

DAVID M. HARDESTY

University of Kentucky
Department of Marketing and Supply Chain
438A Gatton College of Business & Economics
Lexington, KY 40506-0034
Phone: (859) 257-9419
E-mail: david.hardesty@uky.edu

EMPLOYMENT & EDUCATION

2017-present University Research Professor, *University of Kentucky*
2015-present Gatton Endowed Chair, *University of Kentucky*
2015-2024 Chair Department of Marketing and Supply Chain, *University of Kentucky*
2011-2015 Thomas C. Simons Endowed Professor, *University of Kentucky*
2010-2011 Thomas C. Simons Endowed Associate Professor, *University of Kentucky*
2007-2009 Associate Professor, *University of Kentucky*
2005-2007 Assistant Professor, *University of Kentucky*
2001-2005 Assistant Professor, *University of Miami*
1998-2001 Assistant Professor, *University of Southern Mississippi*
1994-1998 Ph.D., Business Administration, *University of South Carolina*
Major: Marketing
1992-1994 Master of Science, *University of South Carolina*
Major: Statistics
1988-1992 Bachelor of Science (*with honors*), *Salisbury University*
Majors: Mathematics and Economics

RESEARCH PUBLICATIONS

(43 publications -- including 7 JCRs, 3 JMs, 2 JMRs, 2 JCPs and 6 JRs)

(7819 Google Citations, 3178 since 2020, H-Index = 28)

- 43) Hasford, Jonathan, Blair Kidwell, David M. Hardesty, and Adam Farmer (2022) "Your Cheatin' Heart: How Emotional Intelligence and Selfishness Impact the Incidence of Consumer Fraud," *Journal of Consumer Research*, 49 (1), 112-131.
- 42) Li, Wenjing, David M. Hardesty, Adam W. Craig, and Lei Song (2022) "Hidden Price Promotions: Could Your Price Promotions Backfire?," *Journal of Retailing and Consumer Services*, 64 (January), 1-16.
- 41) Kidwell, Blair, Jonathan Hasford, Broderick Turner, David M. Hardesty, and Alex Zablah (2021) "Emotional Calibration and Salesperson Performance," *Journal of Marketing*, 85 (6), 141-161.

A short article was also published in the Keller Center Research Report, Volume 16, Issue 2, June 2023.

