

Abby Frank
Lundquist College of Business
Department of Marketing
University of Oregon
965 E 13th Ave, Anstett Hall 291
Eugene, OR 97405
Mobile: (317) 645-3525; Email: a frank3@uoregon.edu

EDUCATION

Ph.D., Marketing University of Oregon, Lundquist College of Business	2021-2026 (expected)
B.S., Business (Economic Consulting and Business Analytics) Indiana University, Kelley School of Business, <i>High Distinction</i>	2017-2020

RESEARCH INTERESTS

Consumer responses to fame
Digital consumer behavior and technology engagement

PUBLICATIONS

Andrew Edelblum, **Abby Frank**, and Justin Palmer, “The Beauty Backfire Effect: How Extreme Attractiveness Undermines Fitfluencer Relatability and Engagement,” *Psychology & Marketing*. <https://doi.org/10.1002/mar.70023>

T. Bettina Cornwell, **Abby Frank**, and Rachel Miller-Moudgil (2024) “A research agenda at the intersection of sport sponsorship and service,” *Journal of Service Management*, Vol. 35 No. 1, pp. 108-126. <https://doi.org/10.1108/JOSM-02-2022-0057>

RESEARCH IN PROGRESS

Abby Frank, John Lancaster, and Ryan Rahinel, “The Afterlife Advantage of Cultural Producers,” preparing for submission to *Journal of Marketing*

- Winner, Marketing for Higher Education Special Interest Group Doctoral Student Research Grant, 2025

Abby Frank, John A. Clithero, and Jessica Gamlin, "Race Against the Machines: How and Why Consumer-Generated Bots Affect Brand Attitudes," preparing for submission to *Journal of the Academy of Marketing Science*

Abby Frank, and Ashley Angulo, “Analyzing Giver Misperceptions in Cash vs. Digital Gifting,” Data collection in progress.

- Winner, Marketing and Society (MASSIG) Doctoral Student Scholarship Award, 2024

Abby Frank and Conor Henderson “A New Perspective on Customer Competition,” Writing in progress.

DISSERTATION

Title: The Afterlife Advantage of Cultural Producers

Chair: Ryan Rahinel

Committee Members: Conor Henderson, John A. Clithero, and Robert Mauro

Proposal Defense: May 27, 2025

Dissertation Defense: May 2026 (expected)

Cultural producers (e.g., actors, authors, musicians) dedicate their lives toward producing output that shapes their legacy and societal impact. Despite this, consumers often evaluate them more favorably after death than during their lifetime, a phenomenon explored in this research as the "afterlife advantage." Study 1 demonstrates using Q-Score data that the afterlife advantage occurs naturally among real-life cultural producers. Studies 2a and 2b establish that deceased cultural producers (fictional painters and chefs) receive significantly higher social esteem ratings than their living counterparts. Study 3 investigates the psychological mechanism underlying this effect, identifying empathic concern as the mediating mechanism between death and enhanced social esteem. Study 4 confirms that this posthumous boost stems specifically from death rather than work scarcity. Study 5 demonstrates that need for help moderates the afterlife advantage, with stronger death boosts occurring when recent performances are poor. Study 6 employs a 4-cell design to examine how death contexts moderate the afterlife advantage, establishing that death naturally elicits empathic concern and elevated social esteem, while identifying circumstances that reduce empathic concern as a boundary condition. These findings are critical for intellectual property managers, revealing how and why death changes consumer evaluations of cultural producers' societal impact and legacy.

