

Joshua T. Beck

Associate Professor

Judy and Hugh Oliphant Research Scholar
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EDUCATION

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| University of Washington, Foster School of Business, Seattle, WA | 2009–2014 |
| Ph.D. , Marketing, June 2014 | |
| M.S. , Business Administration, January 2012 | |
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| California State University, Fullerton, CA | 2003–2007 |
| B.A. , Business Administration and Psychology, University Honors, Cum Laude | |

RESEARCH

Article Publications:

- Wang, Cindy (Xin), Hong Yuan, and Joshua T. Beck (2022), " Too Tired for a Good Deal: How Customer Fatigue Shapes the Performance of Pay-What-You-Want Pricing," *Journal of Business Research*, 85, (144), 987-996.
- Wang, Cindy (Xin), Joshua T. Beck, and Hong Yuan (2021), "The Effort-Control Tradeoff in Participative Pricing: How Easing Pricing Decisions Maximizes Pricing Performance," *Journal of Marketing*, 85, (5), 145-60.
- Dugan, Riley, Joshua J. Clarkson, and Joshua T. Beck (2021), "When Cause-Marketing Backfires: Differential Effects of One-for-One Promotions on Hedonic and Utilitarian Products," *Journal of Consumer Psychology*, 31 (3), 532-50.
- Bhagwat, Yashoda, Nooshin Warren, Joshua T. Beck, George F. Watson, IV (2020), "Corporate Sociopolitical Activism and Firm Value," *Journal of Marketing*, 84 (5), 1–21.
 - Winner of the 2020 AMA/Marketing Science Institute/H. Paul Root Award for significant contribution to marketing practice
 - Finalist for the 2020 Shelby D. Hunt/Harold H. Maynard Award for the most significant contribution to marketing theory
 - Media coverage: Los Angeles Times, Forbes, The Conversation
- Dagogo-Jack, Sokiente W., Joshua T. Beck, Alex Kaju (2020), "The Effect of Duration Metrics on Consumer Satisfaction," *Psychology & Marketing*, 37 (3), 441–56.

- Beck, Joshua T., Ryan Rahinel, and Alexander Bleier (2020), "Company Worth Keeping: Personal Control and Preferences for Brand Leaders," *Journal of Consumer Research*, 46 (5), 871–86.
- Mazodier, Marc, Conor M. Henderson, and Joshua T. Beck (2018), "The Long Reach of Sponsorship: How Fan Isolation and Identification Strength Jointly Shape Sponsorship Performance," *Journal of Marketing*, 82 (6), 28–48; *equal authorship with authors listed in reverse alphabetical order.*
 - Published as an MSI working paper (17-123)
 - Winner of the "Paper of the Year" award by the American Marketing Association's (AMA) Sport & Sponsorship-Linked Marketing Special Interest Group (SportSIG)
- Reich, Brandon J., Joshua T. Beck, and John Price (2018), "Food as Ideology: Measurement and Validation of Locavorism," *Journal of Consumer Research*, 45 (4), 849–68.
 - Media Coverage: The Conversation, Salon.com, LA Times, Chicago Tribune, Seattle Post-Intelligencer, San Francisco Chronicle/SF Gate, EcoWatch, Business Insider
- Beck, Joshua T., Kelly J. Chapman, and Robert W. Palmatier (2015), "Understanding Relationship Marketing and Loyalty Program Effectiveness in Global Markets," *Journal of International Marketing*, 23 (3), 1–21.
- Watson, George F., Joshua T. Beck, Conor M. Henderson, and Robert W. Palmatier (2015), "Building, Measuring, and Profiting from Customer Loyalty," *Journal of the Academy of Marketing Science*, 43 (6), 790–825.
 - Published as an MSI working paper (13-120).
- Samaha, Stephen A., Joshua T. Beck, and Robert W. Palmatier (2014), "The Role of Culture in International Relationship Marketing," *Journal of Marketing*, 78 (5), 78–98.
 - Published as an MSI working paper (13-117)
 - Winner of the 2021 AMA Global Marketing SIG Excellence in Global Marketing Research Award
- Henderson, Conor M., Joshua T. Beck, and Robert W. Palmatier (2011), "Review of the Theoretical Underpinnings of Loyalty Programs," *Journal of Consumer Psychology*, 21 (3), 25–76.