- 40) Farmer, Adam, Blair Kidwell, and David M. Hardesty (2021) "The Politics of Choice: Political Ideology and Intolerance for Ambiguity," *Journal of Consumer Psychology*, 31 (1), 6-21. Top cited article in the *Journal of Consumer Psychology* 2020-2021 and 2021-2022.
- 39) Farmer, Adam, Blair Kidwell, and David M. Hardesty (2020), "Helping a Few a Lot or Many a Little: Political Ideology and Charitable Giving," *Journal of Consumer Psychology*, 30 (4), 614-630.
- 38) Hasford, Jonathan, David M. Hardesty, and Blair Kidwell (2019), "Deliberation or Distraction: How the Presentation Format of Choice Information Impacts Complex Decision Making," *Journal of Business Research*, 103 (October), 195-205.
- 37) Mead, James, Maura Scott, and David M. Hardesty (2019), "Low Detail Future Variety: Providing Affective Relief during Repetitive Music Consumption," *Psychology & Marketing* 36 (11), 975-988.
- 36) Sheehan, Daniel, David M. Hardesty, Alexander H. Ziegler and Haipeng (Allan) Chen (2019), "Consumer Reactions to Price Discounts across Online Shopping Experiences," *Journal of Retailing and Consumer Services* 51 (C), 129-138.
- 35) Hasford, Jonathan, David M. Hardesty, and Blair Kidwell (2018) "Emotional Ability and Associative Learning: How Experiencing and Reasoning about Emotions Impacts Evaluative Conditioning," *Journal of Consumer Research*, 45 (4), 743-760.
- 34) Mead, James and David M. Hardesty (2018), "Price Font Disfluency: Anchoring Effects on Future Price Expectations," *Journal of Retailing*, 94 (1), 102-112.
- 33) Li, Wenjing, David M. Hardesty, and Adam Craig (2018), "The Impact of Dynamic Bundling on Price Fairness Perceptions," *Journal of Retailing and Consumer Services*, 40 (January), 204-212.
- 32) Hasford, Jonathan, David M. Hardesty, and Blair Kidwell (2015), "More Than a Feeling: Emotional Contagion Effects in Persuasive Communication," *Journal of Marketing Research*, 52(6), 836-847. Cited in Alpha Galileo, Medical Daily, and Science Daily
- 31) Kidwell, Blair, Jonathan Hasford, and David M. Hardesty (2015), "Emotional Ability Training and Mindful Eating," *Journal of Marketing Research*, 52(1), 105-119. Cited in Eurekalert, Science Daily, PsychCentral, Foodnavigator.com, National Federation of Professional Trainers, Food and Psychology, VavistaLife, Think and Eat Yourself Smart (popular press book), and The Thinsulin Program (popular press book)
- 30) Hardesty, David M., Anthony D. Miyazaki, Ronnie C. Goodstein, Dhruv Grewal, and Praveen Kopalle (2014), "The Accuracy of Scanned Prices," *Journal of Retailing*, 90 (June), 291-300.
- 29) Kidwell, Blair, R. Adam Farmer, and David M. Hardesty (2013), "Getting Liberals and Conservatives to Go Green: Political Ideology and Congruent Appeals," *Journal of Consumer Research*, 40 (August), 350-367.
- 28) Hardesty, David M. and Tracy A. Suter (2013), "Maximizing Willingness to Bid with Buy-It-Now Auctions," *Journal of Business Research*, 66 (4), 554-558.
- 27) Koford, Brandon C., Glenn C. Blomquist, David M. Hardesty, and Kenneth R. Troske (2012), "Estimating Consumer Willingness to Supply and Willingness to Pay for Curbside Recycling," *Land Economics*, 88 (4), 745-763.

- 26) Hardesty, David M., William O. Bearden, Kelly Haws, and Blair Kidwell (2012), "Enhancing Perceptions of Value Associated with Price Matching Guarantees," *Journal of Business Research*, 65 (8), 1096-1101.
- 25) Kidwell, Blair, David M. Hardesty, Brian Murtha, and Shubin Sheng (2012), "A Closer Look at Emotional Intelligence in Marketing Exchange," *GfK-Marketing Intelligence Review*, 4 (1), 24-31.
- 24) Kidwell, Blair, David M. Hardesty, Brian Murtha, and Simon Sheng (2011), "Emotional Intelligence in Marketing Exchanges," *Journal of Marketing*, 75 (January), 78-95.
- 23) Tsiros, Michael and David M. Hardesty (2010), "Ending a Price Promotion: Retracting it in One Step or Phasing it out Gradually?," *Journal of Marketing*, 74 (January), 49-64.

A summary also appeared in the April 2010 *Harvard Business Review* regarding Steadily Decreasing Discounting.

- 22) Hardesty, David M. and William O. Bearden (2009), "Consumer Behavior and Retailing," *Journal of Retailing*, 85 (September), 239-244.
- 21) Carlson, Jay P., Leslie H. Vincent, David M. Hardesty, and William O. Bearden (2009), "Objective and Subjective Knowledge Relationships: A Quantitative Analysis of Consumer Research Findings," *Journal of Consumer Research*, 35 (February), 864-876.

A summary was also published in *Empirical Generalizations about Marketing Impact 1st and 2nd editions*, edited by Mike Hanssens.

