

September 2022

# Dr. Aziza C. Jones

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azizacjones.com

## EMPLOYMENT

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

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Rutgers University   Newark, NJ Rutgers Business School Ph.D. in Marketing	2015-2021
Northwestern University   Evanston, IL Visiting Ph.D. Student	2018
University of Wisconsin – Madison   Madison, WI Wisconsin School of Business B.A. in Marketing, Management, and Entrepreneurship	2008-2013

## RESEARCH INTERESTS

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My research broadly studies status, status signaling, and reactions to perceived inequality.

## 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.” Conditionally accepted at *the Journal of Consumer Psychology*.

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.

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 Personality and Social Psychology*. \*This paper is essay 1 of my dissertation.

**Jones, Aziza C.**, Juliano Laran, Hannah Bradshaw, Kristina M. Durante, and Sarah E. Hill, “Parenthood Increases Desire for Conspicuous Luxury Goods.” Targeting the *Journal of Marketing*. \*This paper is essay 2 of my dissertation.

**Jones, Aziza C.**, Maryam Madhikani, Keith Wilcox, Wonsuk Jung, and Gabriel Ward, “Diversity in Topic, Methodology, and Impact in the Journal of Consumer Research.” Targeting the *Journal of Marketing Research*.

## WORK IN PROGRESS

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**Jones, Aziza C.**, Nailya Ordabayeva, and Rajiv Vaidyanathan, “How Perceived Wealth Influences Charitable Giving Requests.” *Four studies completed and manuscript in progress. Targeting the Journal of Consumer Research*.

**Jones, Aziza C.**, Turner, Broderick L., and Kalinda Ukanwa (equal authorship), “Status, Social Mobility, and Sales of Educational Products.” Data collection progress. *Targeting the Journal of Consumer Research*.

De La Rosa, Wendy, ..., **Aziza C. Jones**,..., “Tax Claims and Status.” Study completed. Targeting the *Proceedings of the National Academy of Sciences of the United States of America*.

## AWARDS AND HONORS

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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

## CONFERENCE PRESENTATIONS

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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

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University of Wisconsin–Madison  
Spring 2022  
Lecturer, Branding, Section 1  
Level: Undergraduate Students  
Class Size: 40  
Rating: 4.35  
Medium: In-Person

University of Wisconsin–Madison  
Spring 2022  
Lecturer, Branding, Section 2  
Level: Undergraduate Students  
Class Size: 33  
Rating: 4.76  
Medium: In-Person

Rutgers University, Fall 2020  
Lecturer, Branding, Section 1  
Level: Undergraduate Students  
Class Size: 55  
Rating: 4.73/5.00  
Medium: Online

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: 39  
Rating: 4.38/5.00  
Medium: Online

Rutgers University, Fall 2020  
Lecturer, Branding, Section 2  
Level: Undergraduate Students  
Class Size: 11  
Rating: 5.00/5.00  
Medium: Online

Stony Brook University, Winter 2019  
Lecturer, Introduction to Marketing  
Level: MBA Students  
Class Size: 12  
Rating: 4.40/5.00  
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

Wagner College, Spring 2019  
Lecturer, Consumer Behavior

Level: Undergraduate Students  
Class Size: 16  
Rating: 4.71/5.00

Rutgers University Spring 2018  
Teaching Assistant, Advertising  
Level: Undergraduate Students  
Professor: Kristina Durante  
Class Size: 30

Rutgers University Spring 2017  
Teaching Assistant, Advertising  
Level: Undergraduate Students  
Professor: Kristina Durante  
Class Size: 29

Rutgers University Fall 2016  
Teaching Assistant, Advertising  
Level: Undergraduate Students  
Professor: Kristina Durante  
Class Size: 33

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

Level: Undergraduate Students  
Class Size: 8  
Rating: 4.20/5.00

Rutgers University, Fall 2018  
Lecturer, Introduction to Marketing  
Level: Undergraduate Students  
Class Size: 94  
Rating: 4.20/5.00

Rutgers University Fall 2017  
Teaching Assistant, Marketing Research  
Level: Undergraduate Students  
Professor: Oscar Moreno  
Class Size: 34

## SERVICE

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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*, June 2022

Speaker

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

Reviewer

- *Journal of Consumer Research*, May 2022

Reviewer

- *Marketing Letters*, February 2022

Reviewer

- *Journal of Consumer Psychology*, February 2022

Reviewer

- *Journal of Consumer Psychology*, January 2022

Reviewer

- *Marketing Letters*, December 2021

Reviewer

- *Marketing Letters*, September 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