Book Chapters:

- Clarkson, Joshua J., Joshua T. Beck, Ashley S. Otto, and Riley G. Dugan (2019), "Methods of Public Influence," in Frank R. Kardes, Paul M. Herr, and Norbert Schwarz (Eds.), *Handbook of Research Methods in Consumer Psychology*, New York: Routledge, 192–207.
- Beck, Joshua T., and Robert W. Palmatier (2012), "Relationship Marketing," in *Handbook of Business-to-Business Marketing*, ed. Gary L. Lilien and Rajdeep Grewal, Northampton, MA: Edward Elgar, 293–310.

Select Working Projects:

- Edelblum, Andrew, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn, "'Focus on *Our* Cause!' How Brand Activism Helps and Hurts Activist Organizations," invited for fourth-round resubmission at *Journal of Consumer Research*
- Tran, Chi, Joshua T. Beck, Nooshin Warren, "Shifting Frames: How #MeToo Shaped Consumers' Movie-Going Decisions" invited for revision at *Journal of Marketing*
- Gish, Jeffrey, Lauren Lanahan, and Joshua T. Beck*, "Non-deliberative Effects of Social Movements on Entrepreneurship: Social Venturing without Signals from Social Movement Organizations (SMOs)," invited for revision at *Journal of Management*.
 - Best Submission Award Winner at 2019 SEE Conference.
 - *Equal authorship.
- Edelblum, Andrew, Joshua T. Beck, and Nooshin Warren, "When Rainbowwashing Backfires," preparing for submission in fall 2022.
- Chi Tran and Joshua T. Beck, "How Commitment to Diversity Shapes Reshapes Cultural Preferences," preparing for submission in winter 2023.

Research Presentations:

- “Shifting Frames: How #MeToo Shaped Consumers' Movie-Going Decisions,” Boston University (invited talk; October 2022)
- “Shifting Frames: How #MeToo Shaped Consumers' Movie-Going Decisions,” University of Kentucky's CEDAR conference (invited talk; October 2022)
- “Non-Deliberative Effects of Social Movements on Entrepreneurship: Social Venturing Without Signals from Social Movement Organizations (SMOs),” Annual Meeting of the Southern Management Association (October 2022) with Jeff Gish* and Lauren Lanahan
- “The C.R.E.D.O. Model: Designing a Purpose-driven Brand,” MSI's Accelerator Program (invited talk; September 2022)
- “Consumer-Brand Relationships and Activism,” MSI's Young Scholar conference (invited talk; June 2022)
- “Shifting Frames: How #MeToo Shaped Consumers' Movie-Going Decisions,” Theory+Practice in Marketing (May 2022) with Chi Tran* and Nooshin Warren
- “Shifting Frames: How #MeToo Shaped Consumers' Movie-Going Decisions” invited talk at University of Georgia (April 2022)
- “Expanding Your Moral Universe? How Brand Activism Shapes Consumers' Moral Beliefs,” Future of Brands Conference hosted by Journal of Consumer Research and Columbia University (December 2019), with Andrew Edelblum*, Sokiente Dagogo-Jack, Lea Dunn

"Living on the Edge? Political Extremeness and Normalizing Consumption," Association for Consumer Research Conference (October 2019), with Aaron Charlton* and Joshua J. Clarkson

"Economic Inequality and Niche Entrepreneurship: Evidence from the Brewery Industry," Academy of Management Conference (August 2019), with J. Jeffrey Gish* and Lauren Lanahan

"Economic Inequality and Niche Entrepreneurship: Evidence from the Brewery Industry," Sustainability, Ethics, and Entrepreneurship Conference (March 2019), with J. Jeffrey Gish* and Lauren Lanahan; *winner of best submission award*

"Brand Activism and Firm Value," American Marketing Association Winter Conference (February 2019), with Yashoda Bhagwat, Nooshin Warren*, and George F. Watson IV

"Money Where Their Mouth Is? How Self-Brand Connection Turns Token Brand Statements into Meaningful Brand Action" (student poster presentation), American Marketing Association Summer Conference (August 2018), with Andrew Edelblum*, Sokiente Dagogo-Jack, Lea Dunn

"Brand Activism and Firm Value," MIT Sloan / ISBM (August 2018), with Yashoda Bhagwat, Nooshin Warren*, and George F. Watson IV

"The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance," invited talk at Florida State University (June 2018), with Marc Mazodier and Conor Henderson

"Nomadic Consumption," invited talk at the 2018 IDEA Conference, Georgia Tech (June 2018)

"Pricing-based Engagement: How Participative Pricing Shapes Attitude and Purchases," Academy of Marketing Science Conference (May 2018), with Cindy Wang* and Hong Yuan; *winner of Stanley C. Hollander Award for Best Retailing Paper*