- 20) Kidwell, Blair, David M. Hardesty, and Terry Childers (2008), "Emotional Calibration Effects on Consumer Choice," *Journal of Consumer Research*, 35 (December), 611-621.
- 19) Kidwell, Blair, David M. Hardesty, and Terry Childers (2008), "Consumer Emotional Intelligence: Conceptualization, Measurement, and the Prediction of Consumer Decision Making," *Journal of Consumer Research*, 35 (1), 154-166.
- 18) Hardesty, David M., William O. Bearden, and Jay P. Carlson (2007), "Persuasion Knowledge and Consumer Reactions to Pricing Tactics," *Journal of Retailing*, 83 (2), 199-210. Received an Honorable Mention for the 2009 Davidson Award for Best Article in the *Journal of Retailing* for 2007.
- 17) Carlson, Jay P., William O. Bearden, and David M. Hardesty (2007), "Influences on What Consumers Know and What They Think They Know Regarding Pricing Tactics," *Psychology & Marketing*, 24 (2), 117-142.
- 16) Suter, Tracy A., Steven W. Kopp, and David M. Hardesty (2006), "The Effects of Consumers' Ethical Beliefs on Copying Behaviour in Computer-Mediated Environments," *Journal of Consumer Policy*, 29 (2), 190-202.
- 15) Feldman, Daniel C., William O. Bearden, and David M. Hardesty (2006), "Varying the Content of Job Advertisements: The Effects of Message Specificity," *Journal of Advertising*, 35 (1), 123-141.
- 14) Suter, Tracy A. and David M. Hardesty (2005), "The Effects of Price Information in Online Consumer-to-Consumer Auctions: Implications for Sellers," *Journal of Retailing*, 81 (4), 307-317.

- 13) Hardesty, David M. and Tracy A. Suter (2005), "E-tail and Retail Reference Price Effects," *Journal of Product & Brand Management*, 14 (2), 129-136.
- 12) Suter, Tracy A., Steven W. Kopp, and David M. Hardesty (2004), "The Relationship Between General Ethical Judgments and Copying Behavior at Work," *Journal of Business Ethics*, 55 (1), 61-70.
- 11) Grewal, Dhruv, David M. Hardesty, and Gopalkrishnan R. Iyer (2004), "The Effects of Buyer Identification and Purchase Timing on Consumers' Perceptions of Trust, Price Fairness, and Repurchase Intentions," *Journal of Interactive Marketing*, 18 (4), 87-100.
- 10) Hardesty, David M. and William O. Bearden (2004), "The Use of Expert Judges in Scale Development: Implications for Improving Face Validity of Measures of Unobservable Constructs," *Journal of Business Research*, 57 (February), 98-107.
- 9) Babin, Barry J., David M. Hardesty, and Tracy A. Suter (2003), "Color and Shopping Intentions: The Intervening Effect of Price Fairness and Perceived Affect," *Journal of Business Research*, 56 (July), 541-551.
- 8) Bearden, William O., Jay P. Carlson, and David M. Hardesty (2003), "Using Invoice Price Information to Frame Advertised Offers," *Journal of Business Research*, 56 (May), 355-366.
- 7) Hardesty, David M. and William O. Bearden (2003), "Consumer Evaluations of Different Promotion Types and Price Presentations: The Moderating Role of Promotional Benefit Level," *Journal of Retailing*, 79 (1), 17-25.
- 6) Hardesty, David M., Jay P. Carlson, and William O. Bearden (2002), "Brand Familiarity and Invoice Price Effects on Consumer Evaluations: The Moderating Role of Skepticism Toward Advertising," *Journal of Advertising*, 31 (Summer), 1-15.
- 5) Bearden, William O., David M. Hardesty, and Randall L. Rose (2001), "Consumer Self-Confidence: Refinements in Conceptualization and Measurement," *Journal of Consumer Research*, 28 (1), 121-134.
- 4) Hardesty, David M. (2000), "Top Ten Selling Promotional Products: An Analysis of What Promotional Products Distributors Sell," published in *PPB Magazine* (the trade magazine for the Promotional Products Association International), January, pp. 204-206, 208, 210, and 268.
- 3) Hewett, Kelly and David M. Hardesty (1999), "Team Projects in an Inter-Campus Setting: The Impact of Group Characteristics," *Marketing Education Review*, 9 (2), 23-31.
- 2) Sprott, David E., David M. Hardesty, and Anthony D. Miyazaki (1998), "Disclosure of Odds Information: An Empirical Investigation of Objective Odds Format and Numeric Complexity," *Journal of Public Policy and Marketing*, 17 (1), 11-23.
- 1) Edwards, Don, Jennifer Lasecki, and David M. Hardesty (1997), "Multcomp Procedure," included as part of the Splus Version 4.0 statistical software package.