HONORS AND AWARDS

- Doctoral Fellow, AMA-Sheth Doctoral Consortium, Columbus, Ohio, 2025
- Robin & Roger Best Teaching Award, Marketing Department, Lundquist College of Business, University of Oregon 2025
- Doctoral Fellow and Presenter, Haring Symposium, Indiana University, 2025
- Recipient, Marketing for Higher Education Special Interest Group Doctoral Student Research Grant, American Marketing Association, 2025
- Smith Award Marketing Scholarship, Lundquist College of Business, University of Oregon, 2025
- Third Place Winner, Three Minute Thesis Competition, Division of Graduate Studies, University of Oregon, 2024
- Winner, Marketing and Society (MASSIG) Doctoral Student Scholarship Award, American Marketing Association, 2024
- Doctoral Fellow and Discussant, Haring Symposium, Indiana University, 2024

- Doctoral Fellow and Presenter, Mittelstaedt and Gentry Doctoral Symposium, University of Nebraska-Lincoln, 2024
- Robin & Roger Best Award for Doctoral Research, Lundquist College of Business, University of Oregon, 2024
- Smith Award Marketing Scholarship, Lundquist College of Business, University of Oregon, 2024
- Robin & Roger Best Award for Doctoral Research, Lundquist College of Business, University of Oregon, 2023
- Smith Award Marketing Scholarship, Lundquist College of Business, University of Oregon, 2023
- Robin & Roger Best Award for Doctoral Research, Lundquist College of Business, University of Oregon, 2022
- Smith Award Marketing Scholarship, Lundquist College of Business, University of Oregon, 2022
- Smith Award Marketing Scholarship, Lundquist College of Business, University of Oregon, 2021

CONFERENCE PRESENTATIONS & INVITED TALKS (*denotes presenter)

Frank, Abby*, Ryan Rahinel, and John Lancaster, “The Afterlife Advantage of Cultural Producers” Invited talk at the College of Business, Oregon State University, Corvallis, Oregon, May 30, 2025.

Frank, Abby*, Ryan Rahinel, and John Lancaster, “The Afterlife Advantage of Cultural Producers” Poster presented at the 2025 University of Oregon Graduate Research Forum, Eugene, Oregon, May 9

Frank, Abby*, Ryan Rahinel, and John Lancaster, “The Afterlife Advantage of Cultural Producers” Presented at the 2025 Joshua T. Beck Northwest Marketing Research Symposium, Bellingham, Washington, May 3.

Frank, Abby*, Ryan Rahinel, and John Lancaster, “The Afterlife Advantage of Cultural Producers” Paper presented at the 2025 Haring Symposium, Bloomington, Indiana, April 11-12.

Frank, Abby*, John A. Clithero, and Jessica Gamlin, "Race Against the Machines: How and Why Consumer-Generated Bots Affect Brand Attitudes," Paper presented at the 2024 Mittelstaedt & Gentry Doctoral Symposium, Lincoln, Nebraska, March 28-30.

Frank, Abby*, John A. Clithero, and Jessica Gamlin, "Race Against the Machines: How and Why Consumer-Generated Bots Affect Brand Attitudes," Paper presented at the 2023 Association for Consumer Research Conference, Seattle, Washington, October 26-29.

Frank, Abby*, John A. Clithero, and Jessica Gamlin, "Race Against the Machines: How and Why Consumer-Generated Bots Affect Brand Attitudes," Paper presented at the 2024 University of Oregon Three Minute Thesis Competition, Eugene, Oregon, November 21.

Frank, Abby*, John A. Clithero, and Jessica Gamlin, "Race Against the Machines: How and Why Consumer-Generated Bots Affect Brand Attitudes," Poster presented at the 2023 American Marketing Association Winter Academic Conference, Nashville, Tennessee, February 10-12.

TEACHING INTERESTS

Introduction to Marketing, Marketing Research, Consumer Behavior, Advertising, Digital Marketing, Global Marketing, Marketing Ethics and Sustainability, and Marketing Analytics

TEACHING EXPERIENCE

Instructor

Introduction to Marketing Management (undergraduate)

Lundquist College of Business, University of Oregon

Rate My Professor Quality Score, 4.9 out of 5 (department average = 3.58 out of 5)

Robin & Roger Best Teaching Award, 2025

Spring 2023, 2024, & 2025

Teaching Assistant

Marketing Research (undergraduate)

