

ALICIA M. JOHNSON

(Updated June 2024)

Isenberg School of Management, UMass Amherst
121 Presidents Drive, N316
Amherst, MA 01003

E-mail: ajohnson@isenberg.umass.edu
Website: <https://www.aliciamjohnson.com>
Phone: 315-276-5743

ACADEMIC POSITIONS HELD

Isenberg School of Management, University of Massachusetts Amherst
Assistant Professor of Marketing

June 2022 - Present

EDUCATION

Sam Walton College of Business, University of Arkansas
Ph.D., Business Administration with a concentration in Marketing

May 2022

Clarkson University
MBA, focus in Marketing and Finance

May 2015

State University of New York at Canton
B.B.A., in Management

Dec 2011

RESEARCH INTERESTS

Consumer financial decision making (debt acquisition and repayment, financial planning and budgeting, and donations); consumer financial well-being, messaging and framing effects, and sustainable and healthful food consumption.

PUBLICATIONS

Johnson, Alicia M., Daniel Villanova, and Ronn J. Smith (2023), "Loan Amount versus Monthly Payments: The Effect of Loan Application Formats on Consumer Borrowing Decisions," *Journal of Consumer Research*, 50 (4) 765-786. <https://doi.org/10.1093/jcr/ucad015>

- **Winner: SMA Doctoral Dissertation Competition Best Overall Proposal Award**
- **Co-runner up: William O. Bearden Award**

Rybak, Garrett, Alicia M. Johnson, and Scot Burton (2023), "How Restaurant Ad Messaging Can Increase Patronage Intentions During the COVID-19 Pandemic: Serial Mediation and Conditional Effects of Consumer Concern about COVID-19," *Journal of Advertising*, 52 (1) 145-156.

<https://doi.org/10.1080/00913367.2021.1981502>

Rybak, Garrett, Scot Burton, Alicia M. Johnson, and Christopher Berry (2021), "Promoted claims on food product packaging: Comparing direct and indirect effects of processing and nutrient content claims," *Journal of Business Research*, 135, 464-79.

SELECTED RESEARCH IN PROGRESS

Johnson, Alicia M., Daniel Villanova, Julio Sevilla, Matthew Issac, and Rajesh Bagchi, "FIFO: How Debt Age Affects Debt Repayment". Invited for 2nd round review at *Journal of Marketing Research*.

SELECTED RESEARCH IN PROGRESS CONTINUED

Johnson, Alicia M., Daniel Villanova, and Scot Burton, "The Effect of Advertised Loan Terms on Consumer Borrowing Decisions," (Dissertation Essay 2). Invited for 2nd round review at *Journal of Public Policy and Marketing*.

Johnson, Alicia M., Anastasiya Pocheptsova Ghosh, and Bikram Ghosh, "The Effect of More Versus Less Frequent Pay Schedules on Consumer Budget Setting." Under review at *Journal of Consumer Psychology*.

Kim, Lena, Emily Garbinsky, and Alicia M. Johnson, "How Gender of the Higher Earner Affects Couples' Financial Management Strategies." Preparing for initial submission to *Journal of Consumer Research*.

Johnson, Alicia M. and Matthew Godfrey, "Breaking Cycles of Poverty." Writing initial manuscript.

Johnson, Alicia M. and Danielle Brick, "Parental Financial Decision Making: How Parents Allocate Funds Among Their Children." Collecting and analyzing data

Johnson, Alicia M., Ximena Garcia-Rada, and Emily Garbinsky, "Identifying Barriers to Familial Conversations about Money." Collecting and analyzing data.

Johnson, Alicia M. and Stacey Finkelstein, "The Role of Grief in Behavioral Change." Analyzing data.

Pikal, Konstantin, Deniz Lefkeli, Francisco Ordenes, and Alicia M. Johnson, "The Effect of Greed Communications on Cryptocurrency Diffusion." Collecting and analyzing data.

Johnson, Alicia M., Remi Trudel, and Simon Blanchard, "Increasing Interest in Solar Energy Among Marginalized Consumers." Designing field study.

