B. Edelblum\***, Brittany Wetreich, and Lindsay Hatch (May 2015), “Proof Over Practice: An External Validity Review of the Health Psychology Literature,” *Celebration of Student Achievement*, Ewing, NJ.

## Teaching

\* as per university policy, no quantitative teaching evaluations received during remote terms

### University of Dayton

Market Analysis and Buyer Behavior (fall 2022; in-person): 4.84/5

### University of Oregon

Marketing: Creating Value for Customers (spring 2022; in-person): 4.78/5.00

Integrated Marketing Communications (spring, summer 2020; remote): no score\*

Integrated Marketing Communications (summer 2018; in-person): 4.81/5.00

## Academic Service

### *Journal of Consumer Research*

Social Media Manager [[Facebook](#), [Twitter](#)] (2018–)

Reviewer Trainee (2018)

### Business Research Institute, University of Oregon

Lab Co-Manager (2019–20)

## Honors & Awards

Harold & Muriel Berkman Charitable Foundation Grant (2021)  
AMA-Sheth Doctoral Consortium Fellow (2021)  
Robin and Roger Best Research Awards (2019, 2020)  
Robin and Roger Best Teaching Award (2019)  
The College of New Jersey, Graduation with Highest Honors (2016)

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## Professional Memberships

American Marketing Association  
Association for Consumer Research  
American Psychological Association  
Phi Beta Kappa Society  
Psi Chi Psychology Honor Society

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## Research Positions

### **Duke University**

Research Assistant, Center for Advanced Hindsight (2016)

### **The College of New Jersey**

Researcher, Department of College Advancement (2015–16)  
Researcher, MISC Lab (2014–16)

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## Doctoral Coursework

### **Marketing (Core)**

Marketing Research Process and Methods  
Development of Marketing Theory  
Theory and Research in Consumer Behavior  
Experimental and Quasi-experimental Research Methods  
Independent Study [Consumer Identity]

Hong Yuan  
Linda Price  
Jiao Zhang  
Joshua T. Beck  
Joshua T. Beck

### **Research Methods and Statistical Analysis**

Data Analysis

Lou Moses  
Robert Mauro  
Elliott Berkman  
Nicole Giuliani  
Roland Good  
Daniel Anderson  
Joseph Stevens

Social Science Research Design  
Applied Statistical Design and Analysis  
Data Analysis with R  
Hierarchical Linear Models

Applied Econometrics

Lauren Lanahan

**Behavioral Sciences**

Living the Academic Life

Organizational Behavior

New Media History and Theory

Alan Meyer

David Wagner

Seth C. Lewis

## Creative Work

### YouTube

Creator and Producer, *Pop! Consumer* (2021–)

As a scholar, it is my goal to bridge marketing scholarship and practice in ways that speak to and illustrate meaningful real-world applications. To further this goal—and lean into my creative curiosities—I created *Pop! Consumer*, a YouTube video essay series that tackles questions at the intersection of consumer psychology and popular culture. I flesh out various consumer-relevant topics using peer-reviewed research articles, mainstream news sources, and interviews from relevant experts.

- Episode #1: [“How Rebecca Black Broke Pop Music. Twice.”](#)
- Episode #2: [“A Brief Inquiry into Triangular Sandwich Slices”](#)
- Episode #3: [“America’s War on Seatbelts”](#)
- Episode #4: [“Why ‘Castaways’ Became a Viral Summer Bop”](#)
- Episode #5: [“The Wordle Phenomenon, Explained”](#)

## References

### Joshua T. Beck

Associate Professor of Marketing

Charles H. Lundquist College of Business, University of Oregon

[jbeck2@uoregon.edu](mailto:jbeck2@uoregon.edu)

### Noelle Nelson

Assistant Professor of Marketing

Charles H. Lundquist College of Business, University of Oregon

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### Markus Giesler

Associate Professor of Marketing, Editor at the *Journal of Consumer Research*

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