

KATIE KELTING

CURRICULUM VITAE

PERSONAL DATA

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EMPLOYMENT

Assistant Professor of Marketing

Richard A. Chaifetz School of Business, Saint Louis University, July 2016 – present.

Assistant Professor of Marketing

Sam M. Walton College of Business, University of Arkansas, June 2011 – June 2016.

EDUCATION

Doctorate of Philosophy in Marketing, May 2011

Kelley School of Business, Indiana University, Bloomington, Indiana
Minor emphasis: Psychology

Master of Science in Marketing, May 2006

Warrington College of Business Administration, University of Florida, Gainesville, Florida

Bachelor of Science in Business Administration, May 2003

Warrington College of Business Administration, University of Florida, Gainesville, Florida
Major: Marketing

RESEARCH INTERESTS

Private label branding, prosocial behavior, celebrity advertising, and fluency.

PUBLICATIONS

Kelting, Katie, Christopher Berry, and Femke van Horen. (2019). The Presence of Copycat Private Labels in a Product Set Increases Consumers' Choice Ease When Shopping with an Abstract Mindset, *Journal of Business Research*, 99, 264-274.

Kelting, Katie, Stefanie Robinson, and Richard J. Lutz. (2019). Would You Like to Round Up and Donate the Difference? Roundup Request Reduce the Perceived Pain of Donating. *Journal of Consumer Psychology*, 29(1), 70-78.

Kelting, Katie, Adam Duhachek, and Kim Whitler. (2017). Can Copycat Private Labels Improve The Consumer's Shopping Experience? A Fluency Explanation. *Journal of the Academy of Marketing Science*, 45(4), 569-585.

Kelting, Katie and Dan H. Rice. (2013). Should We Hire David Beckham to Endorse Our Brand? Contextual Interference and Consumer Memory for Brands in a Celebrity's Endorsement Portfolio. *Psychology and Marketing*, 30(7), 602-613.

Rice, Dan H., Katie Kelting, and Richard J. Lutz. (2012). Multiple Endorsers and Multiple Endorsements: The Influence of Message Repetition, Source Congruence and Involvement on Brand Attitudes. *Journal of Consumer Psychology*, 22(2), 249-259.

Duhachek, Adam and Katie Kelting. (2009). Coping Repertoire: Integrating a New Conceptualization of Coping with Transactional Theory. *Journal of Consumer Psychology*, 19(3), 473-485.

PRESENTATIONS

“Would You Like to Round Up and Donate the Difference? Examining Consumer Response to a Round Up Prosocial Request” with Stefanie Robinson (North Carolina State University) and Richard J. Lutz (University of Florida), presented as part of the Fall 2017 Behavioral Research Lab Brownbag Series at Washington University, Saint Louis, Missouri.

“Would You Like to Round Up and Donate the Difference? Examining Consumer Response to a Round Up Prosocial Request” with Stefanie Robinson (North Carolina State University) and Richard J. Lutz (University of Florida), presented as part of the Fall 2017 Richard A. Chaifetz School of Business Research Seminar Series, Saint Louis, Missouri.

“Take A Step Back and Make Shopping Less Difficult: The Interactive Effect of Copycat Private Label Brands and Construal-Level,” with Christopher Berry (University of Arkansas) and Femke VanHoren (VU University of Amsterdam), presented at the 2016 American Marketing Association's Winter Academic Conference, Las Vegas, Nevada.

“Do You See the Imitation? Examining the Impact of Psychological Distance on Shopping Ease,” with Christopher Berry (University of Arkansas), presented at the 2014 Association for Consumer Research Conference, Baltimore, Maryland.

“The ‘Right’ Side Can't Be Bad! Getting on the Good Side of the Shelf,” with Yoon-Na Cho (Villanova University), presented at the 2013 Association for Consumer Research Conference, Chicago, Illinois.

“Can Social Responsibility Backfire? The Role of Intentions in Times of Corporate Crisis,” with Adam Duhachek (Indiana University) and Durairaj Maheswaran (New York University), presented at the 2012 Association for Consumer Research Conference, Vancouver, British Columbia, Canada.

“Imitation by Private Label Brands: A Processing Fluency Perspective” with Adam Duhachek (Indiana University), presented at the 120th (2012) Annual Convention of the American Psychological Association Conference, Orlando, Florida.

“Can Social Responsibility Backfire? The Role of Intentions in Times of Corporate Crisis,” with Adam Duhachek (Indiana University) and Durairaj Maheswaran (New York University), presented at the 2012 Society for Consumer Psychology Winter Conference, Las Vegas, Nevada.

“Imitation by Private Label Brands: A Processing Fluency Perspective” with Adam Duhachek (Indiana University), presented at the 2011 Association for Consumer Research conference, Saint Louis, Missouri.

“The Effect of Sensual vs. Disease Prevention Positioning and Contextual Setting on Condom Purchasing” with Gerald Gorn (The Hong Kong Polytechnic University), Adam Duhachek (Indiana University), Darren W. Dahl (University of British Columbia), Charles B. Weinberg (University of British Columbia), presented at the 2011 AIDSImpact Conference, Santa Fe, New Mexico.

