Aaron J. Barnes, Ph.D.

Johnson Assistant Professor of Marketing
College of Business
University of Louisville
110 W Brandeis Ave, Room 159
Louisville, KY 40208
(502) 438-8633
aaron.barnes@louisville.edu



Education

2014-2020	**University of Illinois, Gies College of Business** *Ph.D., Business Administration, 2020*
2013-2014	**New York University** *Courses taken toward the M.A. in Psychology*
2008-2012	**Indiana University, Kelley School of Business** *B.S., Marketing (with Honors), 2012*

Professional Appointments

2023-Present	LaDonna and Charlie Johnson Assistant Professor of Marketing University of Louisville, College of Business
2020-2023	Assistant Professor of Marketing University of Louisville, College of Business

Honors & Awards

2026, 2024, 2021	Student Champion University of Louisville
2025	Consumer Behavior Special Interest Group (CBSIG) Research Grant American Marketing Association
2025	Finalist, Bradford-Osborne Award University of Washington
2025, 2022	College of Business Research Incentive Grant University of Louisville
2024, 2023	Gerald & Jacqueline W. Nichols Research Excellence Award University of Louisville
2024	Dr. Ilana Shanks Emerging Scholar Award The PhD Project

2021	Faculty Favorite University of Louisville
2019	Dissertation Award, Cross-Cultural Track ACR/Sheth Foundation
2015, 2019	State Farm Foundation Fellow State Farm Foundation
2018, 2019	Academic & Community Engagement Excellence University of Illinois
2014-2019	Graduate College Distinguished Fellow University of Illinois
2018	Stellner Graduate Research Award University of Illinois
2018	Baruch-PhD Project Research Symposium (presenter) CUNY-Baruch College
2018	Robert Mittelstaedt Symposium (presenter) University of Nebraska-Lincoln
2017-2018	Best Doctoral Student Teacher University of Illinois, Gies College of Business
2014-2018	John M. Jones Fellow University of Illinois
2017	Incomplete List of Excellent Teachers University of Illinois
2017	Best Discussant, Albert Haring Symposium Indiana University
2016-2017	Dr. Avinish Chaturvedi Memorial Student Ambassador Award in Mtkg University of Illinois
2016	Robert Ferber Award University of Illinois
2016	Valuing Diversity Ph.D. Scholarship American Marketing Association
2016	Best Paper Award Brands and Brand Relationships Conference
2016	Robert Mittelstaedt Symposium (discussant) University of Nebraska-Lincoln

2014	Melvin and Patricia Stith Transition Grantee The PhD Project
2014	Outstanding Scholar Summer Pre-Doctoral Institute, University of Illinois

Publications

- Barnes, Aaron J., Srinwanti H. Chaudhury[+], Jie (Doreen) Shen[+], Jennifer Stoner, and Carlos J. Torelli (2026), "A Good Cry or Gratifying Revenge? The effects of culture and mixed emotions on choice," *Psychology & Marketing*. https://doi.org/10.1002/mar.70269

- Barnes, Aaron J. and Esther Uduehi (2026), "The Danger of Inclusion as Low-Hanging Fruit or Forbidden Fruit: Towards Structural Legitimacy in Marketing Scholarship," *Journal of Public Policy & Marketing*, *Special Section: Reclaiming Marketplace Inclusion as a Marketing Imperative,* 45(3): 204-206. https://doi.org/10.1177/07439156261436391
  - Lead commentary

- Uduehi, Esther and Aaron J. Barnes (2025), "The Minority Ownership Awareness Effect: When Promoting Minority Ownership Increases Brand Evaluations," *Journal of Marketing*, 89(3): 60-77. https://doi.org/10.1177/00222429241283811
  - Featured in *JM Buzz Podcast*
  - Finalist, 2025 Bradford-Osborne Award

- Barnes, Aaron J., Yuanyuan Zhang[+], and Ana Valenzuela (2024), "AI & Culture: Culturally dependent responses to AI systems," *Current Opinion in Psychology*, 58, 101838. https://doi.org/10.1016/j.copsyc.2024.101838

- Barnes, Aaron J. and Tiffany White (2024), "The Accessor Effect: How (and for Whom) Renters' Lack of Perceived Brand Commitment Dilutes Brand Image," *Journal of the Academy of Marketing Science*, 52(4): 1069-85. http://dx.doi.org/10.1007/s11747-024-01006-z
  - Featured in Univ. of Illinois News, Phys.org, Scienmag, Mirage News

