

KAREN ANNE WALLACH

College of Business - The University of Alabama in Huntsville
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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

Digital Marketing & Social Media
Corporate Social Responsibility

Sustainability
Branding & Brand Relationships

JOURNAL PUBLICATIONS

- 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>
- Wallach, K. A., & Popovich, D. (2022). Cause Beneficial or Cause Exploitative? Using Joint Motives to Increase Credibility of Sustainability Efforts. *Journal of Public Policy & Marketing*, 074391562211387. <https://doi.org/10.1177/07439156221138755>

PAPERS UNDER REVIEW

- Wallach, Karen Anne, Sean Blair and Jaclyn Tanenbaum, “This Paper is Not for Everyone: Message Framing and Perceived Preferences.” (**Preparing for 3rd round** at the *Journal of Consumer Research*)

RESEARCH IN PROGRESS

- “Face Size and User Engagement in Social Media Videos: A Machine Learning Approach” with Hieu Pham and Anthony Koschmann (Preparing for submission to the *Journal of Marketing*)
- “Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets” with Beth Fossen and Dionne Nickerson (Target journal for submission to *Marketing Science*)

RESEARCH IN PROGRESS (cont)

- “Immune to Persuasion: Social Media and Vaccine Hesitancy” with Candice Lanius, Ryan Weber, William Mackenzie
- “Purpose and Publicity: The Historical Evolution of Corporate Social Responsibility in America.”
- “The Upside of Incompetence: When Low Brand Competence Signals Low Prices” with Ryan Hamilton and Morgan Ward

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

“Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets.” 2023 AMA Marketing and Public Policy Conference– *Planned for June 2023*

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

“Examining Consumer and 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

CONFERENCE PRESENTATIONS (cont.)

“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

- 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, College of Business Student's Choice Award for Teaching, UAH, 2022
- Selected Faculty for UAH Charger Blue Impact Survey, UAH Honors Day, 2022
- AMA-Sheth Doctoral Consortium Fellow, Indiana University, 2021
- Runner Up Award for Best Overall Dissertation Proposal- Society for Marketing Advances Dissertation Competition, 2020 (\$500)
- Marketing Strategy Consortium Fellow, 2020
- AMA DocSig Spotlight Award, American Marketing Association, 2020
- Laney Graduate School Research Grant, Emory University, 2019 (\$2500)
- AMA Sheth Foundation Doctoral Consortium Fellow, 2019 (\$1000)
- Goizueta Business School Doctoral Fellowship, Emory University, 2016-2021

SERVICE

University, College and Department Services

- Faculty Co-Advisor, Women in Business and Leadership Student Organization, College of Business, UAH (2023-current)
- 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)
- Advising an Honor Student, College of Business, UAH (Fall 2021)

SERVICE (cont.)

- 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

Professional Services

- Reviewer, European Association of Consumer Research, 2023
- Reviewer, AMA Global Marketing Conference, 2023
- Reviewer, American Marketers Association Academic Conference, 2023
- Reviewer, Association of Consumer Researchers Conference, 2022
- Session Chair: AMA Conference. Topic: Behavioral Outcomes of Marketing Strategy, 2021
- Reviewer, Society of Marketing Advances, 2021
- American Marketing Association Case Competition Judge, 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

TEACHING INTERESTS

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| Consumer Behavior | Strategic Marketing | Digital Marketing |
| Social Media Marketing | Principles of Marketing | Marketing Management |

TEACHING EXPERIENCE

The University of Alabama in Huntsville

Buyer Behavior, Fall 2022 (BBA), Spring 2023 – *current semester*

Social Media Marketing (BBA & MBA), Spring 2023 – *current semester*

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

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, Brand Marketing (2008-2011)

DIAGEO NORTH AMERICA, NEW YORK, NY (2007-2008)

Associate Brand Manager, Smirnoff Vodka

SKILLS

Software Packages: R, Stata, SPSS, LIWC

Industry Skills: Google Analytics, Hootsuite, Crimson Hexagon/Brandwatch, Salesforce, Hubspot, Wix, Mailchimp, Social Media advertising, A/B testing, Focus group moderator, Field experiments