"Money Where Their Mouth Is? How Self-Brand Connection Turns Token Brand Statements into Meaningful Brand Action," NW Research Symposium (May 2018), with Andrew Edelblum*, Sokiente W. Dagogo-Jack, and Lea Dunn

"Brand Activism and Firm Value," Theory + Practice in Marketing Conference (May 2018), with Yashoda Bhagwat, Nooshin Warren*, and George F. Watson IV

"Brand Leadership in the Inequality Era," invited talk at the 2018 Payne Research Symposium, University of Arizona (January 2018) with Colleen Harmeling, Yashoda Bhagwat, and Conor M. Henderson

"When Variety Isn't Life's Spice: The Impact of Implicit Self-theories and Preference Forecasting on Anticipated Consumption Variety," Association for Consumer Research Conference (October 2017), with Joshua J. Clarkson and Mary C. Murphy

"How Comparison Standards Influence Tradeoffs between Absolute and Relative Outcomes," Association for Consumer Research Conference (October 2017), with Sokiente W. Dagogo-Jack

"The Role of Identification Needs in Shaping the Efficacy of the One-for-One Promotional Model," American Marketing Association Summer Conference (August 2017), with Riley Dugan* and Joshua Clarkson

- "Marketing to Fans All Over the World: How Fan Identification and Social Context Jointly Shape Brand Sponsorship Effectiveness," American Marketing Association Summer Conference (August 2017), with Marc Mazodier and Conor Henderson*
- "Soapbox Profits: How Brand Activism Impacts Abnormal Stock Returns," INFORMS Society for Marketing Science Conference (June 2017), with Yashoda Baghwat*, Nooshin Warren, and George F. Watson
- "By the Grace of Brands: The Role of Brand Leadership in the Process of Restoring Control," Association for Consumer Research Conference (October 2016), with Alexander Bleier* and Ryan Rahinel
- "Economic Inequality and Brand Performance," American Marketing Association Summer Conference (August 2016), with Colleen Harmeling, Yashoda Bhagwat*, and Conor M. Henderson
- "Economic Inequality, Trust, and Brand Leadership," Theory + Practice in Marketing Conference (May 2016), with Colleen Harmeling*, Yashoda Bhagwat, and Conor M. Henderson
- "Brands as Stewards: The Role of Brand Leadership in the Process of Restoring Control," European Marketing Academy (EMAC) Conference (May 2016), with Alex Bleier* and Ryan Rahinel
- "Winning Me (Us) Back: How Self-Construal Shapes the Efficacy of Targeted Brand Apologies." American Marketing Association Winter Conference (February 2016), with Roseann V. Hassey*
- "Norms as Standards vs. Self-Descriptions: How Dynamic Information Shifts Interpretation of Normative Messages," Association for Consumer Research North American Conference (October 2014), with Sokiente W. Dagogo-Jack* and Nidhi Agrawal
- "Culture's Impact on Relationship Marketing in BRIC Countries," Special Session (chair) with Jag Sheth, Olga Tretyak, and Aurea Ribeiro, American Marketing Association Summer Conference (August 2012), with Stephen A. Samaha
- "Unpacking Loyalty: A Meta-analytic Review for B2B Relationships," Special session: Emerging Interorganizational Issues, American Marketing Association Summer Conference (August, 2012), with George F. Watson IV*, Conor M. Henderson, and Robert W. Palmatier
- "Relationship Marketing," B2B Authors' Conference, Harvard University, hosted by Edward Elgar Publishing, Ltd. (August 2010) with Robert Palmatier
- "Leveraging Groups," American Marketing Association Summer Conference (August 2010) with Robert W. Palmatier and Conor M. Henderson

*Joshua T. Beck presented unless otherwise indicated

ACCOLADES

- 2021 MSI Young Scholar
- 2021 AMA Global Marketing SIG Excellence in Global Marketing Research Award
- 2021 Thomas C. Stewart Distinguished Faculty Award
- 2020 AMA/Marketing Science Institute/H. Paul Root Award
- 2019 Goulet Research Award for Outstanding Scholarly Achievement
- 2019 Kageyama Research Award
- 2019 Best Reviewer Award, *Journal of the Academy of Marketing Science*