- Barnes, Aaron J. and Sharon Shavitt (2024), "In What Ways Do Accessible Attitudes Ease Decision Making? Examining the Reproducibility of Accessibility Effects Across Cultural Contexts," *Journal of Personality and Social Psychology*, 126(6): 1036–1051. http://dx.doi.org/10.1037/pspa0000363
  - Featured in Kudos

- Barnes, Aaron J. and Sharon Shavitt (2024), "Top Rated or Best Seller? Culture Influences Responses to Attitudinal versus Behavioral Consensus Cues," *Journal of Consumer Research,* 51(2): 276-297. https://doi.org/10.1093/jcr/ucad074
  - Featured in Opinion Science, *JCR* Blog, Character & Context, & Ariyh

- Shavitt, Sharon, and Aaron J. Barnes (2020). "Culture and the Consumer Journey," *Journal of Retailing,* 96(1): 40-54. https://doi.org/10.1016/j.jretai.2019.11.009
  - *p*-index = .91^
  - Featured in Forbes & Retail Touch Points

- Shavitt, Sharon and Aaron J. Barnes (2019). "Cross-Cultural Consumer Psychology," *Consumer Psychology Review,* 2(1), 70-84. https://doi.org/10.1002/arcp.1047
  - *p*-index = .50^

- Shavitt, Sharon, Hyewon Cho, and Aaron J. Barnes (2019). "Culture and Consumer Behavior," In Shinobu Kitayama, Dov Cohen (Ed.), Handbook of Cultural Psychology (2nd Edition). New York: Guilford Press.

- Xiao, Bangming, Minxue Huang, and Aaron J. Barnes (2015). "Network Closure Among Sellers and Buyers in Social Commerce Community," *Electronic Commerce Research and Applications,* 14(6), 641-653. http://doi.org/10.1016/j.elerap.2015.10.001
  - *p*-index = .47^

[+]Denotes a current or former graduate student
^the citation percentile rank of an article relative to other articles published the same year by the same journal

Other Publications

- Barnes, Aaron J. and Lee Dorsey (2024), "How Doe-Anderson Brought Multicultural Marketing Into the College Classroom," *AdWeek*.

Selected Work in Progress

- "Consumer Oppression Management," (Coauthors E. Uduehi, J. Watson, and J. K. St. Clair). *Invited revision.*
- "Selective Solidarity," (Coauthor A. Labroo). *Under review.*
- "Delayed Loan Repayment," (Coauthors L. Cecutti+ and W. De La Rosa). Targeting *Journal of Marketing*.
- "Action and Stative Verbs," (Coauthor A. Kronrod). Targeting *Journal of Consumer Psychology.*
- "Minority Ownership Disclosure," (Coauthors L. Xu and E. Uduehi).
- "Accuracy on Digital Platforms," (Coauthors A. Valenzuela and Y. Zhang+).
- "Sounds of Culture," (Coauthor L. Cecutti+).
- "Multicultural Marketing and Brand Extensions," (Coauthors: M. Rodas and M. Barone)
- "AI Washing," (Coauthors S. Do+ and D. Holmes+).

Presentations

- Selective Solidarity: How Causal Attributions Shape Who Minorities Support. (Coauthor A. Labroo). Association for Consumer Research Conference (2026). Session organizer and co-chair.
- The Cultural Strategy Stack: Thinking Like a Cultural Strategist. American Marketing Association Diversity Leadership Institute (June 2026).
- The Future of Marketing: Connecting with the Emerging Minority. American Advertising Federation Louisville (March 2026).