WORKING PAPERS

Hardesty, David M., Jonathan Hasford, Adam Farmer, and Blair Kidwell, “Surprise, Surprise: The Dual Impact of Double Discounting on Consumer Preferences,” being revised for third round review at the *Journal of Retailing*.

McCullough, Chance L., Alexander H. Ziegler, Daniel Sheehan, Haipeng (Allan) Chen and David M. Hardesty, “Why Private Label Market Share Varies Across Markets: The Role of Self-Construal and Embarrassment,” to be submitted to the *Journal of Marketing*.

Shiple, Garrett, Roman Welden, Jonathan Hasford and David M. Hardesty, “Playing the Odds: Understanding Social Media Engagement with Sports Betting Content,” being revised for resubmission to the *Journal of Marketing Research* (reject and resubmit).

TEACHING

University of Kentucky

- Undergraduate Marketing Research
- MBA Marketing Processes and Functions
- MBA New Product Development
- Masters in Marketing (MSM) Marketing Research
- EMBA Marketing Management
- Doctoral Seminar in Consumer Behavior
- Doctoral Seminar in Decision Making
- Doctoral Seminar in Research, Design, and Analysis
- Gatton Certificate Program Courses – Essentials of Marketing and Emotional Intelligence

TEI Pireus MBA in Athens, Greece

- Marketing Management

Vanderbilt University

- EMBA Marketing Management

University of Miami

- Undergrad Marketing Research
- MBA Marketing Research
- MBA Consumer Behavior

University of Southern Mississippi

- Promotion Management
- Principles of Marketing
- Managerial Statistics
- MBA Consumer Behavior

University of South Carolina

- Marketing Research
- Marketing Management

Introductory Statistics

University of South Alabama

Doctoral Seminars in Emotional Intelligence and Political Ideology

Diversity, Equity, and Inclusion Activities

Created and attended a diversity, equity, and inclusion in academia session at the Society for Marketing Advances Doctoral Student Consortium in 2022. The session was led by three underrepresented faculty members (Broderick Turner -- Virginia Tech University, Daniel Chavez -- University of Tennessee, and Veronica Ruiz -- University of Massachusetts - Amherst).

MENTORING

Dissertations Chaired/Co-Chaired

Chance McCullough (2024) – Lowes Corporation Senior Manager of Pricing Analytics (2022-2024)
Wenjing Li (2018) – Stephen F. Austin State University (2018-present)
Kevin Chase (2018) – Clemson University (2018-2020), Washington State University (2020-present)
James Mead (2015) – University of Houston – Clear Lake (2015-2017), University of West Florida (2017-present)
Rob Richerson (2014) – Salisbury University (2014-2021)
Adam Farmer (2014) – Mississippi State University (2014-2020), University of Alabama (2020-present)
Jonathan Hasford (2013) – University of Nevada (2013-2014), Florida International University (2014-2016), University of Central Florida (2016-2019), University of Tennessee (2019-present)
Tatiana Levit (2009) – University of Regina (2009-present)

Dissertation Committees

Michael Jenkins (2025) – Mississippi State University
Garrett Shipley UT (2025) -- University of Alabama Birmingham
Molly Burchett (2019 – Marketing) -- University of Wyoming
Matthew Pavelek (2015 – Communications)
Sarah Magnotta (2015 – Marketing) – Towson University
Pei Xu (2014 – DSIS)
Lindsey Dillingham (2014 – Communications)
Michael Bossick (2009 – Sociology)
Brandon Koford (2008 – Economics)
William Jones (2008 -- Marketing)

ACADEMIC HONORS AND AWARDS

AMA Retail & Pricing Special Interest Group's Lifetime Achievement Award 2025
Gatton College Above and Beyond Award Winner 2024
Faculty Participant in the Sheth Doctoral Consortium 2024
Southeast Marketing Symposium Doctoral Educators Award 2023
Journal of Retailing Outstanding Associate Editor Award 2022
Wiley Top Cited Article 2020-2021 and 2021-2022 for JCP paper
Journal of Consumer Research Outstanding Reviewer Award 2020
Gatton Research Productivity Award 2019
University of Kentucky University Research Professor 2017-present
Top 10 Reviewer *Journal of Retailing* 2017
Best Reviewer Award for the *Journal of Retailing* 2015

