

DANIEL SHEEHAN

University of Kentucky, Gatton College of Business & Economics
435R Gatton College of Business and Economics, Lexington, KY 40506-0034
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EDUCATION

Georgia Institute of Technology Atlanta, GA
Doctor of Philosophy, Marketing, May 2015

Virginia Polytechnic Institute and State University Blacksburg, VA
Bachelor of Science (cum laude), Marketing Management, May 2001

ACADEMIC EXPERIENCE

University of Kentucky, Gatton College of Business Lexington, UK
Associate Professor (with tenure), June 2021 – present
– Department Chair (Interim), July 2024 - present
– Director of Gatton Behavioral Research Lab, June 2019 - present

University of Kentucky, Gatton College of Business Lexington, UK
Assistant Professor of Marketing, July 2015 – June 2021

RESEARCH INTERESTS

Context Effects, Decision Making in Sequential Choice Environments (In-store Decision-making), Mental Accounting, Self, Identity, Branding, and Social Media

JOURNAL PUBLICATIONS

Jordan W. Moffett, Patrick Fennell, Colleen M. Harmeling, **Daniel Sheehan**, and Alexander Bleier (Forthcoming), “A Taguchi Approach to Large-Scale Experimental Designs: A Powerful and Efficient Tool for Marketing Research,” *Journal of Academy of Marketing Science*.

Daniel Sheehan, Ryan Hamilton, and Ramnath Chellappa (2022) “When is HILO Low? Consumer Formation of Price Image Impressions.” *Journal of Consumer Research*, 49 (4), 543–560.

Daniel Sheehan and Koert van Ittersum (2021), “Isolating Price Promotions: The Influence of Promotional Timing on Promotion Redemption,” *Journal of the Association of Consumer Research*, 6(1), 81-90.

Daniel Sheehan and Sara Loughran Dommer (2020) “Saving Yourself: How Identity Relevance Influences Product Usage,” *Journal of Consumer Research*, 46 (6), 1076-1092.

Daniel Sheehan, Koert van Ittersum, Mariassbal Romero, and Adam Craig (2020), “A Packaged Mindset: How Elongated Packages Induce Healthy Mindsets,” *Appetite*, 46 (1).

Daniel Sheehan, David Hardesty, Alexander Ziegler, and Haipeng (Allan) Chen (2019), “Consumer reactions to price discounts across online shopping experiences,” *Journal of Retailing and Consumer Services*, 51, 129-138.

Daniel Sheehan and Koert van Ittersum (2018), “In-store Spending Dynamics: How Budgets Invert Relative Spending Patterns,” *Journal of Consumer Research*, 45 (1), 49-67.

Koert van Ittersum, Brian Wansink, Joost Pennings, and **Daniel Sheehan** (2013), “Smart Shopping Carts: How Real-Time Spending Feedback Influences Grocery Shopping Behavior,” *Journal of Marketing*, 77(6), 21-36.

– *Finalist for MSI/H Paul Root award for contribution to marketing practice*

SELECTED WORKING PAPERS

Jordan W. Moffett, **Daniel Sheehan**, Colleen M. Harmeling, Patrick Fennell, and Robert W. Palmatier. “Influencer Marketing Approach for Amplifying Parasocial Experiences and Brand Performance,” under review at the *Journal of Marketing*
– *Featured in Marketing Science Institute’s Working Paper Series and MSI Source Newsletter*

Michael Jenkins and **Daniel Sheehan**, “Conjunction Function: The Entitative Effects of the ‘And’ Brand Name,” under review at the *Journal of Consumer Research*

Daniel Sheehan, “Explicit vs. Implicit Identity Activation” preparing for submission to the *Journal of Consumer Research*.

Chance McCullough, Alexander Zeigler, **Daniel Sheehan**, David Hardesty, and Haipeng (Allan) Chen “Private Label, Public Embarrassment” preparing for submission to the *Journal of Marketing*.

Daniel Sheehan and Zoey Chen, “Like Us (Less): The Deleterious Influence of Social Media Advertising Cues,” preparing for resubmission to the *Journal of Marketing (reject and resubmit)*.