- What Brands Get Wrong in Multicultural Marketing. University of California Irvine (2025).
- Multicultural Marketing: Deepening Resonance. Doe-Anderson (2025).
- Lessons from Multicultural Marketing Research. The Bird's Nest Student Agency (2025).
- Stative Verbs Drive Product Preference More Than Action Verbs. (Coauthor A. Kronrod). Association for Consumer Research Conference (2025).
- Calling All Creators: Product Attachment and Sellers' Minority Identity Disclosure. (Coauthors L. Xu and E. Uduehi). Association for Consumer Research Conference (2025).
- Friend or Financier? The Cost of Closeness in Financial Relationships. (Coauthors L. Ceucutti and W. De La Rosa). Association for Consumer Research Conference (2025).
- Marginalization and Visibility: An Intersectional Identity Position Model. (Co-authors E. Uduehi, J. Watson, J. St. Clair). Association for Consumer Research Conference (2025). Session co-chair.
- Culture and the Consumer Journey. (Coauthor S. Shavitt). University of Massachusetts Amherst (2025).
- When Promoting Minority Ownership Awareness Improves Brand Evaluations. (Coauthor E. Uduehi). University of Louisville Honors Student Council (2025).
- Calling All Creators: Product Attachment and Sellers' Minority Identity Disclosure. (Coauthors L. Xu and E. Uduehi). Society for Consumer Psychology Boutique Conference on Multicultural Marketing (2025).
- I'd Do the Same for You: Why Borrowers Delay Loan Repayment to Close Others. (Coauthors L. Ceucutti and W. De La Rosa). Society for Consumer Psychology Conference (2025).
- A Good Cry or Gratifying Revenge? The Effects of Culture and Mixed Emotions on Movie Choice. (Coauthors S. Chaudhury, J. Shen, J. Stoner, and C. J. Torelli). University of California Riverside (2025).
- Room for Agency, Room for Error: The Effects of Minority Ownership Labels on Perceived Agency and Brand Evaluations. (Coauthor E. Uduehi). Race in the Marketplace Conference (accepted for 2025).
- When Promoting Minority Ownership Awareness Improves Brand Evaluations. (Coauthor E. Uduehi). University of Wisconsin (2024).
- Sheep with a Shepherd? When AI Recommendation Precision Improves Acceptance. (Coauthors A. Valenzuela and Y. Zhang). Association for Consumer Research Conference (2024).
- When Promoting Minority Ownership Awareness Improves Brand Evaluations. (Coauthor E. Uduehi). University of Louisville (2024).
- Room for Error: The Effects of Minority Ownership Labels on Brand Evaluations. (Coauthor E. Uduehi). American Marketing Association Consumer Behavior Special Interest Group Conference (2024).
- The Accessor Effect: How (and for whom) Renters' Lack of Perceived Brand Commitment Dilutes Brand Image. (Coauthor: T. B. White). CB-CLIK Conference (2024).
- Top Rated or Best Seller? Cultural Differences in Responses to Attitudinal versus Behavioral Consensus Cues. (Coauthor S. Shavitt). Nova School of Business and Economics (2024).
- Room for Error: The Effects of Minority Ownership Labels on Brand Evaluations. (Coauthor E. Uduehi). Society for Consumer Psychology Conference (2024).
- A Good Cry or Gratifying Revenge? The Effects of Culture and Mixed Emotions on Movie Choice. (Coauthors: S. Chaudhury, J. Shen, J. Stoner, and C. J. Torelli). Society for Consumer Psychology Conference (2024).
- Top Rated or Best Seller? Cultural Differences in Responses to Attitudinal versus Behavioral Consensus Cues. (Coauthor S. Shavitt). Wayne State University (2024).
- Top Rated or Best Seller? Cultural Differences in Responses to Attitudinal versus Behavioral Consensus Cues. (Coauthor S. Shavitt). University of Toronto (2023).

