

Luis E. Abreu

October 2025

Gatton College of Business and Economics
University of Kentucky
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EMPLOYMENT

University of Kentucky, Gatton College of Business and Economics	2024 - present
Assistant Professor, Marketing and Supply Chain	

EDUCATION

Ph.D. Business Administration, Marketing	2024
Duke University, Fuqua School of Business	
M.B.A.	2018
Brigham Young University, Marriott School of Business	
B.S. and M.A. Industrial Engineering and Management	2011
Tecnologico de Monterrey, Mexico	

RESEARCH INTERESTS

I study **consumer behavior**. My research examines how subjective personal control guide consumer motivation, goal re-engagement, resource management, and trust in emerging technologies.

PEER-REVIEWED PUBLICATIONS

1. **Abreu, Luis**, Jordan Etkin, and Holly Howe (forthcoming). "Didn't Have Time or Didn't Make Time? How Language Shapes Perceived Control over Time and Motivation," *Journal of Marketing Research*. (UTD24; FT50; ABDC A*)
2. **Abreu, Luis**, Sarah Memmi, and Jordan Etkin (2024), "Perceiving Greater Variety among Past Conflicts with a Focal Goal Reduces Expected Goal Conflict," *Journal of Personality and Social Psychology*. (ABDC A*)

SELECTED RESEARCH IN PROGRESS

1. **Abreu, Luis** and Yael Zemack-Rugar (equal authorship). “When Is AI Generative? How Delivery Format Impacts Perceived Generativeness and Downstream Consequences” Working paper; preparing for submission to *Journal of Consumer Research*.
 2. **Abreu, Luis**, Kaitlin Woolley, and Jordan Etkin, “You Failed to Follow the Plan: When Consumers View Contracting an Illness as Controllable and Blameworthy.” Writing in progress; data collection ongoing.
 3. **Abreu, Luis** and Gavan Fitzsimons, “Do Consumers Want to be Close to all Their Most Preferred Brands? Preferences for Personal Control Over Consumer-Brand Relationships” Data collection in progress.
 4. **Abreu, Luis**. “A Human Told Me: The Trust Effects of Attribution in AI Search and Recommendations” Data collection in progress.
 5. **Abreu, Luis**. “What Makes a Cash Gift Appropriate? The Tension Between Control and Thoughtfulness.” Data collection in progress.
 6. Diaz, Rodrigo and **Luis Abreu**. “Why We Save: Mapping Motivations for Savings and Debt Reduction.” Data collection in progress.
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GRANTS & FELLOWSHIPS

1. The Gatton College Teaching Excellence Team 2025-2026 Grant (2025)
 2. The Society of Multivariate Experimental Psychology (SMEP) Workshop Award (2021)
 3. CONACYT National Fellowship for Doctoral Studies (2019 - 2023)
 4. J. Bonner Ritchie Endowed Scholarship, Marriott School of Management, Brigham Young University (2018)
 5. Rodney A. & Beverly R. Hawes Endowed Scholarship, Brigham Young University (2017)
 6. CONACYT National Fellowship for Graduate Studies (2016 – 2018)
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INVITED TALKS & PRESENTATIONS

1. University of Kentucky, Gatton College of Business and Economics (2024)
2. New Mexico State University, College of Business (2024)

3. University of British Columbia, Sauder School of Business (2023)
 4. McGill University, Desautels Faculty of Management (2023)
 5. HKUST, Business School (2023)
 6. Brigham Young University, Marriott School of Business (2022)
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CONFERENCE PRESENTATIONS & CHAIRED SYMPOSIA

Chaired Symposia

1. “Past Reflections, Future Aspirations: Intertemporal Phenomena in Goal Pursuit.” (2021). Society for Consumer Psychology.