Lundquist College of Business, University of Oregon

Fall 2022; Winter 2022, 2023, 2024, & 2025; Spring 2024

Marketing Analytics (master's & undergraduate)

Lundquist College of Business, University of Oregon

Winter 2022 & 2023

Consumer Behavior (undergraduate)

Lundquist College of Business, University of Oregon

Winter 2022

PROFESSIONAL SERVICE

PhD Faculty Committee Student Representative, *Lundquist College of Business, University of Oregon* 2022-2025

PhD Social Coordinator, *Lundquist College of Business, University of Oregon* 2021-2025

Insights Research Lab Communications Director, *Lundquist College of Business, University of Oregon* 2023-2025

Insights Research Lab Research Associate, *Lundquist College of Business, University of Oregon* 2022-2025

Reviewer, *American Marketing Association Conference Submissions* 2022

ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)
American Marketing Association (AMA)

RELEVANT COURSEWORK

Marketing

Theories in Marketing Strategy (Seminar) with Conor Henderson
Theory and Research in Marketing Management (Seminar) with Hong Yuan
Theory and Research in Consumer Behavior (Seminar) with Noelle Nelson
Mediation and Moderation Through PROCESS (Seminar) with Jessica Gamlin & John Clithero

Statistics & Economics

Data Analysis I, III (Seminar) with Sara Weston & Elliot Berkman
Multiple Regression in Educational Research (Seminar) with Cengiz Zopluoglu
Applied Econometrics (Seminar) with Lauren Lanahan
Strategic Management (Seminar) with Anne Parmigiani
Introduction to Mediation, Moderation, and Conditional Process Analysis (Online)
with Andrew Hayes
Mediation, Moderation, and Conditional Process Analysis: A Second Course (Online)
with Andrew Hayes

Other

Organizational Theory (Seminar) with Peter Younkin
Social Networks Analysis (Seminar) with Ryan Light
Social Science Research Design (Seminar) with Nicole Giuliani & Nichole Kelly
Decision Making with Robert Mauro
Insights with Data: Text Analysis with David Markowitz
Living the Academic Life with Alan Meyer

JOB EXPERIENCE

Indiana University Athletics, Bloomington, IN

Faculty Athletics Committee (2020-2021)

- Collaborated with faculty and athletics leadership to evaluate budget allocations, ticket pricing, ensuring alignment between institutional values and athletic department needs
- Administrative Assistant to Senior Associate Athletic Director (2018-2020)
- Delivered competitive social media analysis across Big Ten athletic programs, identifying engagement patterns that boosted Indiana University's digital footprint
 - Founded and coordinated the Indiana Men's Basketball Mandarin Sports Broadcasting program to broadcast 30+ games globally

VOLUNTEER EXPERIENCE

Emerald Valley Pickleball Foundation, Lane County, OR; Marketing Coordinator 2025
TrackTown USA, Eugene, OR: Eugene Marathon Volunteer 2025
Emerald Valley Pickleball Club, Lane County, OR; Social Media Director 2024-2025
United States Olympic & Paralympic Committee, Eugene, OR; Olympic Trials Volunteer 2024
Kidsports of Eugene-Springfield, Eugene, OR; Head Youth Soccer Coach 2022-2023
World Athletic Championships, Eugene, OR: Finance Committee Volunteer 2022

REFERENCES

Ryan Rahinel

*Lundquist College of Business PhD Program
Director, Associate Professor of Marketing,
Judy and Hugh Oliphant Research Scholar
Marketing PhD Program Coordinator
Lundquist College of Business
University of Oregon
612-462-9736
rahinel@uoregon.edu*

T. Bettina Cornwell

*Department of Marketing Head, Philip H.
Knight Chair, Olympic Studies Hub
Academic Director, Professor of Marketing
Lundquist College of Business
University of Oregon
541-346-8241
tbc@uoregon.edu*

Andrew Edelblum

*Assistant Professor of Marketing
School of Business Administration
University of Dayton
609-414-0414
aedelblum1@udayton.edu*