Daniel Sheehan and Nathan DeWall, “Sirens, Bells, And Whistles: The Alarming Effects of A Prior Pain on Pain Of Paying,” preparing manuscript for submission to the *Journal of Marketing Research*.

Daniel Sheehan and Sara Loughran Dommer, “Worth the Effort: How Conspicuous Identity Signaling Persuades the Self, but Dissuades Others,” preparing manuscript for submission the *Journal of Marketing Research*.

OTHER RESEARCH IN PROGRESS

Daniel Sheehan and Kevin Swartout, “Control Yourself!: The Paradoxical Effect of Suppressing Decision Biases,” data collection in progress.

Daniel Sheehan and Koert van Ittersum, “Digital Discounts: How Electronically Distributed Coupons Influence Consumer Evaluation,” data collection in progress.

Daniel Sheehan and Ryan Hamilton, “Flagging Price Image: The Influence of Price and Discount Flags on Price Image,” data collection in progress.

John Pelozo and **Daniel Sheehan** “Name Brands: Personal Suffixes and Identity Perceptions,” data collection in progress.

CONFERENCE PRESENTATIONS

Jenkins, Michael, **Daniel Sheehan**, “Conjunction Function: The Entitative Effects of the And Brand.” February 2023, *American Marketing Association Academic Conference*, Nashville, TN

Jenkins, Michael, **Daniel Sheehan**, “Conjunction Function: The Entitative Effects of the And Brand.” April 2022, *Southeastern Marketing Symposium*, Athens GA

Daniel Sheehan, Ryan Hamilton, and Ramnath Chellappa, “When is HILO Low? Consumer Formation of Price Image Impressions.” *Society for Consumer Psychology Conference*, Huntington Beach, CA, March, 2020

Daniel Sheehan, Ryan Hamilton, and Ramnath Chellappa, “When is HILO Low? Consumer Formation of Price Image Impressions.” *Association of Consumer Research Conference*, Atlanta, GA, October, 2019

Daniel Sheehan, Ryan Hamilton, and Ramnath Chellappa, “When is HILO Low? Consumer Formation of Price Image Impressions.” *Consumer Behavior Special Interest group of the American Marketing Association*, Bern, Switzerland, July, 2019

Daniel Sheehan, “Rubber and Glue: Stickiness in Consumers Contexts,” *Lexington Science Week*, Lexington, KY, March, 2019

Daniel Sheehan, David Hardesty, Haipeng (Allan) Chen, and Alexander Zeigler, “Changes in Latitudes, Changes in Attitudes: Dynamic Reactions to Price Discounts across a Shopping Trip,” *AMA Summer Conference*, Boston, MA, August, 2018

Daniel Sheehan, David Hardesty, Haipeng (Allan) Chen, and Alexander Zeigler, “Changes in Latitudes, Changes in Attitudes: Dynamic Reactions to Price Discounts across a Shopping Trip,” *CLIK Conference*, Louisville, KY, June, 2018

Daniel Sheehan, David Hardesty, Haipeng (Allan) Chen, and Alexander Zeigler, “Changes in Latitudes, Changes in Attitudes: Dynamic Reactions to Price Discounts across a Shopping Trip,” *Pricing Camp*, Babson College, MA, May, 2018

Daniel Sheehan, Ryan Hamilton, and Ramnath Chellappa, “When is HILO Low? Consumer Formation of Price Image Impressions.” *The Effect of Numerical Markers on Consumer Judgment and Decision Making Conference*, Columbia, SC, April, 2017

Daniel Sheehan and Sara Loughran Dommer, “Saving Yourself: How Identity Relevance Impacts Product Usage,” *Association of Consumer Research Conference*, Berlin, German, October, 2016

Daniel Sheehan and Koert van Ittersum, “Temporal Price Promotions,” *European Marketing Academy Conference*, Oslo, Norway, May, 2015

Daniel Sheehan and Koert van Ittersum, “Temporal Price Promotions,” *Shopper Marketing & Pricing Conference Proceedings*, Stockholm, Sweden, May, 2014

Daniel Sheehan and Koert van Ittersum, “So Close, Yet So Far Away: The Influence of Temporal Distance on Promotion Redemption during a Shopping Experience,” *Society of Consumer Psychology*, Miami, FL, March, 2014

