

# KAREN ANNE WALLACH

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## ACADEMIC EMPLOYMENT

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Assistant Professor of Marketing (tenure-track), 2021- present  
College of Business, The University of Alabama in Huntsville

## EDUCATION

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Emory University – Goizueta Business School, Atlanta, GA  
Doctor of Philosophy; Concentration- Marketing (2021)  
Committee: Jag Sheth (chair), Sandy Jap, Doug Bowman, Wes Longhofer, Morgan Ward

Emory University – Goizueta Business School, Atlanta, GA  
Master of Business Administration; Concentration- Marketing

Washington University in St. Louis – Olin School of Business, St. Louis, MO  
Bachelor of Science and Business Administration; Triple Major- Marketing, International Business, and French

## RESEARCH INTERESTS

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Social Media, Digital Wellness, Branding, Emerging Technology, CSR/Sustainability

## TEACHING INTERESTS

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Consumer Behavior, Digital Marketing, Social Media Marketing, Principles of Marketing

## JOURNAL PUBLICATIONS

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**Wallach, K.A.**, Blair, S. and Tanenbaum, J. (2025), This Paper is Not for Everyone: Message Framing and Perceived Preferences. *Journal of Consumer Research*, ucaf034, <https://doi.org/10.1093/jcr/ucaf034> [ABDC Rating: A\*]  
○ Featured in [The Conversation](#) (1/2026), [Fortune](#) (1/2026), [Fast Company](#) (1/2026) (21,498 Downloads as of 1/26) - see media section for additional news coverage

**Wallach, K.A.**, Pham, H., Koschmann, T and Arwade, G. (2025), Analyzing the Impact of Faces on Consumer Engagement in Social Media Videos: A Machine Learning Approach. *Journal of Consumer Marketing*, 42(3), pp. 318-335.  
<https://doi.org/10.1108/JCM-01-2024-6526> [ABDC Rating: A]

Anderson, K.C., **Wallach, K.A.**, Albinsson, P.A. and Tracy, R. (2025), From Body Positivity and Beyond: Investigating Affective Aesthetic Atmospheres of Influencers. *Journal of Consumer Behaviour*, 24(3), 1373-1391. <https://doi.org/10.1002/cb.2474> [ABDC Rating: A]

Anderson, K.C., **Wallach, K.A.**, & Grimes, M. (2024), The Anti-Consumption Journey: Unplugging for Improved Well-Being. *Journal of Consumer Behaviour*, 23(6), 3152-3174. <https://doi.org/10.1002/cb.2390> [ABDC Rating: A]

- Featured in [The Conversation](#) (11/2024), [Popular Science](#) (11/24), [Inc. Magazine](#) (12/2024), Live Radio Interview: NPR-WOSU All Sides (11/2024) and KCBS Radio SF (11/2024); (39,753 Downloads as of 1/26) - *see media section for additional news coverage*

**Wallach, K. A., & Popovich, D. (2023).** Cause Beneficial or Cause Exploitative? Using Joint Motives to Increase Credibility of Sustainability Efforts. *Journal of Public Policy & Marketing*, 42(2), 187–202. <https://doi.org/10.1177/07439156221138755> [ABDC Rating: A]

- Best Paper Research Award for 2023, University of Alabama in Huntsville, COB

**Wallach, K. A., & Popovich, D. (2023).** When Big Is Less than Small: Why dominant brands lack authenticity in their sustainability initiatives. *Journal of Business Research*, 158, 113694. <https://doi.org/10.1016/j.jbusres.2023.113694> [ABDC Rating: A]

## **MANUSCRIPTS UNDER REVIEW**

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“Commoditization of Digital Wellness: Market Actor Responsibilization in an Emerging Anti-consumption Marketing System” with Kelley Cours Anderson (**Preparing for 2<sup>nd</sup> round** at the *Journal of Consumer Research*)

## **SELECTED RESEARCH IN PROGRESS**

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“Influencing from the Inside: Creator Effectiveness on Brands' Owned Social Media” with Buffy Mosley and Hieu Pham (Preparing for submission to the *Journal of Marketing*)

