

Andrew B. Edelblum

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Education and Academic Positions

University of Dayton, School of Business Administration

Assistant Professor of Marketing (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)

Research Interests

Theoretical: identity, morality and ethics, political ideology

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

Methodological: behavioral experiments, event studies, applied econometrics

Publications

1. **Edelblum, Andrew B.** and Nathan B. Warren (equal authorship), “Real Men Don’t Share (Online): Perceived Neediness and the Frequent-Posting Femininity Stereotype” (2023), *European Journal of Marketing*; special issue on “The Dark Side of Social Media” [[link](#)].
 - Original press release: “Why guys who post a lot on social media are seen as less manly” (*The Conversation*, July 2023, 27,000+ reads).
 - Received further coverage in *Fast Company*, *Slate*, and *The Miami Herald*.
 2. Loyka, Caitlin, John R. Ruscio, **Andrew B. Edelblum**, Brittany Wetreich, Lindsay Hatch, and Amanda Zabel (2020), “Weighing People Rather than Food: A Framework for Examining External Validity,” *Perspectives on Psychological Science*, 15(2), 483-496 [[link](#)].
 - Featured as #1 trending article on *Obesity and Energetics Offerings* (12/13/19).
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Working Papers

1. Dugan, Riley, **Andrew B. Edelblum**, Ashish Kalra, Na Young Lee, and Sangsuk Yoon, “Resilience in the Face of Adversity: How Social Media and Flexible Work Arrangements Harden Salespeople to Abusive Supervision,” under second-round review at *Industrial Marketing Management* for special issue on “Mental Health and Well-being in Business-to-Business Markets.”
 2. **Edelblum, Andrew B.**, “How Will the Metaverse Affect Social Movements? A Vision for Collective Action on Extended Reality Platforms,” under review at the *Journal of the Association for Consumer Research* for special issue on “Metaverse: Consumer Behavior and Well-being.”
 3. **Edelblum, Andrew B.**, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn, “For-Profit Brands as Nonprofit Advocates: The Double-Edged Impact of Cause-Related Marketing,” preparing for submission to the *Journal of Consumer Psychology*.
 4. Lundberg, Josh, John Peloza, and **Andrew B. Edelblum**, “Vicarious Consumption in the Digital Age,” preparing for submission to the *Journal of Marketing Research*.
 5. Lee, Na Young, **Andrew B. Edelblum**, and Kevin H. Park, “The Sound of Silence: A Single-Modality Approach to Digital Sensory Experience,” preparing for submission to the *Journal of the Academy of Marketing Science*.
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Select Research in Progress

1. Warren, Nathan B., **Andrew B. Edelblum**, and Annie Wilson, “Sharing Is Glaring: Frequent Social Media Posting Reduces Perceived Status,” data collection in progress, preparing for submission to the *Journal of Consumer Psychology*.
 2. **Edelblum, Andrew B.** and Noelle Nelson, “What Is Cancel Culture, Anyway? Cancellation as a Stigmatized and Politicized Form of Consumer Protest,” data collection in progress, preparing for submission to the *Journal of Consumer Psychology*.
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Other Projects in Development

1. Cha, Hyeonjin, **Andrew B. Edelblum**, and Chi Tran, “Destigmatizing Gaming in the Age of the Metaverse,” data collection in progress, preparing for submission to the *Journal of Marketing*.
 2. **Edelblum, Andrew B.** and Nate Martin, “The Identifiable Savior Effect,” data collection in progress, preparing for submission to the *Journal of Consumer Psychology*.
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Research Presentations

* denotes presenter

1. **Edelblum, Andrew B.***, Joshua T. Beck, and Nooshin L. Warren (February 2023), “An Institutional View of Investor Response to Corporate Sociopolitical Activism,” *American Marketing Association*, Nashville, TN.
 - Chair of session titled “How Firms Manage and Respond to Representation of Traditionally Marginalized Groups.”
2. **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.
3. **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.
4. **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.
5. **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.
6. 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.
7. **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.
8. **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.
9. **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.
10. 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.
11. **Edelblum, Andrew B.***, Kiran Patel, and Flavie Guitard (October 2015), “Assessing Student Compliance to a Trayless Cafeteria Proposal,” *Eastern Communication Association*, Philadelphia, PA.

12. 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.
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Teaching

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

University of Dayton

<i>COURSE</i>	<i>SEMESTER</i>	<i>SCORE</i>
Market Analysis and Buyer Behavior	Fall 2023	4.79/5.00
	Spring 2023	4.70/5.00
	Fall 2022	4.84/5.00

University of Oregon

<i>COURSE</i>	<i>SEMESTER</i>	<i>SCORE</i>
Marketing: Creating Value for Customers	Spring 2022	4.78/5.00
Integrated Marketing Communications	Summer 2020*	N/A
	Spring 2020*	N/A
	Summer 2018	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)

Professional Memberships

American Marketing Association
Association for Consumer Research

American Psychological Association
Phi Beta Kappa Society
Psi Chi Psychology Honor Society

Media Appearances and Mentions

“Threads: UD professor discusses the possibilities of social media’s newest platform” (*WDTN*; July 2023)
“Divide and Conquer?” (Featured in *Contagious’s Most Contagious Report 2020*; December 2020)

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)

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. Examples of video topics include a critical analysis of Rebecca Black’s 2021 “Friday” remix, an interrogation of changes made to the M&M’s “spokescandy” characters, and a look at adjustments made to Netflix’s account-sharing policies.

You can access a playlist of this work here ([link](#)).

References

Joshua T. Beck

Associate Professor of Marketing

Charles H. Lundquist College of Business, University of Oregon
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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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