Daniel Sheehan and Sara Loughran Dommer, “Risky “BIG”ness: How Conspicuously Signaling Persuades the Self but Dissuades Others,” *Society of Consumer Psychology*, Miami, FL, March, 2014

Daniel Sheehan and Koert van Ittersum, “So Close, Yet So Far Away: The Influence of Temporal Distance on Mobile Promotion Redemption during a Shopping Experience”, *Association of Consumer Research Conference*, Chicago, IL, October, 2013

Daniel Sheehan and Sara Loughran Dommer, “Risky “BIG”ness: How Conspicuously Signaling Persuades the Self but Dissuades Others,” *Association of Consumer Research Conference*, Chicago, IL, October, 2013 –Working Paper Presentation –

Daniel Sheehan and Koert van Ittersum, “Intra-experience decisions: The Patterns of Spending for Budget and Non-Budget Shoppers,” *Society of Consumer Psychology Conference*, San Antonio, TX, February, 2013

Daniel Sheehan and Koert van Ittersum, “Intra-experience decisions: The Patterns of Spending for Budget and Non-Budget Shoppers,” *Association of Consumer Research Conference*, Vancouver, BC, October, 2012

Koert van Ittersum, Brian Wansink, Joost Pennings, and **Daniel Sheehan**, “Smart Shopping Carts: How Real-Time Spending Feedback Influences Grocery Shopping Behavior,” *Marketing Science Conference*, Boston, MA, June, 2012

Daniel Sheehan and Koert van Ittersum. “When Knowing Hurts: The Dynamic Influence of Spending Feedback on Intra-Shopping Trip Decision-Making” *Marketing Science Conference*, Boston, MA, June, 2012

PRESS AND MEDIA MENTIONS

Herald Leader (Print/Web), “The Changing Retailing Landscape,”
<http://www.kentucky.com/news/business/article149149159.html>

Herald Leader (Print/Web), “Advancements in Retailing,”
<https://www.kentucky.com/latest-news/article210394854.html>

Wallethub.com, “Issues in consumer credit,” https://wallethub.com/credit-cards/store/#Daniel_Sheehan

Eastern Standard / NPR (WEKU 88.9) session about the way technology is changing the retail experience: <http://weku.fm/post/dr-dan-sheehan-amazongo-pt2>

XM/Sirius 132, Wharton’s Marketing Matters “Conversation about In-store Spending Dynamics”: <https://businessradio.wharton.upenn.edu/episodes/marketing-matters-may-23-2018/>

Shoppnomics (Podcast), “In-Store Spending Dynamics Conversation”
<https://www.iheart.com/podcast/256-shoppnomics-43057125/episode/episode-4-dan-sheehan-44658811/>

HONORS AND AWARDS

Research Creativity/CURATE Grant, University of Kentucky, \$6800, 2023

Nominated for Gatton College Research Excellence Initiative Award, 2020

Nominated for Gatton College Teaching Excellence Award, 2020

Research Creativity Grant, University of Kentucky, \$7000, 2019

Teaching Award, Department of Marketing, University of Kentucky, 2017

Research Creativity Grant, University of Kentucky, \$2700, 2017

Ray C. Anderson Center for Sustainable Business Grant Award, \$2500, 2016

Ashford Watson Stalnaker Memorial Award for Academic Excellence, 2014

Nominated for CETL Teaching Recognition Award 2013, 2014

Nominated for Outstanding Graduate Teaching Award, Georgia Tech (Institute-wide), 2014

AMA-Sheth Doctoral Consortium Fellow 2011

NSF ATI Research Method Program, July 2013 (fully funded)

Marketing Science Institute Grant, \$14500, 2010

TEACHING EXPERIENCE

Complete Course Instruction

Consumer Behavior, University of Kentucky, Fall 2022 (2 Sections)

Consumer Behavior, University of Kentucky, Spring 2022 (Large Section [more than 200 students]; Avg. Rating: 4.5/5.0)