“Phygital Well-being: A Conceptual and Practical Imperative” with Kelly Cours Anderson, Ashley Hass, Debbie Laverie, Markus Giesler, and Bre Mertz

“Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives” with Dionne Nickerson

“Digital Wellness Appeals” with Kelley Cours Anderson

“Digital Wellness Ideological Crossroads: Legitimizing Branding Practices” with Kelley Cours Anderson

“Social Media Video & Brand Engagement” with Anthony Koschmann, Buffy Mosley and Hieu Pham

## **PUBLISHED CHAPTER**

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Bright, Laura F., and Karen-Anne Wallach (2021), “How to Turn Consumer Privacy into a Strategic Benefit for Your Brand,” *An Audience of One: Drive Superior Results by Making the Radical Shift from Mass Marketing to One-to-One Marketing*, eds. Jamie Turner and Chuck Moxley; McGraw Hill

## **CONFERENCE PRESENTATIONS**

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“Commoditization of Digital Wellness: Market Actor Responsibilization in an Emerging

Anti-consumption Marketing System.” 2025 Association for Consumer Research Conference (ACR), Washington DC.

“Digital Wellness Ideological Crossroads: Legitimizing Branding Practices Between Anti-Consumption and Market Mentality.” 2023 Society for Marketing Advances (SMA) Conference, Las Vegas, NV

“Tell or Sell? A Framework for Messaging Success in Marketing on Social Media Video.” 2025 Marketing Science Conference, Washington DC.

“Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2025 European Marketing Academy Conference (EMAC), Madrid, Spain

“Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2025 Academy of Marketing Science Conference, Montreal

“Examining Consumer & Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2024 Marketing Science Conference, Sydney, Australia

“Digital Wellness Commoditization: Following Market Actor Responsibilization in an Anti-Consumption Market System.” 2024 Consumer Culture Theory Conference, San Diego, CA

“Commoditization of Digital Wellness: Market Actor Responsibilization in an Emerging Anti-consumption Marketing System.” 2024 Macromarketing Conference, Finland

“Redefining Beauty in the Digital Age: Affective Aesthetic Atmospheres of #BodyPositivity on Social Media.” 2024 American Marketing Association (AMA) Conference, FL

“Affective Aesthetic Atmospheres: Redefining Beauty with #BodyPositive TikTok Influencers.” 2023 Society for Marketing Advances (SMA) Conference, Fort Worth, TX  
*\*Won Best Paper in Track: Consumer Behavior*

“Examining Consumer & Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2023 AMA Marketing and Public Policy Conference, Arlington, VA

“Examining Consumer & Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2023 Theory and Practice in Marketing (TPM) Conference (2023), Lausanne, Switzerland

“Examining Consumer & Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2023 Marketing Science Diversity, Equity, and Inclusion (DEI) Conference, Dallas, TX

“Face Size and User Engagement in Social Media Videos: A Machine Learning Approach.” 2023 American Marketing Association (AMA) Conference, Nashville, TN

“Examining Consumer & Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2023 American Marketing Association (AMA) Conference, Nashville, TN

“The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making”, Special Session at the 2022 Association for Consumer Research Conference (ACR) – October 2022, Denver, CO

“When Big is Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products.” Presented Competitive Paper at the 2020 Academy of Marketing Science Conference—Virtual conference in January 2021

“When Big is Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products.” Presented Competitive Paper and Session Chair at the 2020 Society for Marketing Advances Conference—Virtual conference in November 2020

*\*Won Runner Up: Best Dissertation Proposal Competition*

“When Big is Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products.” Accepted Paper for 2020 Atlantic Marketing Association Conference, Virtual conference in October 2020

*\*Won Best Student Paper Award*

“This Paper is Not for Everyone: Message Framing and Perceived Preferences.” Presented Competitive Paper and Session Chair at the 2019 Association of Consumer Research (ACR), Atlanta, GA