- Top Rated or Best Seller? Cultural Differences in Responses to Attitudinal versus Behavioral Consensus Cues. (Coauthor S. Shavitt). Bocconi University (2023)
- Top Rated or Best Seller? Cultural Differences in Responses to Attitudinal versus Behavioral Consensus Cues. (Coauthor S. Shavitt). ESADE Ramon Llull University (2023).
- Top Rated or Best Seller? Cultural Differences in Responses to Attitudinal versus Behavioral Consensus Cues. (Coauthor S. Shavitt). CB-CLIK Conference (2023).
- Room for Agency, Room for Error: The Effects of Minority Ownership Labels on Perceived Agency and Brand Evaluations. (Coauthor E. Uduehi). Society for Consumer Psychology Conference (2023).
- Room for Agency, Room for Error: The Effects of Minority Ownership Labels on Perceived Agency and Brand Evaluations. (Coauthor E. Uduehi). American Marketing Association Winter Conference (2023).
- Top Rated or Best Seller? Cultural Differences in Responses to Attitudinal versus Behavioral Consensus Cues. (Coauthor S. Shavitt). University of Wisconsin (2023).
- When Sharing Isn't Caring: Unintended Consequences of Access Offers on Consumer Brand Reactions. (Coauthor T. B. White). University of Louisville (2021).
- Do Mature People Share Their Attitudes? Cultural Differences in Attitude Expression When Others Disagree. (Coauthors H. Shen and S. Shavitt). Association for Consumer Research Conference (2020).
- A Good Cry or A Gratifying Revenge? Desired Mixed Emotional Experience in Movie Consumption Across Cultures. (Coauthors: J. Shen, J. Stoner, and C. J. Torelli). Association for Consumer Research (2020).
- Are All Consensus Cues Equal? (Coauthor S. Shavitt). Society for Consumer Psychology (2020).
- When Good Deeds Last Forever: Motivated Temporal Expansion of Brand Activism (Coauthor S. Dagogo-Jack). Society for Consumer Psychology (2020).
- Do Mature People Share Their Attitudes? Cultural Differences in Attitude Expression When Others Disagree. (Coauthors H. Shen and S. Shavitt). Society for Personality and Social Psychology Conference (2020).
- When Good Deeds Last Forever: Motivated Temporal Expansion of Brand Activism (Coauthor S. Dagogo-Jack). Future of Brands Conference (2019).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). New York University (2019).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). Stony Brook University (2019).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). University of Texas Austin (2019).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). Indiana University (2019).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). University of Colorado Boulder (2019).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). University of Louisville (2019).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). University of Illinois Chicago (2019).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). American Marketing Association Consumer Behavior Special Interest Group Conference (2019).

- Wanting a "Good Cry": Cultural Differences in Expected Emotion Consumption from Movie Genres. (Coauthors: J. Shen, J. Stoner, and C. J. Torelli). American Marketing Association Consumer Behavior Special Interest Group Conference (2019).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). ISMS Marketing Science Conference (2019).
- You Can't Rent with Us: Communal-Brand Connection and Access Offers. (Coauthor T. B. White). American Marketing Association Winter Conference (2019).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). Association for Consumer Research Conference (2018). Session organizer and chair.
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). Society for Personality and Social Psychology (2018).
- All Consensus Cues Are Not Equal: Why Others' Actions Don't Speak to Us. (Coauthor S. Shavitt). PhD Project – Baruch College Research Symposium (2018).
- All Consensus Cues Are Not Equal: Why Others' Actions Don't Speak to Us. (Coauthor S. Shavitt). American Marketing Association Winter Conference (2018).
- I Don't Care if You're Committed, But "We" Do: How Group Brand Connections Affect Access-Based Brand Extension Evaluations. (Coauthor T.B. White). ACR (2017).
- Wanting a "Good Cry": Cultural Differences in Desirable Emotions at the Movies. (Coauthors: P. Lahoud and C. J. Torelli). Society for Consumer Psychology Boutique Conference (2017).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). Association for Consumer Research Conference (2016).
- Evaluating Access-based Brand Extensions: The Role of Perceived Commitment. (Coauthor: T. B. White). Association for Consumer Research (2016).
- When Causes License Indulgence. (Coauthor M. Koo). Association for Consumer Research Conference (2016).
- When Causes License Indulgence. (Coauthor M. Koo). American Marketing Association Summer Conference (2016).
- Evaluating Access-based Brand Extensions: The Role of Perceived Commitment. (Coauthor: T. B. White). Brands and Brand Relationships Conference (2016).
- Deny the Voice Inside: Accessible Attitudes Can Impair Choice and Reduce Word-of-Mouth in Social Contexts (Coauthor S. Shavitt). Society for Personality and Social Psychology (2016).

Courses Taught

Spring 2026	Multicultural Marketing Strategy*, University of Louisville College of Business
Spring 2026	Market Intelligence and Customer Insight, University of Louisville College of Business
Spring 2026	Principles of Marketing, University of Louisville College of Business
Spring 2025	Multiculturalism in the Marketplace*, University of Louisville College of Business
Spring 2024	Multiculturalism in the Marketplace*, University of Louisville College of Business
Fall 2022	Market Intelligence and Customer Insight, University of Louisville College of Business
Spring 2022	Principles of Marketing, University of Louisville College of Business
Spring 2022	Market Intelligence and Customer Insight, University of Louisville College of Business
Spring 2021	Market Intelligence and Customer Insight, University of Louisville College of Business
Fall 2020	Principles of Marketing, University of Louisville College of Business
Fall 2017	Marketing Research, University of Illinois Gies College of Business