Consumer Behavior, University of Kentucky, Spring 2022 (Large Section [more than 350 students]; Avg. Rating: 4.6/5.0)
Consumer Behavior, University of Kentucky, Spring 2021 (3 Sections; Avg. Rating: 4.6/5.0)
Consumer Behavior, University of Kentucky, Spring 2020 (3 Sections; Avg. Rating: 4.8/5.0)
Consumer Behavior, University of Kentucky, Spring 2019 (3 Sections; Avg. Rating: 4.6/5.0)
Advanced Research Methods, University of Kentucky, Spring 2019 (Rating: 4.7/5.0)
Consumer Behavior, University of Kentucky, Spring 2018 (3 Sections; Avg. Rating: 4.6/5.0)
Consumer Behavior, University of Kentucky, Spring 2017 (3 Sections; Avg. Rating: 4.8/5.0)
Consumer Behavior, University of Kentucky, Spring 2016 (3 Sections; Avg. Rating: 3.5/4.0)
Strategic Brand Management, Georgia Tech, Spring 2015 (2 Sections; Avg. Rating: 5.0/5.0)
Strategic Brand Management, Georgia Tech, Spring 2014 (Rating: 4.9/5.0)

Guest Lecturing

Capstone for Agricultural Studies, BAE 599, “Branding and Beef” Spring 2020
Careers in Psychology, PYS 350, “Careers in Marketing Research”, Fall 2019
Careers in Psychology, PYS 350, “Careers in Marketing Research”, Fall 2018

SERVICE

UK/Gatton College of Business Behavioral Research Laboratory Director, 2019-present
UK/Gatton College of Business DEI Committee, 2021-present
UK/Gatton CEDAR Marketing Speaker Series Director, 2017-2020
CivicLex, On The Table Project, Data Chair, 2019-2020
UK/College of Fine Arts, Marketing Effectiveness Project, 2019-2021
Lexington Lyric Theatre, Board Member (mayoral appointment), 2018 - 2022
University of Kentucky Student Worker Awards Dinner, Invited Keynote Address, 2020
Gatton College of Business Student Excellence Award Committee, 2020, 2021, 2022
Editorial Review Board (ERB), Journal of Retailing, 2020-present,
Ad Hoc Reviewer, 2015-present
Editorial Review Board (ERB), Decision Sciences, 2019-2020
Ad Hoc Reviewer, 2019-present
Ad Hoc Reviewer, Journal of the Association of Consumer Research, 2015-present
Ad Hoc Reviewer, International Journal of Research in Marketing, 2018-present
Ad Hoc Reviewer, Journal of the Retailing and Consumer Services, 2018-present
Ad Hoc Reviewer, Journal of the Business Research, 2018-present
UK Gatton College of Business Library Committee, 2015-2017
UK Gatton College of Business Behavioral Lab Equipment Committee, 2015-present
UK Undergraduate Research Oversight Committee, 2015-present
UK Council on Undergraduate Research member, 2015-present

STUDENT MENTORSHIP & RESEARCH ADVISING

Doctoral Dissertation Committee:

Michael Jenkins (UK), 2025 (expected), Chair
Chance McCullough (UK), 2024 (expected), Co-chair
Deborah Abrams (Georgia Tech), 2021
Wenjing Li (UK), 2018

UK Chellgren Fellowship Research Mentor:

Payton Wallace, 2015-2017
Brett Seymore, 2015-2016

Undergraduate Honors Thesis Chair:

Amaila Scandoval, 2022
Libby Wehling, 2019

Undergraduate Research Mentor:

Lily Henderson 2021-2022 (partially funded Gatton Undergrad. Research Grant)
Destin Hardesty 2019-2022 (partially funded Gatton Undergrad. Research Grant)
Michelle Pitts, 2018-2020
Natalie Zimberg, 2018-2020
Haley Steele, 2018-2020
Aly Bourne, 2019-2020
Bailey Halpin, 2019-2021
Maura Cox, 2019-2021
Hannah Johnson, 2019-2020
Ward Klein, 2020-2020
Addison Childs, 2020-2020
Emily Lampert, 2016-2019
McKenzie Wood, 2017-2019
Michael Bowling, 2018-2019
Bhadon Shalakin, 2015 -2017
Britney Turner, 2016-2017
John Hurt, 2016-2017
Lauren Incotoria, 2016-2017
Allison Cooper, 2016-2017
Anne Piatt, 2016-2018
Colby Minear, 2017-2018
Reganne Tate, 2017-2018