“Breaking up Before You Get Together: Brand Honesty and Expectations.” Presented Competitive Paper and Session Chair at the 2019 Atlantic Marketing Association Conference, Asheville, NC

*\*Won Best Student Paper Award*

“This Paper is Not for Everyone: Message Framing and Perceived Preferences” Poster presented at the 2019 Society for Consumer Psychology (SCP), Savannah, GA

“The Upside of Incompetence: How Discounting Luxury Affects Retailer Price Image.” Presented Competitive Paper at the 2018 Association of Consumer Research (ACR), Dallas, TX

“The Upside of Incompetence: How Discounting Luxury Affects Retailer Price Image,” Poster presented at the 2017 Society for Consumer Psychology (SCP), Dallas, Texas

## **AWARDS & HONORS**

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University Excellence Award: 2025 College Outstanding Faculty Member, 2025

Award Recipient for the UAH Summer Research Grant, 2023, 2024, 2025

Award Recipient for the UAH Course Innovation Grant, 2023, 2024, 2025

Best Research Paper, Awarded by the College of Business at the University of Alabama in Huntsville, "Cause Beneficial or Cause Exploitative? Using Joint Motives to Increase Credibility of Sustainability Efforts", 2023

Selected Faculty for UAH Charger Blue Teaching Impact, UAH Honors Day, 2022, 2024

Richard A. Witmondt Faculty Fellowship, College of Business, UAH, 2024/2025, 2025/2026

Student's Choice Award for Teaching, Honor Roll, College of Business, 2022, 2023

Award Recipient for the Mark McDaniel, Henri McDaniel, and Robert (Bud) Cramer Faculty Fellowship, College of Business, UAH, 2022/2023, 2023/2024

ISMS Early Career Scholars Fellow, Duke University, 2022

Award Recipient for the Office of Research & Economic Development New Faculty Research Grant, UAH, 2022

Grant Recipient for the ICPSR Program in Quantitative Methods of Research Workshop, UAH, 2022

AMA-Sheth Doctoral Consortium Fellow, Indiana University, 2021

Runner Up Award for Best Overall Dissertation Proposal- Society for Marketing Advances Dissertation Competition, 2020

Marketing Strategy Consortium Fellow, 2020

AMA DocSig Spotlight Award, American Marketing Association, 2020

Laney Graduate School Research Grant, Emory University, 2019

AMA Sheth Foundation Doctoral Consortium Fellow, 2019

Goizueta Business School Doctoral Fellowship, Emory University, 2016-2021

## **SERVICE**

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### *Professional Service*

- Ad Hoc Reviewer:  
*Journal of Consumer Research*  
*Journal of Consumer Psychology*  
*Journal of Public Policy and Marketing*  
*Journal of Business Research*  
*Journal of Consumer Marketing*
- Reviewer, American Marketing Association Academic Conference, 2024
- Reviewer, European Association of Consumer Research, 2023
- Reviewer, American Marketing Association Global Marketing Conference, 2023
- Reviewer, American Marketing Association Academic Conference, 2023

- Invited Mentor, Hudson Alpha AgTech Accelerator Day, 2023
- Reviewer, Association of Consumer Researchers Conference, 2022
- Session Chair, AMA Conference, Behavioral Outcomes of Marketing Strategy, 2021
- Reviewer, Society of Marketing Advances, 2021
- Competition Judge, American Marketing Association Case Competition, 2020
- Reviewer, Association for Consumer Research Conference, 2019
- Reviewer, Association for Consumer Research Conference, 2018
- Doctoral Student Volunteer, Association for Consumer Research Conference, 2019
- Doctoral Student Volunteer, Society for Consumer Psychology Conference, 2018