Peer-Reviewed Conference Presentations

1. **Abreu, L., Etkin, J., and Howe, H.S. (2024).** Immediate versus Long-Term Wellbeing: Language's Role in Goal Failure Recovery. Competitive paper. The Society for Consumer Psychology. Nashville, TN
2. **Abreu, L. and Etkin, J. (2023).** Are Goals and Predictions Alike? Effects of Setting Goals versus Merely Stating Predictions on Affect, Effort, and Persistence. Working paper. Society for the Science of Motivation Conference. Washington, DC
3. **Abreu, L., Woolley, K., and Etkin, J. (2023).** You Didn't Follow the Plan: When Consumers View Contracting an Illness as Controllable and Blameworthy. Working paper. The Society for Consumer Psychology. San Juan, PR
4. **Abreu, L., Woolley, K., and Etkin, J. (2022).** You Didn't Follow the Plan: People View Contracting COVID as Controllable and Blameworthy. Working paper. Annual Meeting of the Society for Judgment and Decision Making. San Diego, CA
5. **Abreu, L., Howe, H.S., and Etkin, J. (2022).** I Didn't Have Time for This: The Language of Goal Failure. Special session paper. Association for Consumer Research. Denver, CO
6. **Abreu, L., Howe, H.S., and Etkin, J. (2022).** I Didn't Have Time for This: The Language of Goal Failure. Society for the Science of Motivation Conference. Chicago, IL
7. **Abreu, L. and Fitzsimons, G. (2021).** Do Consumers Want to be Close to all Their Most Preferred Brands? Working paper. Association for Consumer Research

8. **Abreu, L., Howe, H.S., and Etkin, J. (2021).** How Self-Talk Following Goal Failure Affects Control and Future Goal Achievement. Special session paper. Association for Consumer Research
9. **Abreu, L., Memmi, S., and Etkin, J. (2021).** How Variety Shapes Expectations of Future Goal Conflict. Special session paper. The Society for Consumer Psychology
10. **Abreu, L., Memmi, S., and Etkin, J. (2020).** How Variety Shapes Expectations of Future Goal Conflict. Competitive paper. Association for Consumer Research
11. **Abreu, L., Memmi, S., and Etkin, J. (2020).** How Variety Influences Predictions of Future Goal Conflict. Competitive paper. 42nd Annual ISMS Marketing Science Conference, Durham, NC
12. **Abreu, L. and Etkin, J. (2020).** Changes in Personal Resources vs. Changes in Price and Product Attractiveness. Working paper. 42nd Annual ISMS Marketing Science Conference, Durham, NC
13. **Abreu, L., Memmi, S., and Etkin, J. (2020).** How Variety Influences Predicted Goal Conflict. Working paper. Annual Meeting of the Society for the Science of Motivation, Chicago, IL (Cancelled due to COVID-19)
14. **Abreu, L., Memmi, S., and Etkin, J. (2020).** How Variety Influences Predicted Goal Conflict. Working paper. The Society for Consumer Psychology, Huntington Beach, CA

TEACHING EXPERIENCE

University of Kentucky

Introduction to Marketing Research (Undergraduate, ~140 students; Fall 2024, Fall 2025). Instructor. Average instructor rating: 4.7/5.0.

Duke University

Statistical Programming (Doctoral Bootcamp, 12 students; Fall 2019). Instructor. Focused on SPSS, R, and Stata for experimental design and data analysis.

SERVICE

Evaluative Roles

Reviewer, Bill Bearden Doctoral Student Research Award, SMS Conference (2025)

Member, Committee to Evaluate Doctoral First-Year Papers & Presentations, Marketing Department. University of Kentucky (2025)

Reviewer, Society for Consumer Psychology Conference (2020-present)

Mentorship

Member, Doctoral First-Year Paper Committees. Marketing Department. University of Kentucky (2025)

Research Mentor, Providing project-specific guidance to two PhD students in consumer behavior and marketing research at the University of Kentucky (2024–present)

Academic Service & Leadership

Co-chair, Marketing Invited Speaker Series (Research), University of Kentucky (2024–present)

Co-chair, Marketing Student PhD Seminar, Duke University (2019-2020)

Co-coordinator, Student Marketing Journal Club, Duke University (2020)

PROFESSIONAL EXPERIENCE

Research Assistant, Fuqua School of Business, Duke University, NC, USA (2018–2024)

Biometrics Lab Manager, Brigham Young University, Utah, USA (2017–2018)

Leadership Roles (Progressive), Monterrey Tech, AGS, Mexico (2008–2016)

Executive Education Director

Associate Director (CeDIAM Automotive Center)

Product Manager

SPECIALIZED RESEARCH & ANALYTICAL SKILLS

Data Analysis & Statistical Modeling: Stata, R, Jamovi, SPSS, Excel

Experimental Design: Qualtrics, HTML, JavaScript

Biometric Research: Tobii, iMotions

AI & Text Analytics: LIWC, NVivo, VOSviewer, LancesBox, Google Analytics

Marketing Research & Digital Tools: Sawtooth, HubSpot CRM, Google Ads, WordPress

AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making

Society for the Science of Motivation