

# ANDREA WEBB LUANGRATH

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Tippie College of Business  
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## EDUCATION

- Ph.D. Wisconsin School of Business, University of Wisconsin – Madison, December 2016  
Major: Marketing; Minor: Psychology
- B.B.A. Wisconsin School of Business, University of Wisconsin – Madison, May 2010  
Major: Marketing and International Business  
Graduated with Distinction

## ACADEMIC POSITIONS

- Tippie College of Business, University of Iowa  
Assistant Professor of Marketing, January 2017 - present

## AWARDS AND HONORS

- |  |      |
|--|------|
| Early Career Research Award, Tippie College of Business<br>Collegiate-level Research Award   | 2021 |
| Cannon Scholarship for Teaching Excellence, Tippie College of Business<br>Collegiate-level Teaching Award for Outstanding Pedagogical Contributions  | 2020 |
| Journal of Marketing Article “Caring for the Commons: Using Psychological<br>Ownership to Enhance Consumer Stewardship of Public Goods” Selected<br>for JM Webinar: Insights for Managers Series                                 | 2020 |
| Research Excellence Grant, University of Iowa, Tippie College of Business  | 2019 |
| Park Young Contributor Award <i>Journal of Consumer Psychology</i><br>for “Textual Paralanguage and Its Implications for Marketing<br>Communications” coauthored with Joann Peck and Victor A. Barger                            | 2017 |
| Highly Cited Paper Award, Elsevier, <i>Journal of Consumer Psychology</i><br>Peck, Joann, Victor A. Barger, and Andrea Webb (2013), “In Search of a<br>Surrogate for Touch: The Effect of Haptic Imagery on Perceived Ownership” | 2017 |
| Park Outstanding Contribution to JCP Award<br>Peck, Joann, Victor A. Barger, and Andrea Webb (2013), “In Search of a<br>Surrogate for Touch: The Effect of Haptic Imagery on Perceived Ownership”                                | 2016 |
| Vilas Travel Award, Student Research Funding, UW-Madison Graduate School   | 2015 |
| Best Paper Award, Haring Symposium, Indiana University   | 2014 |
| Henry C. Naiman Outstanding Graduate Student Teaching Award,<br>Wisconsin School of Business   | 2014 |

Signe Ostby Distinguished Graduate Fellowship, Wisconsin School of Business	2014-16
Conference Travel Grant, Wisconsin School of Business	2014-16
Distinguished Teaching Award, Wisconsin School of Business	2012-13
Arthur Nielsen Marketing Scholarship, Wisconsin School of Business	2012-13
Marketing Department Scholarship, Wisconsin School of Business	2010-14

## JOURNAL PUBLICATIONS

1. Peck, Joann, Colleen Kirk, **Andrea W. Luangrath**, and Suzanne Shu\* (2021), “Caring for the Commons: Using Psychological Ownership to Enhance Consumer Stewardship of Public Goods,” *Journal of Marketing*, 85 (2), 33-49.\**All authors contributed equally*
2. Hedgcock, William, **Andrea W. Luangrath**, and Raelyn Webster (2020), “Counterfactual Thinking and Facial Expressions Among Olympic Medalists: A Conceptual Replication of Medvec, Madey, and Gilovich’s (1995) Findings,” *Journal of Experimental Psychology: General*. Advance online publication. <http://dx.doi.org/10.1037/xge0000992>
3. **Luangrath, Andrea W.**, Joann Peck, and Anders Gustafsson (2020), “Should I Touch the Customer? Rethinking Interpersonal Touch Effects From the Perspective of the Touch Initiator,” *Journal of Consumer Research*, 47 (4), 608-630.
4. **Luangrath, Andrea W.**, Joann Peck, and Victor A. Barger (2017), “Textual Paralanguage and its Implications for Marketing Communications,” *Journal of Consumer Psychology*, 27 (1), 98-107.
5. **Webb, Andrea** and Joann Peck (2015), “Individual Differences in Interpersonal Touch: On the Development, Validation, and Use of the 'Comfort with Interpersonal Touch' (CIT) Scale,” *Journal of Consumer Psychology*, 25 (1), 60-77.
6. Peck, Joann, Victor A. Barger, and **Andrea Webb** (2013), “In Search of a Surrogate for Touch: The Effect of Haptic Imagery on Perceived Ownership,” *Journal of Consumer Psychology*, 23 (2), 189-196.

## BOOK CHAPTERS

7. Peck, Joann and **Andrea W. Luangrath** (2018), "Looking Ahead: Future Research in Psychological Ownership,” in *Psychological Ownership and Consumer Behavior*, Eds. Joann Peck and Suzanne B. Shu, Springer.