*Courses I developed for the Multicultural Marketing Minor and specialization in the Marketing Major

Selected Student Mentoring

- Davon Holmes, dissertation committee member, Georgia State University, Marketing (2026)
- Aiko Jones, master thesis committee member, University of Louisville, Communications (2023)
- Elyssa Smith, master thesis committee member, University of Louisville, Communications (2022)

Professional Affiliations

- American Marketing Association
- Association for Consumer Research
- Marketing Experts Faculty Alliance
- Society for Consumer Psychology
- The PhD Project
- The Tenure Project

Professional Activities

– **Editorial Review Board**	*Journal of Consumer Psychology*
– Ad Hoc Reviewer	*Journal of the Academy of Marketing Science*
– Ad Hoc Reviewer	*Journal of Consumer Behaviour*
– Ad Hoc Reviewer	*Journal of Consumer Research*
– Ad Hoc Reviewer	*Journal of Cross-Cultural Psychology*
– Ad Hoc Reviewer	*Journal of Experimental Social Psychology*
– Ad Hoc Reviewer	*Journal of Marketing Research*
– Ad Hoc Reviewer	*Journal of Public Policy & Marketing*
– Ad Hoc Reviewer	*Journal of Retailing*
– Ad Hoc Reviewer	*Psychological Bulletin*
– Ad Hoc Reviewer	*Service Science*

Service to the Field

- The PhD Project Advisory Council (PAC-15) 2026
- Faculty Facilitator, AMA Diversity Leadership Institute 2026
- SCP Dissertation Award Review Committee 2026
- Society for Consumer Psychology Boutique Conference 2025 Co-Chair
- MDSA Liaison, Marketing Experts & Faculty Alliance 2025-present
- Faculty Advisor for PhD Project Marketing Doctoral Student Association 2024-present
- VP of Finance and Development, AMA Consumer Behavior Special Interest Group 2021-2024
- AMA Consumer Behavior Special Interest Group Conference Ad Hoc Reviewer 2024
- Panelist for PhD Project's Marketing Doctoral Student Association Conference 2018, 2021, 2024
- AMA/John A. Howard Dissertation Award Committee 2023-present
- AMA Winter Conference Ad Hoc Reviewer 2017-present
- Society for Consumer Psychology Conference Ad Hoc Reviewer 2016-present
- Association for Consumer Research Conference Ad Hoc Reviewer 2015-present
- Academy of Marketing Science Conference Ad Hoc Reviewer 2021

- ACR/Sheth Foundation Dissertation Award Review Committee 2021
- American Marketing Association 2030 Taskforce 2021
- Association for Consumer Research Student Volunteer Coordinator 2018

Service to the Louisville Community

- Panelist — Empowered Voices: Black History, Black Voices, University of Louisville 2025
- Panelist — The Graduate School Publishing Academy, University of Louisville 2025
- Judge — West Louisville High School Marketing Challenge, Blak Koffee 2025
- Judge — Russell Technology Business Incubator Pitch Competition, AMPED 2024
- Cofounder — BEATS Week, University of Louisville 2023-2024
- Member — Black Male Initiative Wise Council, University of Louisville 2021-present

Selected Media Commentary/Mentions

- OPINION: Only 6% of professors in the U.S. are Black. This doesn't discourage my passion to teach (2024), The Louisville Cardinal
- Marketing strategies that seem to get millennials, Gen Z all the time (2023), Arirang News
- The consequences of hate speech (2022), Louisville Public Media
- Television ad demanding justice for Breonna Taylor broadcast to Louisville homes (2020), Wave3 News

Professional Experience

- **Advisor,** *Ruggable, Los Angeles, CA, 2020-present*
- **Founder**, *Dapper Black Box, Champaign, IL, 2015-2019*
- **Market Research Associate**, *Workforce Professionals Training Institute, New York, NY, 2012-2014*

References (in alphabetical last name order)

- Dr. Ann Kronrod, ann_kronrod@uml.edu
- Dr. Aparna Labroo, a-labroo@kellogg.northwestern.edu
- Dr. Sharon Shavitt, shavitt@illinois.edu
- Dr. Carlos J. Torelli, ctorelli@illinois.edu
- Dr. Ana Valenzuela, ana.valenzuela@baruch.cuny.edu
- Dr. Tiffany Barnett White, tbwhite@illinois.edu