

July 2024

# Dr. Aziza C. Jones

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## EMPLOYMENT

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University of Wisconsin – Madison | Madison, WI June 2021 – Present  
Wisconsin School of Business  
Assistant Marketing Professor  
Jeffrey J. Diermeier Faculty Fellow

## EDUCATION

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Rutgers University | Newark, NJ August 2015 – May 2021  
Rutgers Business School  
Ph.D. in Marketing

Northwestern University | Evanston, IL April 2018 – June 2018  
Visiting Ph.D. Student

University of Wisconsin – Madison | Madison, WI Aug 2008 – May 2013  
Wisconsin School of Business  
B.A. in Marketing, Management, and  
Entrepreneurship

## RESEARCH INTERESTS

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My academic research leverages marketing to combat inequality through two lenses. First, I explore the role of marketing in highlighting and empowering underrepresented communities, providing recommendations for public entities on how to advance equity through promotional efforts. Second, I investigate the impact of existing perceptions of inequality on consumer behavior, offering insights to business executives on incorporating considerations of inequality into strategic decision-making.

## PUBLICATIONS

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Bublitz, Melissa G., Jesse Catlin, **Aziza C. Jones**, and Lama Lteif, and Laura A. Peracchio (2023), “Plant Power: SEEDing our Future with Plant-Based Eating,” *Journal of Consumer Psychology*, 33, 167-196.

Ukanwa, Kalinda, **Aziza C. Jones**, and Broderick L. Turner (**equal authorship**; 2022), “School Choice Increases Racial Segregation Even When Parents do not Care about Race.” *Proceedings of the National Academy of Sciences of the United States of America*, 119 (35) e2117979119. [In press.](#)

Ordabayeva, Nailya, Monika Lisjak, and **Aziza C. Jones** (2021), “How Social Perceptions Influence Consumption for Self, for Others, and Within the Broader System.” *Current Opinion in Psychology*, 43 (February), 30-35.

**Jones, Aziza C.**, Kristina M. Durante and Vladas Griskevicius (2019), “An Evolutionary Approach to Identity Research,” in *The Handbook of Research on Identity Theory in Marketing*, ed. Americus Reed II and Mark Forehand, Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing, pp. 57-71.

## WORKING PAPERS

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**Jones, Aziza C.**, Aparna Labroo, and Kristina M. Durante, “Self-Control as a Signal of Wealth,” *Under review at the Journal of Consumer Research*.

**Jones, Aziza C.**, Nailya Ordabayeva, and Rajiv Vaidyanathan, “Requests to Donate from High-Status Advocates Decrease Charitable Compliance.” *Revising manuscript for the Journal of Marketing Research*.

De La Rosa, Wendy, ..., **Aziza C. Jones**, ..., “Increasing Interest in Claiming a Tax Credit: Evidence from Two Large-Scale Field Experiments Among Lower-Income People.” *Invited for a second-round review at Marketing Science*.

**Jones, Aziza C.**, Broderick L. Turner, and Kalinda Ukanwa (**equal authorship**), “Marketing Schools Toward Desegregation.” *Five studies completed. Revising manuscript for the Journal of Marketing*.

## WORK IN PROGRESS

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**Jones, Aziza C.** Erick Mas (**equal authorship**), “Earned Luck: The Role of Economic System Justification in Conservative Optimism within Chance-Based Contexts.” Two studies completed.

**Song, Yuanming\*** and **Jones, Aziza C.** (\*graduate student), “Childhood socioeconomic status and self-control.” Conceptualization stage.

## AWARDS AND HONORS

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2023 Mabel W. Chipman Outstanding Junior Faculty Teaching Award: \$2,500