## MANUSCRIPTS UNDER REVIEW

8. **Luangrath, Andrea W.**, Yixiang Xu, and Tong Wang, “Paralanguage Classifier (PARA): An Algorithm for Automatic Coding of Paralinguistic Nonverbal Parts of Speech in Text” (Revising for 3<sup>rd</sup> Round Review at *Journal of Marketing Research*)

9. **Luangrath, Andrea W.**, Joann Peck, William Hedgcock, and Yixiang Xu, “Observing Product Touch: The Vicarious Haptics Effect in Digital Environments,” (Under 2<sup>nd</sup> Round Review at *Journal of Marketing Research*)
10. **Luangrath, Andrea W.**, Joann Peck, and Anders Gustafsson, “The Staying Power of Unnoticed Touch: Interpersonal Touch Affects How Customers Spend Time in Store” (Revising for 2<sup>nd</sup> Round Review at *Journal of Service Research*)

## **WORKING PAPERS**

- Luangrath, Andrea W.**, Joann Peck, Bryce Pyrah, “Nonverbal Mimicry: The Role of Empathy in Mimicry of Textual Paralanguage” (target *Journal of Consumer Research*)
- Luangrath, Andrea W.** and Bryce Pyrah, “Facial Expressions from Textual Paralanguage” (target *Journal of Consumer Psychology*)
- Luangrath, Andrea W.** and Joann Peck, “Why the Starbucks Pumpkin Spice Latte Tweets: Effects of Textual Paralanguage on Brand and Spokescharacter Online Communications” (target *Journal of Marketing*)
- Luangrath, Andrea W.** and Yixiang Xu, “Increasing Social Media Engagement with Bodily Emojis during the COVID-19 Pandemic” (target *Psychological Science*)

## **SELECTED WORK IN PROGRESS**

- Consumer Emotions in Virtual Reality. With Chelsea Galoni and Rebecca Krause-Galoni
- Influence of Locality on Conversational Dynamics. With Bowen Ruan and Sarah Francisco

## **REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS**

- The Vicarious Haptic Effect in Online and Virtual Reality. Work with Joann Peck, William Hedgcock, and Yixiang Xu. *Association for Consumer Research (ACR)*, 2020.
- Where Consumer Behavior Meets Language: Applying Linguistic Methods to Consumer Research. Knowledge Forum with Ann Kronrod, Grant Packard, Sarah G Moore, Jonah Berger, Jeffrey Inman, Robert Meyer, L J Shrum, Ashlee Humphreys, Nicholas Lurie, Jeff Lee. *Association for Consumer Research (ACR)*, 2020.
- The Vicarious Haptic Effect in Online and Virtual Reality. Work with Joann Peck, William Hedgcock, and Yixiang Xu. *Society for Consumer Psychology (SCP)*, 2020.
- Nonverbal Mimicry: The Role of Empathy in Mimicry of Textual Paralanguage. Work with Joann Peck, Victor Barger, and Abby Haynes. *Association for Consumer Research (ACR)*, 2019.

The Vicarious Haptic Effect in Online and Virtual Reality. Work with Joann Peck, William Hedgcock, and Yixiang Xu. *Theory and Practice in Marketing (TPM)*, hosted by Columbia Business School 2019.

Nonverbal Mimicry: The Role of Empathy in Mimicry of Textual Paralanguage. Work with Joann Peck, Victor Barger, and Abby Haynes. *Society for Consumer Psychology (SCP)*, 2019.

Make Your Tweety Bird Tweet: Use of Textual Paralanguage in Brand and Spokescharacter Online Communications. Work with Joann Peck and Victor Barger. *Association for Consumer Research (ACR)*, 2017.

GREAT, Umm, \*Eyeroll\*: Textual Paralanguage and Its Implications for Brand Communications. Work with Joann Peck and Victor Barger. *Association for Consumer Research (ACR)*, 2015.

Imagining versus Experiencing Interpersonal Touch: Discrepancies in Perceptions of Touch. Work with Joann Peck and Anders Gustafsson. *Society for Consumer Psychology (SCP)*, 2015.

Ugh, \*Eyeroll\*, Brrrrr: The Conceptualization of Textual Paralanguage in Consumer Contexts. Work with Joann Peck and Victor Barger. *Society for Consumer Psychology (SCP)*, 2014

The More You Think You Know, The More You Want to Touch: Subjective Knowledge and Haptic Exploration, *Association for Consumer Research (ACR)*, 2013.

That's Not What I Feel: The Effect of Haptic Imagery and Haptic Interference on Psychological Ownership and Valuation. Work with Joann Peck and Victor Barger. *Association of Consumer Research (ACR)*, 2011.