- 2019 Best Paper Award presented by the AMA Sports SIG
- 2019 Sustainability, Ethics, Entrepreneurship (SEE) Conference Best Submission Award
- 2018 Stanley C. Hollander Award for Best Retailing Paper (student coauthor)
- 2017 Kageyama Research Award
- 2016 Kageyama Research Award
- 2015 UO New Faculty Research Award
- 2015 UC Dean's Teaching Excellence Recognition
- 2014-15 UC International Faculty Study Abroad Program Development Grant
- 2014 UC Dean's Teaching Excellence Recognition
- 2013 Boeing Fellow
- 2013 Evert McCabe Endowed Fellow
- 2013 Michael G. Foster Strategy Fellowship recipient
- 2013 AMA-Sheth Doctoral Consortium Fellow
- 2012 MSI Alden G. Clayton Doctoral Dissertation Honoree
- 2012 ISBM Doctoral Dissertation Award Finalist
- 2012 Michael G. Foster Doctoral Student of the Year
- 2012 Michael G. Foster Strategy Fellowship recipient
- 2011 UW Dean's Achievement Award
- 2005-2007 Dean's Scholar, California State University, Fullerton, Mihaylo College

TEACHING & PROFESSIONAL EXPERIENCE

Teaching Interests: Marketing research, marketing strategy, brand management

Assistant/Associate Professor, University of Oregon	2015–2022
Marketing Research, Undergraduate and MBA	
Marketing Management, Executive MBA	
International Marketing, Undergraduate	
Business Strategy Capstone, Undergraduate	
Experimental and Quasi-experimental Research, Doctoral Seminar	
Assistant Professor, University of Cincinnati	2014–2015
Marketing Strategy, Undergraduate	
Teaching Assistant, University of Washington	2009–2014
Marketing Management & Marketing Strategy, Executive MBA	
Advanced Marketing Strategy, Full-time MBA	

Industry Experience & Consulting: Ipsos, Blackbaud, Google, Kroger, NBC, Nestle, Otsuka, Starbucks, Travelers, World Vision

ACADEMIC SERVICE

Service to the Field

- Editorial review boards: *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of International Marketing*
- Ad hoc reviewer: *Journal of Consumer Research*, *Journal of Retailing*, *Business Ethics Quarterly*, *Marketing Letters*, *European Journal of Marketing*, AMA academic conference proceedings

- Conferences:
 - Northwest Research Symposium planning committee member (inaugural; 2017)
 - AMA summer conference track chair (2017)
 - AMA-Sheth Consortium planning committee member (2012)
- 2014 contributor to AMA's "Transitions" guide for doctoral students

Department, College, and University Service:

- Theses and dissertations:
 - Chi Tran, dissertation committee chair (2023)
 - Jessica Canfield, dissertation committee member (2023)
 - Andrew Edelblum, dissertation committee chair (2022)
 - Kivalina Grove, dissertation committee member (2022)
 - Benjamin Miller, undergraduate honors thesis primary advisor (2022)
 - Carson Miller, undergraduate honors thesis primary advisor (2022)
 - Nathan Warren, dissertation committee member (2021)
 - Christopher Nelson, undergraduate honors thesis primary advisor (2020)
 - Alycia Courey, undergraduate honors thesis primary advisor (2019)
 - Kathryn Adkisson, undergraduate honors thesis reader (2019)
 - Aaron Charlton, dissertation committee member (2019)
 - Brandon Reich, dissertation committee member (2018)
 - Netsanet Debebe, dissertation (outside member; 2018)
 - Jessica L. D'Agostino, undergraduate honors thesis reader (2018)
 - Simone Smith, undergraduate thesis reader (2017)
- Additional:
 - UO Promotion and Tenure (P&T) committee member (2020-ongoing)
 - UO Out Leaders in Business inaugural faculty advisor (2022-ongoing)
 - UO Diversity Committee Chair (2019 to 2021)
 - UO LGBTQIA+ Faculty and Staff event co-coordinator (2016 to present)
 - UO Marketing Department hiring committee (2017)
 - UO IDEAL Task Force, contributing member (2017)
 - UO Marketing Department hiring committee (2016)
 - UW-Foster Executive Programs Strategic Development Committee (2012–2013)
 - UW Ph.D. Program Media Consultant (2011–2014)
 - UW Ph.D. Program Committee Student Representative (2010–2011)
 - UW Doctoral Business Student Association Officer (2010–2011)
 - CSUF Small Business Institute Relationship Development Officer (2006–2007)

HONORARY APPOINTMENTS & PROFESSIONAL ASSOCIATIONS

- Affiliated Researcher for Sales and Marketing Strategy Institute (2015–present)
- American Marketing Association
- Marketing Science Institute
- Association for Consumer Research
- American Association for the Advancement of Science