CONFERENCE PRESENTATIONS (* denotes presenter)

"When She Makes More, He Pays Just as Much: Gender of the Higher Earner Affects How Couples Split Shared Expenses"

- *Society of Consumer Psychology*, Nashville, TN (March 2024)

"First In, First Out? How Debt Age Affects Debt Repayment"

- *Society of Consumer Psychology*, Nashville, TN (March 2024)
- *Association for Consumer Research*, Paris, France (September 2024)

"The Effect of Expense Reduction Strategies on Savings Goal Success"

- *Society of Consumer Psychology*, San Juan, PR (March 2023)

"The Effect of More Versus Less Frequent Pay Schedules on Consumer Budget Setting"

- *Association for Consumer Research*, Denver, CO (October 2022)

"The Effect of Loan Application Formats on Consumer Loan Decisions,"

- *Society for Consumer Psychology*, Virtual (March 2022)
- *Association for Consumer Research*, Virtual (October 2021)
- *Southeast Marketing Symposium*, Virtual (April 2021)
- *Society for Marketing Advances*, Virtual (November 2020)
- *Winter American Marketing Association*, San Diego, CA (February 2020)

INVITED TALKS

- “First In, First Out? How Debt Age Affects Debt Repayment”
 - Luiss Guido Carli University, Rome, Italy (April 2024)
- “The Effect of Loan Application Formats on Consumer Loan Decisions,”
 - SUNY Binghamton University, Binghamton, NY (October 2021)

GRANTS, AWARDS, AND SCHOLARSHIPS

- Public Service Endowment Grant \$15,000 (May 2024)
- Public Interest Technology Faculty Fellow (Aug 2024 – May 2025)
- Civic Engagement & Service-Learning Faculty Fellow (Aug 2023 – May 2024)
- Isenberg Faculty Summer Research Funding Program Award \$10,000 (w/ Matthew Godfrey, June 2023)
- AMA-Sheth Doctoral Consortium Fellow, Indiana University (Aug 2021)
- Graduate Student Research Council \$1,500 Grant (Dec 2020)
- SMA Doctoral Dissertation Competition Best Overall Proposal Award (Nov 2020)
- William O. Bearden Award Co-Runner Up (Apr 2020)
- Bank of America Research Fund honoring James H. Penick \$5,000 Grant (Mar 2019)
- University of Arkansas Distinguished Doctoral Fellow (Jan 2018- May 2022)

TEACHING

| Course | Semester | Rating |
|-----------------------------------|-------------------------|--------------------|
| Marketing & Society (PhD seminar) | Spring 2024 | TBD |
| Nonprofit Marketing | Fall 2022 – Fall 2023 | 4.40-4.80 / 5.00 |
| Introduction to Marketing | Summer 2022 | 4.83 / 5.00 |
| Consumer Behavior (4 sessions) | Fall 2020 – Spring 2021 | 4.12 – 4.74 / 5.00 |
| Marketing Data Analytics | Spring 2019 | 3.20 / 5.00 |

TEACHING INTERESTS

Undergraduate: Nonprofit Marketing, Consumer Behavior, Introduction to Marketing

Doctoral Seminars: Marketing and Society, Consumer Behavior, Marketing Theory

SERVICE

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|--------------------------|--|
| Ad-hoc Reviewer | International Journal of Research in Marketing (2023-present) Journal of the Academy of Marketing Science (2022-present) Journal of Consumer Affairs (2022) PDMA Doctoral Dissertation Competition (2022) |
| Service to Organizations | Conference Reviewer - Society for Consumer Psychology (2021- present) - Association for Consumer Research (2021- present) |
| University/Department | Curriculum Committee Member (2023-present) Faculty and Doctoral Candidate Search Committee Member (2023-present) |

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDJ)
American Marketing Association (AMA)

INDUSTRY EXPERIENCE

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|---|------------------|
| University of Virginia, School of Medicine <i>Business Manager</i> | Nov 15 – Jan 18 |
| KPH Health Services <i>Replenishment Buyer</i> | Feb 15 – Sept 15 |
| Stanley Black & Decker <i>Indirect Procurement Analyst</i> | Oct 14 – Jan 15 |
| St. Lawrence Federal Credit Union <i>Branch Manager</i> | Jan 11 – Aug 13 |

REFERENCES

Daniel Villanova

Assistant Professor of Marketing
University of Arkansas
Business Building 318, 220 N McIlroy Ave #301
Fayetteville, AR 72701
Phone: (479) 575-4754
E-mail: dvillanova@walton.uark.edu

Anastasiya P. Ghosh

Associate Professor of Marketing
University of Arizona
McClelland Hall 320Y, 1130 E. Helen St.
Tucson, Arizona 85721
Phone: (520) 621-4159
E-mail: anastasiya@arizona.edu

Emily N. Garbinsky

Associate Professor
Cornell University
Sage Hall, 114 E Ave.
Ithaca, NY 14853
E-mail: eng26@cornell.edu