Haptic Imagery and Haptic Interference. Work with Joann Peck and Victor Barger. *Association of Consumer Research (ACR)*, 2010.

## **OTHER CONFERENCE PRESENTATIONS**

Do Not Touch Me...But Please Do: Customer Misjudgment of Comfort with Interpersonal Touch. Work with Joann Peck and Anders Gustafsson. *Albert Haring Symposium, University of Indiana*, 2014.

Comfort with Interpersonal Touch in Retail Sales Interactions. Work with Joann Peck and Anders Gustafsson, *Robert Mittelstaedt Doctoral Symposium, University of Nebraska – Lincoln*, 2013.

Visual and Verbal Processing. Discussant. *Robert Mittelstaedt Doctoral Symposium, University of Nebraska – Lincoln*, 2012.

## **CONFERENCE ATTENDANCE**

Wharton's Behavioral Insights from Text Conference	2019, 2020
Association of Consumer Research Conference	2010-15, 2017-20
Society for Consumer Psychology	2014-16, 2018-20
AMA Sheth Foundation Doctoral Consortium Faculty Host	2017

Albert Haring Symposium	2014
Mobile Privacy Summit – Presented by FTC and CA Attorney General	2013
AMA Sheth Foundation Doctoral Consortium	2013
Robert Mittelstaedt Doctoral Symposium	2012, 2013
Association of Consumer Research Doctoral Symposium	2010-2015

## TEACHING

Marketing 3200: Consumer Behavior, (Undergraduate) Spring 2021 ACE Evaluations: (63%, 71%, and 61% response rate, respectively) Section 1: Instructor: 5.80/6.00, Course: 5.80/6.00 Section 2: Instructor: 5.70/6.00, Course: 5.60/6.00 Section 3: Instructor: 5.80/6.00, Course: 5.60/6.00	2021
Marketing 7825: Problems and Solutions in Behavioral Research (PhD) (Co-instructed with Bowen Ruan) Fall 2020 ACE Evaluations: (100% response rate) Instructor: 5.90/6.00, Course: 5.90/6.00	2020
Marketing 3200: Consumer Behavior, (Undergraduate) Spring 2020 ACE Evaluations: (45%, 38%, and 23% response rate, respectively) Section 1: Marketing 5.80/6.00, TCOB Core 5.90/6.00 Section 2: Marketing 5.70/6.00, TCOB Core 5.70/6.00 Section 3: Marketing 5.80/6.00, TCOB Core 5.80/6.00	2020
Marketing 3200: Consumer Behavior, (Undergraduate) Spring 2019 ACE Evaluations: (66%, 44%, and 83% response rate, respectively) Section 1: Marketing 5.60/6.00, TCOB Core 5.70/6.00 Section 2: Marketing 5.60/6.00, TCOB Core 5.80/6.00 Section 3: Marketing 5.90/6.00, TCOB Core 5.90/6.00	2019
MKTG 4999: Honors Thesis in Marketing (Undergraduate)	2019
Marketing 7800: Seminar in Consumer Behavior (PhD) (Co-instructed with Cathy Cole) Fall 2018 ACE Evaluations: (80% response rate) Instructor: 5.80/6.00, Course: 5.80/6.00	2018
Marketing 3200: Consumer Behavior, (Undergraduate) Spring 2018 ACE Evaluations: (85%, 88%, and 89% response rate, respectively) Section 1: Marketing 5.70/6.00, TCOB Core 5.90/6.00 Section 2: Marketing 5.70/6.00, TCOB Core 5.80/6.00 Section 3: Marketing 5.70/6.00, TCOB Core 5.80/6.00	2018
BUS 3600: Mentored Research (Undergraduate)	2018
Marketing 3200: Consumer Behavior, (Undergraduate) Spring 2017 ACE Evaluations: (35% and 27% response rate, respectively) Section 1: Marketing 5.70/6.00, TCOB Core 5.80/6.00	2017

Section 2: Marketing 5.80/6.00, TCOB Core 5.90/6.00

Instructor: MKT 305: Consumer Behavior, Wisconsin School of Business Teaching Evaluation Average: 4.79/5.00 and 4.77/5.00 (Enrollment: 95, 2 sections)	2015
Guest Lecturer, Evening MBA Marketing Management, Wisconsin School of Business	2014
Instructor: MKT 305: Consumer Behavior, Wisconsin School of Business Teaching Evaluation Average: 4.94/5.00 (Enrollment: 11)	2013
Teaching Assistant: MKT 300: Marketing Management, Wisconsin School of Business Teaching Evaluation Average (across 6 sections): 4.82/5.00	2011-2012
Instructor: PEOPLE Program, Wisconsin School of Business Summer marketing course for underrepresented high school students	2011-2013