*University, College and Department Service*

- Faculty Advisor, Women in Business and Leadership Student Organization, College of Business, UAH (2023-current)
- Invited University Representative: American Association of University Women (AAUW) (2023-current)
- Member, Faculty Development Committee, College of Business (2025-current)
- OMC Sounding Panel, UAH Office of Marketing & Communications (2025-current)
- Campus Planning Committee, UAH (2025-current)
- Honor Code Committee, College of Business (2025)
- Faculty Advisor, Immerse NYC, College of Business, UAH (2025)
- Judge, College of Business 24-Hour Challenge (2024, 2025)
- AI Curriculum Working Group (2025-current)
- AI@COB ChatGPT Team (2024- current)
- Faculty Advisor, Research Assistants (3 students), UAH (Spring 2024-current)
- WGS Studies Program Advising Committee (2023–2025, served 2-year term)
- UAH Library Committee (2023–2025, served 2-year term)
- Invited Participant, Management Professor Candidate Hiring Search (Spring 2025)
- Invited Participant, Economics Professor Candidate Hiring Search (Spring 2025)
- Honor Student Advisor, College of Business, UAH (Spring 2024, Fall 2023)
- Moderator, Panel on Artificial Intelligence and Higher Ed, University of Alabama in Huntsville (2024)
- Featured Presenter for Marketing Department, Business Explorations Day Camp, College of Business, UAH (Summer 2023)
- Faculty Advisor, Immerse DC, College of Business, UAH (2023-2024)
- Evaluator, 2022 BSBA Assurance of Learning Assessment, UAH (Fall 2022)
- Invited Judge, Emory Impact Student Competition (Spring 2022)
- Member, Department Chair Search Committee, College of Business, UAH (Fall 2021)
- Invited Participant, Finance Tenure Track Candidate Hiring Search, UAH (Fall 2021)
- Honor Student Advisor, College of Business, UAH (Fall 2021)
- GBS Graduate Student Representative, Emory, 2019-2020
- Net Impact Goizueta Member, Emory, 2019-2020
- Co-Manager, Behavioral Lab, Goizueta Business School, Emory University, 2016-2017

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**TEACHING EXPERIENCE**

## **The University of Alabama in Huntsville**

- Buyer Behavior (BBA), *Spring 2026 – In progress*
- Social Media Marketing (BBA & MBA), *Spring 2026 – In progress*
- Principles of Marketing (BBA) – *Spring 2026 – In progress*
- Digital Marketing (MBA & BBA), *Fall 2025 (4.9/5.0)*
- Social Media Marketing (BBA & MBA), *Fall 2025 (N/A)*
- Buyer Behavior (BBA), *Spring 2025 – (4.59/5.0)*
- Social Media Marketing (BBA & MBA), *Spring 2025 – (4.68/5.0)*
- Principles of Marketing (BBA) – *Spring 2025 – (4.51/5.0)*
- Digital Marketing (MBA & BBA), *Fall 2024 (4.50/5.0)*
- Social Media Marketing (BBA & MBA), *Fall 2024 (4.91/5.0)*
- Buyer Behavior (BBA), *Spring 2024 – (4.67/5.0)*
- Social Media Marketing (BBA & MBA), *Spring 2024 – (4.64/5.0)*
- Principles of Marketing (BBA) – *Spring 2024 – (4.24/5.0)*
- Digital Marketing, (BBA & MBA), *Fall 2023 – (4.95/5.0)*
- Social Media Marketing (BBA & MBA), *Fall 2023 – (4.65/5.0)*
- Buyer Behavior, *Fall 2022 (BBA), Spring 2023 – (4.80/5.0)*
- Social Media Marketing (BBA & MBA), *Spring 2023 – (4.76/5.0)*
- Buyer Behavior, *Fall 2022 (BBA), Fall 2022 (4.58/5.0)*
- Social Media Marketing (BBA & MBA), *Fall 2022 – (4.60/5.0)*
- Buyer Behavior, *Spring 2022 (4.54/5.0)*
- Social Media Marketing (BBA & MBA), *Spring 2022 (4.86/5.0)*
- Buyer Behavior, *Fall 2021 (4.77/5.0)*
- Social Media Marketing (BBA & MBA), *Fall 2021 (4.4/5.0)*