2022 WARF Grant Competition Winner: \$30,228

Jeffrey J. Diermeier Faculty Fellow 2022

Marketing Doctoral Student Association Teaching Excellence Award 2021

Eli Jones Promising Young Scholar Research Excellence Award 2020

3-Minute Thesis Competition 1<sup>st</sup> Place Award 2020

Rutgers University Graduate School 2020 Travel Grant: \$800

3-Minute Thesis Competition 2<sup>nd</sup> Place Award 2019

5<sup>th</sup> Year Dissertation Fellowship Award 2019: \$20,000

American Marketing Association Sheth Foundation Doctoral Consortium Fellow 2019

Association of Consumer Research Doctoral Consortium Fellow 2019

Rutgers University Graduate School 2018 Research Grant: \$500

Alex Panos Funding Recipient 2017: \$2,500

Rutgers University Dean's Fund Ph.D. Research Assistantship 2017

3-Minute Thesis Competition 2<sup>nd</sup> Place Award 2017

American Marketing Association Doctoral Consortium Fellow 2017

Society of Consumer Psychology Doctoral Consortium Fellow 2016

Rutgers Presidential Fellowship 2015: \$75,000

Melvin and Patricia Stith New Marketing Doctoral Student Transition Grant 2014: \$800

## PRESENTATIONS

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*Upcoming* Tenure Project, University of Southern California, 2024

- “Marketing Toward Equity”

*Upcoming* Association for Consumer Research Conference 2024, Paris

- “Earned Luck: The Role of Economic System Justification in Conservative Optimism within Chance-Based Contexts”

Indiana University, Marketing Camp, May 2024

- “Marketing Toward Equity”

Rutgers University, Virtual, April 2024

- “The One-Percenter Effect: Requests to Donate from High-Status Advocates Decrease Charitable Compliance”

Institute for Diversity Science, University of Wisconsin–Madison, February 2024

- “Marketing Schools Toward Desegregation”

Northwestern University, October 2023

- “Self-Control as a Signal of Wealth”

Indiana University, Invited Classroom Talk w. Dr. Erick Mas, December 2023

- “Self-Control as a Signal of Wealth”

Harvard University, Trap Lab Unconference, April 2023

- “Self-Control as a Signal of Wealth”

University of Colorado–Boulder Seminar, March 2023

- “The One-Percenter Effect: Requests to Donate from High-Status Advocates Decrease Charitable Compliance”

Southern Methodist University Seminar, March 2023

- “The One-Percenter Effect: Requests to Donate from High-Status Advocates Decrease Charitable Compliance”

Winter American Marketing Association, February 2023

- “Marketing Segregated Schools Toward Desegregation”

Columbia University Seminar, January 2023

- “The One-Percenter Effect: Requests to Donate from High-Status Advocates Decrease Charitable Compliance”

George Mason University Seminar, November 2022

- “The One-Percenter Effect: Requests to Donate from High-Status Advocates Decrease Charitable Compliance”

Journal of Public Policy & Marketing, Austin, Texas, June 2022

- “School Choice Increases Racial Segregation Even When Parents Do Not Care About Race.”

Brand and Product Management Center, Madison, Wisconsin, April 2022

- “Wealth and Status: *What is it Good For?*”

Society of Consumer Psychology, Virtual, March 2022

- “The Effect of Donation Requests from the Wealthiest in Society On Generosity.”

American Marketing Association, Las Vegas, Nevada, February 2022

- “Parents Have a Stronger Desire for Conspicuous (vs. Inconspicuous) Luxury Goods.”

American Marketing Association, Las Vegas, Nevada, February 2022

- “Self-Control as a Signal of Wealth and Status.”

Boston University Research Symposium, Zoom, November 2020

- “Conspicuous Self-Control: When Status Motives Lead Consumers to Signal Restraint.”

Association for Consumer Research, Zoom, October 2020

- “Conspicuous Self-Control: When Status Motives Lead Consumers to Signal Restraint.”

Luxury Bootcamp Conference, Zoom, July 2020

- “Conspicuous Self-Control: When Status Motives Lead Consumers to Signal Restraint.”

Kellogg on Designing Studies for Research Progress and Application, Zoom, June 2020

- “How Perceived Wealth Influences Charitable Giving Requests.”

Society of Consumer Psychology, Huntington Beach, California, March 2020

- “Parenthood Predicts Generosity in Men.”

Society of Consumer Psychology, Huntington Beach, California, March 2020

- “Parenthood Increases Desire for Conspicuous Luxury Goods.”

Society for Personality and Social Psychology, New Orleans, LA, February 2020

- “Parenthood Increases Desire for Conspicuous Luxury Goods.”

Association for Consumer Research, Atlanta, Georgia, October 2019

- “Parenthood Increases Desire for Conspicuous Luxury Goods.”

