

KAREN ANNE WALLACH

College of Business - The University of Alabama in Huntsville
Huntsville, AL 35899 | email: kw0134@uah.edu

ACADEMIC EMPLOYMENT

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

EDUCATION

- Emory University – Goizueta Business School, Atlanta, GA
Doctor of Philosophy; Concentration- Marketing (2021)
- 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

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

TEACHING INTERESTS

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

JOURNAL PUBLICATIONS

- Wallach, K.A., Pham, H., Koschmann, T & Arwade, G (2025), Analyzing the Impact of Faces on Consumer Engagement in Social Media Videos: A Machine Learning Approach. *Journal of Consumer Marketing*). (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*. (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*, 1-23. (ABDC Rating: A)
- 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. (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. (ABDC rating: A)

PAPERS UNDER REVIEW

- Wallach, Karen Anne, Sean Blair and Jaclyn Tanenbaum, “This Paper is Not for Everyone: Message Framing and Perceived Preferences.” (Conditional Acceptance at the Journal of Consumer Research) (ABDC rating: A*)

- Hamilton, Ryan, Kathleen Vohs, Morgan Ward, and Karen Anne Wallach, “The Upside of Incompetence: When Low Brand Competence Signals Low Prices” (**Under review** at the *Journal of Marketing*) (ABDC rating: A*)

Note: Condensed for shortened version; contact for more info on list of working papers

PUBLISHED CHAPTER

- 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 (*select conferences below due to space limitations*)

- “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; 2025 Academy of Marketing Science Conference, Montreal; 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; 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; 2023 Society for Marketing Advances (SMA) Conference, Fort Worth, TX, **Won Best Paper in Track: Consumer Behavior*
- “Face Size and User Engagement in Social Media Videos: A Machine Learning Approach.” 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

AWARDS & HONORS

- Richard A. Witmond Faculty Fellowship, College of Business, UAH, 2025-2026
- Richard A. Witmond Faculty Fellowship, College of Business, UAH, 2024-2025
- Selected Faculty for UAH Charger Blue Impact, UAH Honors Day, 2024
- Award Recipient for the 2024 Summer Research Grant, UAH
- Award Recipient for the 2024 Course Innovation Grant Program, UAH (\$5000)
- Student Choice Award for Teaching, Honor Roll, College of Business (2023)
- Best Research Paper Award of 2023, “Cause Beneficial or Cause Exploitative? Using Joint Motives to Increase Credibility of Sustainability Efforts.” Awarded by the College of Business at the University of Alabama in Huntsville (Article published in the *Journal of Public Policy & Marketing* in 2023)
- Award Recipient for the Mark McDaniel, Henri McDaniel, and Robert (Bud) Cramer Faculty Fellowship, College of Business, UAH, 2023/2024 (\$5000)
- Award Recipient for the 2023 Course Innovation Grant Program, UAH (\$5000)
- ISMS Early Career Scholars Fellow, Duke University, 2022

- Award Recipient for the Mark McDaniel, Henri McDaniel, and Robert (Bud) Cramer Faculty Fellowship, College of Business, UAH, 2022/2023 (\$5000)
- Award Recipient for the Office of Research & Economic Development New Faculty Research Grant, UAH, 2022 (\$10,000)
- Grant Recipient for the ICPSR Program in Quantitative Methods of Research Workshop, UAH, 2022 (\$1800)
- Honor Roll Recipient, COB Student's Choice Award for Teaching, UAH, 2022
- Selected Faculty for UAH Charger Blue Impact Survey, UAH Honors Day, 2022

Note: Condensed for shortened version; contact for pre-UAH honors and awards.

SERVICE

University, College and Department Services

- Faculty Advisor, Immerse NYC, College of Business, UAH (2025)
- Judge, College of Business 24-Hour Challenge (2025)
- Faculty Advisor, Research Assistants (3 students), UAH (Spring 2024-current)
- Member, Faculty Development Committee, College of Business (2025-current)
- Invited Participant, Management Professor Candidate Hiring Search (Spring 2025)
- Invited Participant, Economics Professor Candidate Hiring Search (Spring 2025)
- Moderator, Panel on Artificial Intelligence and Higher Ed, University of Alabama in Huntsville (2024)
- Faculty Advisor, Women in Business and Leadership Student Organization, College of Business, UAH (2023-current)
- UAH Library Committee (2023–current)
- Honor Student Advisor, College of Business, UAH (Spring 2024, Fall 2023)
- WGS (Women's, Gender, and Sexuality Studies) Program Advising Committee (2023–current)
- 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)

Professional Services

- Reviewer, *Journal of Public Policy and Marketing*
- Reviewer, *Journal of Business Research*
- Reviewer, American Marketing Association Academic Conference, 2024
- Invited Mentor, Hudson Alpha AgTech Accelerator Day, 2023
- Reviewer, European Association of Consumer Research, 2023
- Reviewer, American Marketing Association Global Marketing Conference, 2023
- Reviewer, American Marketing Association Academic Conference, 2023
- Reviewer, Association of Consumer Researchers Conference, 2022
- Session Chair, AMA Conference, Behavioral Outcomes of Marketing Strategy, 2021

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TEACHING EXPERIENCE

The University of Alabama in Huntsville

- Buyer Behavior (BBA), *Spring 2025 – In progress*
- Social Media Marketing (BBA & MBA), *Spring 2025 – In progress*
- Principles of Marketing (BBA) – *Spring 2025 – In progress*
- 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)

Note: Condensed for shortened version; contact for pre-UAH teaching experience.

INDUSTRY EXPERIENCE

- 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