“Should We Hire David Beckham to Endorse Our Brand? Contextual Interference and Consumer Memory for Celebrity Advertising,” with Dan Rice (Louisiana State University), presented at the 2010 Society for Consumer Psychology Winter Conference, St. Pete Beach, Florida.

“Rational versus Emotional Ad Appeals: The Moderating Roles of Expertise and Product Type,” with Adam Duhachek (Indiana University), presented at the 2009 Society for Consumer Psychology Winter Conference, San Diego, California.

“Emotional Advertising Appeals: The Moderating Role of Consumer Expertise,” with Adam Duhachek (Indiana University), presented at the 39th Annual Haring Symposium - Promoting Doctoral Research in Marketing, Kelley School of Business, Indiana University, Bloomington, Indiana.

“Emotional Advertising Appeals: The Moderating Role of Consumer Expertise,” with Adam Duhachek (Indiana University), presented at “Doc Student Day 2009,” Kelley School of Business, Indiana University, Bloomington, Indiana.

GRANTS

Recipient of a Chaifetz School of Business Summer Research Grant. (2019). Funded by the Chaifetz School of Business, Saint Louis University.

Recipient of a Faculty Global Research Grant. (2014). Funded by the Walton College Global Engagement Office, University of Arkansas.

HONORS & AWARDS

Women in the Marketing Academy Fellow (2016).

AMA/Sheth Foundation Doctoral Consortium Fellow, Texas Christian University (2010).

Haring Symposium Fellow (Presenter), Indiana University (2009).

David T. Kollat Fellowship Award Recipient, Indiana University (2006-2011).

SERVICE

Member, Academic Honesty Committee, Richard A. Chaifetz School of Business, Saint Louis University (2018-present).

Member, Undergraduate Curriculum Committee, Richard A. Chaifetz School of Business, Saint Louis University (2018).

Faculty Mentor, University Honors Programs, Saint Louis University (2018).

Faculty Judge, Graduate Student Association Symposium, Saint Louis University (2017, 2018).

Member, Diversity Committee, Richard A. Chaifetz School of Business, Saint Louis University (2017-present).

Director, Richard A. Chaifetz School of Business Behavioral Research Lab, Saint Louis University (2016-present).

Track Chair, American Marketing Association's Summer Conference, Atlanta, Georgia (2016).

Ad Hoc Reviewer for:

- Journal of Product & Brand Management (2019).
- Journal of Consumer Psychology (2014-present).
- Journal of Consumer Research (2014-present).

Reviewer of Conference Proceedings for:

- European Marketing Academy (EMAC) Annual Conference (2015).
- American Marketing Association's Winter Academic Conference (2013).
- Academy of Marketing Science Conference (2014, 2012).
- Society of Marketing Advances Conference (2012).
- Society of Consumer Psychology Winter Conference (2012).
- Association for Consumer Research North American Conference (2013, 2011, 2009).

Core Course Coordinator, Department of Marketing, University of Arkansas (2013-2016).
Member, Undergraduate Program Committee, Walton College of Business, University of Arkansas (2012-2016).

Member, Placement and Co-op Advisory Committee, Walton College of Business University of Arkansas (2011-2016).

Undergraduate Honors Thesis Advisor, Walton College of Business, University of Arkansas (2012).

Symposium Session Chair, Society for Consumer Psychology Winter Conference, San Diego, California (2010).

MEDIA

“A Surprising Step Retailers Can Take to Improve the Consumers Shopping Experience” appeared on the Forbes website (<https://www.forbes.com/sites/kimberlywhitler/2018/10/22/a-surprising-step-retailers-can-take-to-improve-the-consumer-shopping-experience/#2d67f18a7b8d>), October 22, 2018.

“The Business of Being Jennifer Aniston” appeared on the Elle website (<https://www.elle.com/culture/celebrities/a21990794/the-business-of-being-jennifer-aniston/>), July 12, 2018.

“How Do Private Label Products Impact The Consumer Shopping Experience?” appeared on the Forbes website (<https://www.forbes.com/sites/kimberlywhitler/2017/02/09/how-do-private-label-products-impact-the-consumer-shopping-experience/#5f87c34f649d>), February 9, 2017.

Interview with Christina Karnatz from KUAF National Public Radio. “David Beckham and Baseball?” Ozarks at Large Stories, (<http://kuaf.com/post/david-beckham-and-baseball>), July 31, 2014.

“Celebrity Endorsements Offer Marketing Lesson: Make It Fit,” appeared on the Small Business Center – Fox Business website (<http://smallbusiness.foxbusiness.com/marketing-sales/2014/07/16/celebrity-endorsements-offer-marketing-lesson-make-it-fit/>), July 16, 2014.

“Study Shows How, When Consumer Remember Brands in Celebrity Advertisements,” appeared on the University of Arkansas Newswire (<http://newswire.uark.edu/articles/24626/study-shows-how-when-consumers-remember-brands-in-celebrity-advertisements>), July 14, 2014.

“When Exclusivity Is Crucial for Celebrity Endorsements,” appeared on the Booz&Co. website (<http://www.strategy-business.com/article/re00201?gko=f85fb>), August 10, 2012.