Ph.D. Project – Baruch Research Symposium, New York City, April 2018

- “Desire for Status Motivates Healthy Eating.”

Society of Consumer Psychology, Dallas, Texas, February 2018

- “Parenthood Increases Desire for Conspicuous Luxury Goods.”

American Marketing Association, New Orleans, Louisiana, February 2018

- “The Beauty of Symmetry: Human Beauty Standards Impact the Aesthetic Appeal of Anthropomorphized Products.”

Ph.D. Project MDSA Conference, San Francisco, California, August 2017

- “The Intersection Between Parenthood and Consumer Behavior.”

Rutgers University Mentor-Mentee Conference, Newark, New Jersey, May 2017

- “Parenthood Increases Desire for Conspicuous Luxury Goods.”

Special Session: American Marketing Association, Orlando, Florida, February 2017

- “Enhancing Consumer Welfare by Influencing Health Risk Perceptions.”

## TEACHING INTERESTS

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Brand Management, Introduction to Marketing, Consumer Behavior, Marketing Research

## TEACHING EXPERIENCE

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- University of Wisconsin–Madison, Fall 2023
  - Lecturer, Branding, Section 1. Level: Undergraduate Students. Class Size: 48; Rating: 4.76/5.00. Medium: In-Person
- University of Wisconsin–Madison, Fall 2023
  - Lecturer, Branding, Section 2. Level: Undergraduate Students. Class Size: 48; Rating: 4.39/5.00. Medium: In-Person
- University of Wisconsin–Madison, Fall 2023
  - Lecturer, Branding, Section 3. Level: Undergraduate Students. Class Size: 48; Rating: 4.80/5.00. Medium: In-Person
- University of Wisconsin–Madison, Fall 2022
  - Lecturer, Branding, Section 1. Level: Undergraduate Students. Class Size: 48; Rating: 4.54/5.00. Medium: In-Person
- University of Wisconsin–Madison, Fall 2022
  - Lecturer, Branding, Section 2. Level: Undergraduate Students. Class Size: 47; Rating: 4.53/5.00. Medium: In-Person
- University of Wisconsin–Madison, Fall 2022
  - Lecturer, Branding, Section 3. Level: Undergraduate Students. Class Size: 47; Rating: 4.61/5.00. Medium: In-Person
- University of Wisconsin–Madison, Spring 2022
  - Lecturer, Branding, Section 1. Level: Undergraduate Students. Class Size: 40; Rating: 4.35/5.00. Medium: In-Person
- University of Wisconsin–Madison, Spring 2022
  - Lecturer, Branding, Section 2. Level: Undergraduate Students. Class Size: 33; Rating: 4.76/5.00. Medium: In-Person
- Rutgers University, Spring 2021

- Lecturer, Consumer Behavior, Section 2. Level: Undergraduate Students. Class Size: 35; Rating: 4.73/5.00. Medium: Online
- Rutgers University, Fall 2020
  - Lecturer, Branding, Section 1. Level: Undergraduate Students. Class Size: 55; Rating: 4.73/5.00. Medium: Online
- Rutgers University, Fall 2020
  - Lecturer, Branding, Section 2. Level: Undergraduate Students. Class Size: 39; Rating: 4.38/5.00. Medium: Online
- Stony Brook University, Fall 2020
  - Lecturer, Introduction to Marketing. Level: MBA Students. Class Size: 31; Rating: 4.77/5.00. Medium: Online
- Stony Brook University, Winter 2019
  - Lecturer, Introduction to Marketing. Level: MBA Students. Class Size: 11; Rating: 4.20/5.00. Medium: Online
- Stony Brook University, Fall 2019
  - Lecturer, Introduction to Marketing. Level: MBA Students. Class Size: 40; Rating: 4.15/5.00. Medium: Online
- Wagner College, Spring 2019
  - Lecturer, Introduction to Marketing. Level: Undergraduate Students. Class Size: 5; Rating: 5.00/5.00. Medium: In-Person
- Wagner College, Spring 2019
  - Lecturer, Introduction to Marketing. Level: Undergraduate Students. Class Size: 11; Rating: 4.70/5.00. Medium: In-Person
- Wagner College, Spring 2019
  - Lecturer, Consumer Behavior. Level: Undergraduate Students. Class Size: 9; Rating: 4.20/5.00. Medium: In-Person
- Rutgers University, Fall 2018
  - Lecturer, Introduction to Marketing. Level: Undergraduate Students. Class Size: 96; Rating: 4.18/5.00. Medium: In-Person
- Rutgers University Spring 2018
  - Teaching Assistant, Advertising. Level: Undergraduate Students. Professor: Kristina Durante. Class Size: 30. Medium: In-Person
- Rutgers University Spring 2017
  - Teaching Assistant, Advertising. Level: Undergraduate Students. Professor: Kristina Durante. Class Size: 29. Medium: In-Person