## **Kennesaw State University**

- Principles of Marketing, Spring 2021, Visiting Lecturer

## **Emory University:**

- Global Marketing MBA Seminar, Fall 2019, Lecturer, select sessions
- Global Marketing BBA Seminar, Fall 2019, Lecturer, select sessions
- Integrated Marketing Communications, Fall 2019, Lecturer, select sessions
- Introduction to Consumer Behavior, Spring 2019, Lecturer, select sessions
- Marketing Strategy Consultancy MBA, Fall 2018, Teaching Associate
- Marketing Strategy Consultancy BBA, Fall 2018, Teaching Associate

## **Georgia State University:**

- Buyer Behavior, Spring 2019, Lecturer, select sessions
- Masters Teaching Program Certification

## **INDUSTRY EXPERIENCE**

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NORWEGIAN CRUISE LINE, MIAMI, FL (2013-2015)  
*Director of Marketing*

CARNIVAL CRUISE LINES, MIAMI, FL (2008-2013)  
*Senior Manager, Marketing Research and Product Development (2011-2013)*  
*Senior Manager, Product Marketing (2008-2011)*

DIAGEO NORTH AMERICA, NEW YORK, NY (2007-2008)  
*Associate Brand Manager, Smirnoff Vodka*

## **MEDIA COVERAGE**

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- [How exclusionary ads can win over the right customers](#) – *Fast Company*, 1/13/26
- [When brands play hard to get: why you're drawn to products that neg you](#) – *Fortune*, 1/6/26
- ['If you don't like dark roast, this isn't the coffee for you': How exclusionary ads can win over the right customers](#) – *The Conversation*, 1/6/26
- ["Say who your product is NOT for"](#) – *Science Says (Thomas McKinlay)*, 10/28/25
- ["Advertising Claims & Insurance Reality: Expert Commentary"](#) - *Wallet Hub*, 10/24/25
- ["If you can't handle Miami, FIU is not for you \(LinkedIn feature\)"](#) - *Florida International University*, 9/6/2025
- ["Want someone to buy that product? Tell them it's all wrong for other consumers"](#) – *FIU News*, 9/2/2025
- ["Outstanding UAH faculty celebrated at 2025 University Awards for Excellence event"](#) - *Univ of Alabama Huntsville News*, 6/6/2025
- ["The Platinum Card from American Express: Expert Commentary"](#) - *Wallet Hub*, 5/20/25
- ["Digital Marketing students gaining real-world experience with local social media company"](#) - *Univ of Alabama Huntsville News*, 12/20/2024
- ["Why the Holiday Season Is the Perfect Time to Reclaim Your Brain With a Digital Detox"](#) *Inc. Magazine*, 11/26/2024
- ["How to overcome device dependency and manage a successful digital detox"](#) - 11/1/2024  
*Live Radio Interview: KCBS Radio SF (11/11/24)*  
*Live Radio Interview: WOSU-NPR All Sides with Anna Staver*  
*(Note: 38,510 Downloads as of 9/25)*  
[The Conversation](#)      [Popular Science](#)  
[Discover Magazine](#)      [Daily Item](#)  
[The Greater Good Berkeley](#)      [The Standard](#)
- ["UAH researcher promotes "digital wellness" by studying ways consumers are detoxing from addictive technology"](#) - 2024  
[Univ of Alabama Huntsville News](#)      [256 Today Smart News](#)  
[Madison County Records](#)      [Alabama Gazette](#)
- ["Why dominant brands lack authenticity"](#) *Market Impact Hub*, 1/27/23
- ["Cause Beneficial or Cause Exploitative"](#) *Market Impact Hub*, 11/31/22
- ["CSR & sustainability crucial to brand success"](#) *Emory News*, 3/18/21
- ["Goizueta PhD candidate wins dissertation award, AMA recognition"](#) *Emory News*, 9/28/20
- ["Goizueta PhD candidate highlighted in AMA Student Spotlight"](#) *Emory News*, 8/12/20
- ["PhD students awarded 2019 Sheth Fellowship"](#) *Emory News*, 3/12/19