Gatton Summer Research Grant 2007-present
Robertson Outstanding Gatton Faculty Researcher Award 2011
Nominated for a Provost's Outstanding Teacher Award 2009
Honorable Mention for the 2009 Davidson Award for Best Article in the *Journal of Retailing*
Best Reviewer Award for the *Journal of Retailing* 2008
University of Kentucky MBA Teacher of the Year 2007
James W. McLamore Summer Research Award in Business and the Social Sciences 2002, 2004
University of Miami Research Council General Research Support Award 2002-2003
Bell South Outstanding Faculty Member Award 2001
Professor of the Month (November) for the Ladies of Chi Omega 2000
CBA Faculty Research Scholars Program 2000
Received USM CBA Summer Faculty Research Grant 2000
Best Paper in the Advertising, Promotion, and IMC Track Summer AMA 1999
Southern Marketing Association Best Dissertation Proposal 1997
Southern Marketing Association Consortium Student 1997
USC Doctoral Student Association Vice President 1997
Statistics Department Teacher of the Year Award 1994
Nominated for USC Educational Foundation Outstanding Teaching Award 1994
Franklin P. Perdue Scholar 1988-1992

EDITORIAL BOARD MEMBERSHIP AND AD-HOC REVIEWING

Associate Editor *Journal of Marketing* (since 2025)
Guest Editor for the *Journal of the Association for Consumer Research* (2023-2024)
Co-Editor of *Journal of Retailing* Special Issue on Consumer Research and Retailing (2007-2009)
Associate Editor *Journal of Retailing* (since 2017)
Editorial Review Board Member of *Journal of Marketing Research* (since 2018)
Editorial Review Board Member of *Journal of Consumer Research* (2018-2024)
Editorial Review Board Member of *Journal of Service Research* (2017-2021)
Editorial Review Board Member of *Journal of Retailing* (2007-2017)
Editorial Review Board Member of *Journal of Product & Brand Management* (2005-2015)
Editorial Review Board Member of *Journal of Business Research* (2002-2011)
Ad-Hoc Reviewing for *Journal of Consumer Research*
Ad-Hoc Reviewing for *Journal of Marketing*
Ad-Hoc Reviewing for *Journal of Marketing Research*
Ad-Hoc Reviewing for *Journal of Retailing*
Ad-Hoc Reviewing for *Journal of Consumer Psychology*
Ad-Hoc Reviewing for *Journal of the Academy of Marketing Science*
Ad-Hoc Reviewing for the *International Journal of Research in Marketing*
Ad-Hoc Reviewing for *Journal of Public Policy & Marketing*
Ad-Hoc Reviewing for *Journal of Business Research*
Ad-Hoc Reviewing for *Marketing Letters*
Ad-Hoc Reviewing for *Psychology and Marketing*
Ad-Hoc Reviewing for the *Journal of the Association for Consumer Research*
Ad-Hoc Reviewing for *Perceptual and Motor Skills Psychological Reports*
Ad-Hoc Reviewing for *Journal of Interactive Marketing*
Ad-Hoc Reviewing for *Journal of Retailing and Consumer Services*
Ad-Hoc Reviewing for the Behavioral Pricing Conference
Ad-Hoc Reviewing for the Academy of Marketing Science Conference
Ad-Hoc Reviewing for the Society of Marketing Advances Dissertation Competition
Ad-Hoc Reviewing for the Mary Kay Dissertation Competition

