

Dr. Aziza C. Jones

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EMPLOYMENT

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

EDUCATION

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

RESEARCH AGENDA

This research agenda, "Marketing Toward Equity," unapologetically advances the United Nations' mission of addressing global inequality. It provides theoretical and practical support for consumers, academics, businesses, and society by focusing on two key areas. First, it shows how an individual's marginalization shapes their decision-making. Second, it shows how overconfidence in social-economic systems can lead to suboptimal decisions. Ultimately, this agenda provides unequivocal support that—despite growing resistance to equity-related ideas, research, and academic freedom in some countries around the world—understanding the joint influence of marginalization and system justification is societally beneficial. Indeed, this body of work reveals realities that an attempt to silence only strengthen.

PUBLICATIONS

- 1) Bublitz, M. G., Catlin, J., **Jones, A. C.**, Lteif, L., & Peracchio, L. A. (2023). Plant Power: SEEDing our Future with Plant-Based Eating. *Journal of Consumer Psychology*, 33, 167–196.
- 2) Ukanwa, K., **Jones, A. C.**, & Turner, B. L. (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*.
- 3) Ordabayeva, N., Lisjak, M., & **Jones, A. C.** (2021, February). How Social Perceptions Influence Consumption for Self, for Others, and Within the Broader System. *Current Opinion in Psychology*, 43, 30–35.
- 4) **Jones, A. C.**, Durante, K. M., & Griskevicius, V. (2019). An Evolutionary Approach to Identity Research. In A. Reed II & M. Forehand (Eds.), *The Handbook of Research on Identity Theory in Marketing* (pp. 57–71). Edward Elgar Publishing.

WORKING PAPERS

- 1) Black Racial Identity Increases the Perceived Value of Supplemental Education Products (**Aziza C. Jones**, Broderick Turner, & Kalinda Ukanwa, equal authorship; *reject and resubmit at the Journal of Marketing; three new studies completed*)
- 2) Why Parenthood Affects Luxury Consumption (**Aziza C. Jones**, Kristina M. Durante, & Sarah E. Hill (*4 studies completed; targeting the Journal of Marketing*)
- 3) Closing the Racial Knowledge Gap Leads White Consumers to Consider Predominately Black Schools (Broderick Turner, Kalinda Ukanwa, & **Aziza C. Jones**, equal authorship; *5 studies completed; targeting the Journal of Consumer Research*)
- 4) System Confidence Increases the Value of Goal-Congruent Choices (**Aziza C. Jones**, Kristina M. Durante, & Aparna Labroo, *6 studies under review at the Journal of Consumer Research*)
- 5) Justified Luck: Why System Confidence Leads to Riskier Financial Choices (**Aziza C. Jones** & Erick Mas, equal authorship; *5 studies completed; preparing for the Journal of Consumer Research*)
- 6) When System Confidence Undermines and Strengthens Donation Behavior (**Aziza C. Jones**, Nailya Ordabayeva, & Rajiv Vaidyanathan, *1 study completed; targeting the Journal of Marketing Research*)
- 7) Increasing Interest in Claiming a Tax Credit (Wendy De la Rosa.... **Aziza C. Jones**, ...etc., *reject and resubmit at Marketing Science*)

AWARDS AND HONORS

2024 [Top 50 Poets&Quants Best Undergraduate Professors](#)

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 1st Place Award 2020

Rutgers University Graduate School 2020 Travel Grant: \$800

3-Minute Thesis Competition 2nd Place Award 2019

5th 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 2nd 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

Civic Intelligence Series, 2025-Present

- “Data & Democracy with Secretary Sarah Hanzas”

Tenure Project, University of Michigan, July 2025

- “The Role of System Confidence in Financial Optimism within Chance-Based Gambling”

University of Alberta, May 2025

- “System Confidence Links Goal-Congruent Behavior and Subjective SES”

University of Cincinnati, March 2025

- “System Confidence Links Goal-Congruent Behavior and Subjective SES”

Cornell University, December 2024

- “Great Brands Begin Within”

Association of Consumer Research, Paris, September 2024

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

Tenure Project, University of Southern California, July 2024

- “Willpower as a Signal of Socioeconomic Status in Meritocratic Societies”

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, Louisiana, 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, New York, 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

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

TEACHING EXPERIENCE

- University of Wisconsin– Madison, Fall 2025
 - Lecturer, Branding, Section1. Level: Undergraduate Students. Class Size: 38; Rating: 4.76/5.00. Medium: In Person
- University of Wisconsin– Madison, Fall 2025
 - Lecturer, Branding, Section 2. Level: Undergraduate Students. Class Size: 35; Rating: 4.89/5.00. Medium: In Person
- University of Wisconsin– Madison, Fall 2024

- Lecturer, Branding, Section 1. Level: Undergraduate Students. Class Size: 39; Rating: 4.92/5.00. Medium: In Person
- University of Wisconsin– Madison, Fall 2024
 - Lecturer, Branding, Section 2. Level: Undergraduate Students. Class Size: 38; Rating: 4.78/5.00. Medium: In Person
- University of Wisconsin– Madison, Fall 2024
 - Lecturer, Branding, Section 3. Level: Undergraduate Students. Class Size: 34; Rating: 4.72/5.00. Medium: In Person
- University of Wisconsin–Madison, Fall 2023
 - Lecturer, Branding, Section 1. Level: Undergraduate Students. Class Size: 37; Rating: 4.76/5.00. Medium: In Person
- University of Wisconsin–Madison, Fall 2023
 - Lecturer, Branding, Section 2. Level: Undergraduate Students. Class Size: 34; Rating: 4.39/5.00. Medium: In Person
- University of Wisconsin–Madison, Fall 2023
 - Lecturer, Branding, Section 3. Level: Undergraduate Students. Class Size: 15; 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

EDITORIAL BOARD REVIEWER

- *Marketing Letters*, 2023-Present

AD-HOC JOURNAL REVIEWER

- *Journal of Consumer Research*, 2022-Present
- *Journal of Consumer Psychology*, 2024-Present

INNOVATIVE ACADEMIC SERVICE INITIATIVES

Civic Intelligence Series, 2025-Present

- Founded and launched nonpartisan annual webinar series as ACR's Academic Nonprofit Government Director
- Facilitate dialogues between ACR members and Secretaries of State to connect consumer researchers with civic-oriented datasets
- Build sustainable partnerships between academic researchers and government data stewards to advance understanding of democratic participation
- Launched inaugural webinar September 26, 2024, featuring Vermont Secretary of State Sarah Hanzas

CB Wine & Design, 2025-Present

- CB Wine & Design is a virtual lab that Dr. Jones' structures to connect assistant professors with senior academics who offer study design feedback.

ADDITIONAL SERVICE

UMOJA, 2023-2024

- Collaborated with UMOJA's marketing team and student to enhance social media presence across Facebook, Instagram, and TikTok
- Analyzed customer demographics to understand audience motivations and tailored content strategy
- Provided digital design consultation to optimize online platform and reader engagement

Bell Program, University of Wisconsin-Madison, 2025

- “A Career in Marketing Research”

Girls Exploring Business, University of Wisconsin-Madison, 2024

- Panelist

Association of Consumer Research, January 2024-Present

- Academic Nonprofit Government Director

Panelist

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

President

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