## STUDENT ADVISING

### Doctoral Student Advising

PhD Dissertation Committee Member, Tippie College of Business

Shiyun Chen (current)

Sunaina Shrivastava (2019)

Young Kyu Kim (2018)

PhD Research Co-Advising

Sarah Francisco (current)

Bryce Pyrah (current)

Yixiang Xu (current)

### Undergraduate Student Advising

Sarah Francisco (2018)

Abby Haynes (2018)

Marta Bote-Gonzalez (2017)

## SERVICE

Associate Dean Search Committee, Tippie College of Business	2021
Tippie College of Business Junior Faculty Representative, Dean Search	2020
Collegiate Research Committee, Tippie College of Business	2019-present
Behavioral Lab Faculty Lead, Tippie College of Business	2018-present
Faculty Instructor for Summer Research Series Workshop on Tippie Behavioral Lab	2018-present
Marketing Undergraduate Curriculum Committee Member, Tippie College of Business	2018-present
Marketing Camp Committee Co-Chair, Tippie College of Business	2018-present
Marketing Department Faculty Recruiting Committee, Tippie College of Business	2018, 2020
Marketing Department PhD Student Recruiting Committee, Tippie College of Business	2018
Marketing Department Junior Faculty Representative, AACSB Accreditation	2018
AMA Sheth Doctoral Consortium Host Department, Tippie College of Business	2017
We Are Phil Campaign Committee, Tippie College of Business	2017

Trainee Reviewer, Journal of Consumer Research	2015
PhD Programs and Research Panel Member, Wisconsin School of Business	2014
Teaching Improvement Program, Wisconsin School of Business	
Chair	2014-2015
Co-Chair	2013-2014
Student Representative on PhD and Research Programs Committee, Wisconsin School of Business	2013-2014
PhD Proseminar Panel Member, Wisconsin School of Business	2013, 2014
PhD Student Orientation Panel Member, Wisconsin School of Business	2011, 2014

#### Journal Ad hoc Reviewer

American Journal of Psychology  
 Computers in Human Behavior  
 International Journal of Research in Marketing  
 Journal of Business Research  
 Journal of Consumer Behavior  
 Journal of Consumer Psychology  
 Journal of Consumer Research  
 Journal of Interactive Marketing  
 Journal of Marketing  
 Journal of Marketing Communications  
 Journal of Marketing Research  
 Journal of Nonverbal Behavior  
 Journal of Psychoeducational Assessment  
 Personality and Social Psychology Bulletin  
 Psychology and Marketing

#### Conference/Other Reviewer

American Marketing Association (Winter)  
 Association for Consumer Research  
 Society for Consumer Psychology  
 MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition

### **SELECTED MEDIA COVERAGE**

NPR, "There's A Psychology Lesson Behind Why Olympic Bronze Medalists Are So Happy" by Vanessa Romo	2021
The Gazette, "University of Iowa research finds bronze medalists happier than those with silver" by Vanessa Miller	2021
KWWL, "University of Iowa study shows bronze medalists appear happier than silver medalists" by Vinny Lowerre	2021
Radio Iowa, "U-I study considers why Olympic bronze medalists are so darn happy" by Matt Kelley	2021
The Conversation, "People Take Better Care of Public Places When They Feel Like They Have a Stake in Them" by Suzanne Shu	2021

Reddit Science, “Caring for the Commons” <i>Journal of Marketing</i> article received over 31,400 upvotes	2020
Marketplace, “How the pandemic is creating a “low-touch” economy” on NPR by Kimberly Adams	2020
Tippie College of Business News, University of Iowa, “Luangrath receives early career contributor award” by Lesanne Fliehler	2018
Wisc News, University of Wisconsin – Madison, “Away with words: Emoji help brands communicate with customers” by Kari Knutson	2018
Iowa Now, University of Iowa “How do you shrug at someone via text?” by Tom Snee	2017
Corridor Business Journal, “Marketers Find New Ways to Connect with ‘Textual Paralanguage’” by Dave DeWitt	2017
IBM Think Marketing, “Textual Paralanguage in Marketing Communications: Tips for Getting it Right” by David Pyrzenski	2017
BizEd AACSB International “The Rise of the Nonverbal in Social Media: Digital Marketers Gain Greater Savvy in Communicating Nonverbal Cues”	2017
Rewire “The Social Science Behind Emojis” by Katie Moritz	2017

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
 Association for Consumer Research  
 Society for Consumer Psychology