# Dr. Aziza C. Jones

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# EMPLOYMENT

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| University of Wisconsin – Madison | Madison, WIWisconsin School of BusinessAssistant Marketing ProfessorJeffrey J. Diermeier Faculty Fellow  | June 2021-Present |

# EDUCATION

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| --- | --- |
| Rutgers University | Newark, NJ Rutgers Business SchoolPh.D. in Marketing  | 2015-2021 |
| Northwestern University | Evanston, ILVisiting Ph.D. Student | 2018 |
| University of Wisconsin – Madison | Madison, WIWisconsin School of BusinessB.A. in Marketing, Management, and Entrepreneurship | 2008-2013 |

# RESEARCH INTERESTS

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

# PUBLICATIONS

Bublitz, Melissa G., Jesse Catlin, **Aziza C. Jones**, andLama Lteif, and Laura A. Peracchio (2023), “Plant Power: SEEDing our Future with Plant-Based Eating.” *Forthcoming* 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

**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.,** 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.*

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*.

# WORK IN PROGRESS

**Jones, Aziza C.** and Broderick L. Turner (equal authorship), “Status and Social Mobility.” One study completed.

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**Jones, Aziza C.**, and Aparna Labroo, “Social Mobility and Closeness to Others.” One study completed.

# AWARDS AND HONORS

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

# CONFERENCE PRESENTATIONS

## 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

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

# TEACHING

|  |  |
| --- | --- |
| University of Wisconsin­–Madison Fall 2022Lecturer, Branding, Section 1 Level: Undergraduate StudentsClass Size: XXRating: TBDMedium: In-Person | University of Wisconsin­–Madison Fall 2022Lecturer, Branding, Section 2 Level: Undergraduate StudentsClass Size: XXRating: TBDMedium: In-Person |
| University of Wisconsin­–Madison Fall 2022Lecturer, Branding, Section 3 Level: Undergraduate StudentsClass Size: XXRating: TBDMedium: In-Person | University of Wisconsin­–Madison Spring 2022Lecturer, Branding, Section 1 Level: Undergraduate StudentsClass Size: 40Rating: 4.35Medium: In-Person |
| University of Wisconsin­–Madison Spring 2022Lecturer, Branding, Section 2 Level: Undergraduate StudentsClass Size: 33Rating: 4.76Medium: In-Person | Rutgers University, Fall 2020Lecturer, Branding, Section 1 Level: Undergraduate StudentsClass Size: 55Rating: 4.73/5.00Medium: Online |
| Rutgers University, Spring 2021Lecturer, Consumer Behavior, Section 2 Level: Undergraduate StudentsClass Size: 35Rating: 4.73/5.00Medium: Online | Rutgers University, Fall 2020Lecturer, Branding, Section 1 Level: Undergraduate StudentsClass Size: 39Rating: 4.38/5.00Medium: Online |
| Rutgers University, Fall 2020Lecturer, Branding, Section 2Level: Undergraduate StudentsClass Size: 11Rating: 5.00/5.00Medium: Online | Stony Brook University, Winter 2019Lecturer, Introduction to Marketing Level: MBA StudentsClass Size: 12Rating: 4.40/5.00Medium: Online |
| Stony Brook University, Fall 2019Lecturer, Introduction to Marketing Level: MBA StudentsClass Size: 40Rating: 4.15/5.00Medium: Online | Wagner College, Spring 2019Lecturer, Introduction to Marketing Level: Undergraduate StudentsClass Size: 16Rating: 4.71/5.00 |
| Wagner College, Spring 2019Lecturer, Consumer BehaviorLevel: Undergraduate StudentsClass Size: 8Rating: 4.20/5.00 | Rutgers University Spring 2018Teaching Assistant, AdvertisingLevel: Undergraduate StudentsProfessor: Kristina DuranteClass Size: 30  |
| Rutgers University, Fall 2018Lecturer, Introduction to Marketing Level: Undergraduate StudentsClass Size: 94 Rating: 4.20/5.00 | Rutgers University Spring 2017Teaching Assistant, AdvertisingLevel: Undergraduate StudentsProfessor: Kristina DuranteClass Size: 29  |
| Rutgers University Fall 2017Teaching Assistant, Marketing ResearchLevel: Undergraduate StudentsProfessor: Oscar MorenoClass Size: 34  | Rutgers University Fall 2016Teaching Assistant, AdvertisingLevel: Undergraduate StudentsProfessor: Kristina DuranteClass Size: 33  |
| Guest LecturerNorthwestern University • Consumer Insight Tools • Instructor: Angela LeeLecture given: “Evolutionary Psychology,” April 2018Guest LecturerThe Wharton School • Consumer Psychology Seminar • Instructor: Americus Reed IILecture given: “Evolutionary Psychology,” November 2016 |

# SERVICE

## 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

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