- Rutgers University Fall 2017
  - Teaching Assistant, Marketing Research. Level: Undergraduate Students. Professor: Oscar Moreno. Class Size: 34. Medium: In-Person
- Rutgers University Fall 2016
  - Teaching Assistant, Advertising. Level: Undergraduate Students. Professor: Kristina Durante. Class Size: 33. Medium: In-Person

Guest Lecturer

Northwestern University • Consumer Insight Tools • Instructor: Angela Lee

Lecture given: “Evolutionary Psychology,” April 2018

Guest Lecturer

The Wharton School • Consumer Psychology Seminar • Instructor: Americus Reed II

Lecture given: “Evolutionary Psychology,” November 2016

## SERVICE

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Academic-Non-Profit-Government Director

- *Association for Consumer Research*, January 2024

Reviewer

- *Journal of Consumer Research*, November 2023

Reviewer

- *Journal of Consumer Psychology*, March 2024

Reviewer

- *Marketing Letters*, September 2023

Reviewer

- *Marketing Letters*, March 2023

Reviewer

- *Marketing Letters*, March 2023

Panelist

- *Academy of Consumer Research*, October 2022, “Fulfilling Jerome’s Legacy”

Reviewer

- *Journal of Consumer Research*, October 2022

Reviewer

- *Society of Consumer Psychology Conference*, August 2022



Past-President

- Ph.D. Project Marketing Doctoral Student Association Planning Committee, August 2021-2022

Reviewer

- *Marketing Letters*, May 2022

Reviewer

- *Journal of Consumer Research*, June 2022

Speaker

- Brand and Product Management Center, University of Wisconsin–Madison, April 2022

Reviewer

- *Journal of Consumer Research*, May 2023

Reviewer

- *Journal of Consumer Research*, April 2022

Reviewer

- *Journal of Consumer Research*, September 2022

Reviewer

- *Marketing Letters*, February 2022

Reviewer

- *Journal of Consumer Psychology*, December 2021

Reviewer

- *Marketing Letters*, December 2021

Reviewer

- *Journal of Consumer Psychology*, August 2021

Reviewer

- *Marketing Letters*, August 2021

Reviewer

- *Journal of the Association for Consumer Research*, August 2021

Speaker

- Parents Across Cultures, April 2021

Speaker

- Here & Now, NPR One, March 2021

Speaker

- All Things Considered, NPR-Milwaukee, March 2021

Panel Speaker

- “Big 10 DEI Doctoral Education Initiative.” Indiana University, February 2021

President

- Ph.D. Project Marketing Doctoral Student Association Planning Committee, August 2020-2021

Symposium Organizer

- Boston University's Emerging Marketing Scholars Fall Research Symposium

Panel Speaker

- “Marketing Discipline Breakout Session.” Ph.D. Project Virtual Annual Conference, November 2020

Panel Speaker

- “Reflections on Diversity, Equity, and Inclusion.” ISMS Marketing Science, May 2020

Vice President

- Ph.D. Project Marketing Doctoral Student Association Planning Committee, August 2019-2020

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Panel Speaker

- “Becoming a Writer and Belonging to a Writing Group: Writing is Fundamental.” Ph.D. Project Conference, August 2017- 2019

Working Paper Reviewer

- American Marketing Association, June 2019

Working Paper Reviewer

- American Collegiate Retailing Association, January 2019

Trainee Reviewer

- Journal of Consumer Research, May 2017

Secretary

- Ph.D. Project Marketing Doctoral Student Association Planning Committee, August 2015-2016