PROFESSIONAL AND COMMUNITY SERVICE

2024-2025 Expert Witness for Missouri Attorney General's Office – Dollar General Scanner Inaccuracies
2024-2025 Gatton Centennial Committee – 100th Anniversary
2024-2025 Member of the Faculty Advisory Committee on Privilege and Tenure (FACPT)
2024 Chairs Academy II Panel Member – Maintaining Research Productivity as Chair
2024-2025 Head Coach for Henry Clay High School Tennis Teams
2022 WLEX Interview Excess Buying Fueling Inflation – Inflationary Psychology Aired April 28th.
2021-2022 Society for Marketing Advances Doctoral Consortium Co-Chair
2022 Society for Consumer Psychology Program Committee
2021 External Reviewer for Master of Marketing University of Tennessee
2020-2021 EOC Faculty Affairs Committee Member
2020 Served on the Membership Panel at the YMCA Leadership Summit
2017-2023 Assistant Coach for Henry Clay High School Tennis Teams
2016 Featured Speaker at the Gatton College of Business & Economics Speaker Series
2016 Featured Speaker at the Gatton Venture Studio – Understanding Consumer Markets
2016 Taught a single-day Pricing Doctoral Seminar at Florida International University
2016 Southeast Marketing Symposium Job Market Panel Member
2014 Association for Consumer Research Doctoral Symposium Speaker
2014 Association for Consumer Research Mid-Career Mentorship Program
2013-2014 Chair of the Marketing and Supply Chain Recruiting Committee
2013 Society for Marketing Advances Doctoral Consortium Speaker
2013 Chair of Gatton Promotion and Tenure Committee
2012-2013 Member of Spindletop Hall Board of Trustees
2011-2015 Member of Gatton Promotion and Tenure Committee
2012-2018 Southland Christian Church Café Volunteer
2010-2018 Member of the Gatton Retroactive Withdrawals Appeals Committee
2009-2015 Director of Graduate Studies Department of Marketing and Supply Chain
2009-2018 Director of Gatton College Research Experience Program
2009-2018 Director of the Behavioral Research Lab
2003-2018 Educational Consultant for Josef Silny and Associates
2009-2016 Member of the Graduate Studies Committee
2008-2013 Director of the Department of Marketing and Supply Chain Program for Learning and Enhancement (MAPLE)
2006-2013 Maintained the Department of Marketing and Supply Chain Research Board
2012-2013 Helping through Him Volunteer at Southland Christian Church
2012 Member of the Marketing and Supply Chain Recruiting Committee
2007-2012 Volunteer YMCA Soccer Coach
2010-2012 Urban Impact Volunteer
2011-2015 Member of the Department of Marketing and Supply Chain Merit Review Committee
2011 Chair Marketing Area Recruiting (Spring and Summer/Fall)
2011 Track Co-Chair for the Consumer Behavior Track of AMS
2010-2011 Member of the MBA Director Search Committee
2010 Member of the SOM Director Search Committee
2010 Track Co-Chair for the Consumer Behavior Track of Winter AMA
2007-2010 Member of UK Faculty Senate
2007-2010 Retroactive Withdrawal Appeals (RWA) University Committee
2005-2010, 2013-2015 UK MBA Policy Committee Member
2009 Taught an Independent Study Seminar in Decision Making
2009 Interviewed with Nancy Priscilla regarding Marketing and the Medical Profession

2009 Faculty Symposium Presenter for Gatton Hall of Fame Ceremony
2009 Track Chair for Doctoral Student Track of SMA
2009 UK General Education Reform Steering Committee -- Communications
2008-2009 Member of Learning Outcomes Assessment Committee
2007-2008 Member of Marketing Area Recruiting Committee
2007-2008 Director of AIM Lab
2007 Track Chair for Buyer Behavior Track of SMA
2006-2007 Undergraduate Student Advising for Marketing Area
2006 Taught an Independent Study Seminar in Consumer Behavior
2005-2006 Judge for UK MBA Business Ideas
2003-2005 Feed a Family & College Bound Students Groups at Kendall United Methodist Church
2003-2005 Faculty Advisor for the Church of Latter-Day Saint Student Association
2002-2004 Marketing Department Leader for the United Way Campaign
2002 Channel 7 News – Expert on Self-Scanners
2001 Co-creator of UM Marketing Department Human Subjects Pool
2001 UM Recruiting Committee
2001 USM CBA Task Force on Enrollment Management
2000 -- 2001 USM Faculty Scholars Mentor Program
1999 -- 2001 Co-Sponsor of USM Beta Gamma Sigma
1996 -- 1998 Co-owner of MRKT-PHD an email listing for marketing doctoral students