

# Dr. Aziza C. Jones

4172 Grainger Hall | 975 University Ave | Madison, WI 53706

aziza.jones@wisc.edu  
azizajones.com

## 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 August 2008–May 2013  
Wisconsin School of Business  
B.A. in Marketing, Management, and  
Entrepreneurship

## RESEARCH AGENDA

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This research agenda, “Marketing Toward Social Progress,” advances the United Nations’ mission of increasing opportunities for people of all backgrounds (learn more about the United Nation’s 17 sustainability goals [here](#)). 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 economic and societal-standing background shapes their decision-making. Second, it shows how overconfidence in social-economic systems can lead to suboptimal decisions.

## PUBLICATIONS

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- 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

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- 1) The Price of Invisible Labor: Parental Identity Increases Conspicuous Consumption to Compensate for Unacknowledged Work (**Aziza C. Jones**, 6 studies completed; under review at the *Journal of Consumer Research*)
- 2) The Meritocracy-Optimism Paradox: Economic System Justification Increases Economic Risk-Taking (**Aziza C. Jones** & Erick Mas, equal authorship; 5 studies completed; under review at the *Journal of Consumer Research*)
- 3) A Status Motive Promotes Healthy Eating: The Role of Food Moralization and Social Visibility (**Aziza C. Jones**, & Aparna Labroo, under review at *Appetite*)
- 4) The Benevolence Backlash: Donation Advocates' Socioeconomic Status Can Undermine Donations (**Aziza C. Jones**, Nailya Ordabayeva, & Rajiv Vaidyanathan, under review at *Psychology & Marketing*)
- 5) The HALO Effect: When Parental Identity Increases Luxury Brand Prominence (**Aziza C. Jones**, under review at *Marketing Letters*)
- 6) Race Predicts Parent's Preference for Educational Products (**Aziza C. Jones**, Broderick Turner, & Kalinda Ukanwa, equal authorship; reject and resubmit at the *Journal of Marketing*; 4 new studies completed; preparing for submission)
- 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

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### [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 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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Tenure Project, July 2026 (*upcoming*)

- “The Price of Invisible Labor: Parental Identity Increases Conspicuous Consumption to Compensate for Unacknowledged Work”

Society of Consumer Psychology, March 2026 (*upcoming*)

- “When Real Beauty Fails to Sell Products”

Indiana University–Indianapolis, February 2026

- “Storytelling in Marketing”

American Marketing Association, February 2026

- “The Meritocracy Paradox: How System Confidence Shapes Charitable Giving”

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”

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

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

## TEACHING EXPERIENCE

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- University of Wisconsin– Madison, Fall 2025
  - Lecturer, Branding, Section 1. 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

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- *Marketing Letters*, 2023-Present

## AD-HOC JOURNAL REVIEWER

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

## INNOVATIVE ACADEMIC SERVICE INITIATIVES

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### 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

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Human Capital's Faculty Perspectives, University of Wisconsin-Madison, 2026

- Panelist

Girls Exploring Business, University of Wisconsin-Madison, 2026

- Panelist

Bell Program, University of Wisconsin-Madison, 2025

- "A Career in Marketing Research"

Girls Exploring Business, University of Wisconsin-Madison, 2024

- Panelist

Academic Nonprofit Government Director

- *Association of Consumer Research*, January 2024-Present

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

Panelist

- *Association of Consumer Research*, October 2022, "Fulfilling Jerome's Legacy"

President

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