

KAREN ANNE WALLACH

Emory University | Goizueta Business School
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EDUCATION

Emory University – Goizueta Business School, Atlanta, GA
Ph.D. Marketing (Expected Completion May 2021)

Emory University – Goizueta Business School, Atlanta, GA
M.B.A. Marketing

Washington University in St. Louis – Olin School of Business, St. Louis, MO
B.S.B.A. Triple Major: Marketing, International Business, French

RESEARCH INTERESTS

Corporate Social Responsibility
Branding

Sustainability
Brand Relationships

Privacy
Digital Marketing

DISSERTATION

“Three Essays on Corporate Social Responsibility & Sustainability Efforts with Brands and Consumers”
(Proposal successfully defended: April 2020)

Dissertation Chair: Professor Jagdish Sheth
Committee Members: Professor Douglas Bowman, Professor Sandy Jap,
 Professor Wes Longhofer, Professor Morgan Ward

PAPERS UNDER REVIEW *(see appendix for abstracts)*

Wallach, Karen Anne and Jaclyn Tanenbaum, “This Paper is Not for Everyone: Message Framing and Perceived Preferences.” (Revising for **Second round** at the *Journal of Consumer Research*)

Wallach, Karen Anne, “Cause Beneficial or Cause Exploitive? The Effectiveness of Dual Motive Communications on Consumer Skepticism of Sustainable Products.” (Revising for **Second round** at the *Journal of Public Policy & Marketing*)

Wallach, Karen Anne, “Overcoming Big is Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products.” (Revising for **Invited Resubmission** to the *Journal of Marketing*)

Hamilton, Ryan, Karen Anne Wallach, and Morgan Ward, “The Upside of Incompetence: How Discounting Luxury Affects Retailer Price Image.” (Under review at the *Journal of Marketing*)

WORKING PAPERS & WORK IN PROGRESS

Wallach, Karen Anne, Beth Fossen, Dionne Nickerson, “Consumers and Firm Reactions to CSR Initiatives on Social Media Using an Event Study Approach.” (Dissertation Essay 3, Data Analysis Stage)

INVITED CHAPTER

Bright, Laura F., and Karen Anne Wallach (2021). "Privacy and Ethics in 2020 and Beyond". In "An Audience of One", eds. Jamie Turner and Chuck Moxley, Sr.; Proposal under review at Random House (submitted September 2020).

CONFERENCE PRESENTATIONS

- "When Big is Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products." Accepted Paper for 2020 Academy of Marketing Science Conference– Virtual conference rescheduled for December 2020
- "When Big is Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products." Presented Competitive Paper and Session Chair at the 2020 Society for Marketing Advances Conference– Virtual conference in November 2020
*Won Runner Up: Best Dissertation Proposal Competition
- "When Big is Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products." Accepted Paper for 2020 Atlantic Marketing Association Conference, Virtual conference in October 2020
*Won Best Student Paper Award
- "This Paper is Not for Everyone: Message Framing and Perceived Preferences." Presented Competitive Paper and Session Chair at the 2019 Association of Consumer Research (ACR), Atlanta, GA
- "Breaking up Before You Get Together: Brand Honesty and Expectations." Presented Competitive Paper and Session Chair at the 2019 Atlantic Marketing Association Conference, Asheville, NC
*Won Best Student Paper Award
- "This Paper is Not for Everyone: Message Framing and Perceived Preferences" Poster presented at the 2019 Society for Consumer Psychology (SCP), Savannah, GA
- "The Upside of Incompetence: How Discounting Luxury Affects Retailer Price Image." Presented Competitive Paper at the 2018 Association of Consumer Research (ACR), Dallas, TX
- "The Upside of Incompetence: How Discounting Luxury Affects Retailer Price Image," Poster presented at the 2017 Society for Consumer Psychology (SCP), Dallas, Texas

AWARDS & HONORS

- 2020 Runner Up Award for Best Overall Dissertation Proposal- Society for Marketing Advances Dissertation Competition (\$500)
- 2020 AMA-Sheth Doctoral Consortium Fellow, Indiana University (moved to 2021 due to pandemic)
- 2020 Marketing Strategy Consortium Fellow, UT Austin (moved to December 2020)
- AMA Recipient of the July 2020 DocSig Spotlight Award
- Laney Graduate School Research Grant (\$2500)
- 2019 Sheth Fellowship Recipient (\$1000)
- Goizueta Business School Doctoral Fellowship, Emory University, 2016-current

SERVICE

- 2020 AMA Case Competition Judge
- 2019-2020 Goizueta Business School Graduate Student Representative
- 2019-2020 Net Impact Goizueta Member
- 2019 Reviewer, Association for Consumer Research Conference, Atlanta, GA
- 2018 Reviewer, Association for Consumer Research Conference, Dallas, TX
- 2019 Doctoral Student Volunteer, Association for Consumer Research Conference, Atlanta, GA
- 2018 Doctoral Student Volunteer, Society for Consumer Psychology Conference, Dallas, TX
- 2016-2017 Co-Manager, Behavioral Lab, Goizueta Business School, Emory University

TEACHING INTERESTS

Principles of Marketing	Consumer Behavior	Marketing Strategy
Digital Marketing	Marketing Research	Sustainability Marketing

TEACHING EXPERIENCE

LECTURER:

Principles of Marketing (Online Course, Spring 2021 at Kennesaw State University)	
Global Marketing MBA Seminar (11/19), Emory (4 classes)	4.8/5.0
Global Marketing BBA Seminar (11/19), Emory (4 classes)	4.9/5.0
Integrated Marketing Communications (8/19-9/19), Emory (4 classes)	4.9/5.0
Buyer Behavior (2/19-3/19), Georgia State University (5 classes)	4.9/5.0
Introduction to Consumer Behavior (1/19), Emory (2 classes)	4.8/5.0

TEACHING ASSISTANT:

Marketing Strategy Consultancy, Emory University (MBA course)
Marketing Strategy Consultancy, Emory University (undergraduate course)
Dynamics of Advertising and Promotion, Emory University (undergraduate course)
Advertising and Marketing Communications, Emory University (undergraduate course)

OTHER:

Masters Teaching Program Certification

SKILLS

Software Packages: SAS, SPSS, Stata, MPlus, Qualtrics, Process

Industry Skills: Google Analytics, Hootsuite, Crimson Hexagon/Brandwatch, Salesforce, Hubspot, Wix, Mailchimp, Social Media advertising, A/B testing, Focus group moderator, Field experiments

SELECT COURSEWORK

Theory

Marketing Strategy	Sandy Jap
Consumer Behavior	Ryan Hamilton/Morgan Ward
Business Research Methods	Anand Swaminathan
Theory Construction	Ajay Kohli (Georgia Tech)
Buyer Behavior	Jeff Parker (GSU)

Methods

Empirical Models in Marketing	Doug Bowman
Marketing Modeling	Mike Lewis
Advanced Statistics	J.J. McDowell
Research Methods & Models	Jeff Mullis
Quantitative Methods	Daniel Levy
Statistics I & II	Daniel Spieler, Chris Hertzog (Georgia Tech)
Conditional Process Analysis	Andrew Hayes (University of Chicago)
Longitudinal Data Analysis	Paul Allison (UPenn)
Structural Equation Modeling	Paul Allison (UPenn)
Data Mining & Predictive Analytics	Satish Nargundkar (GSU)

INDUSTRY EXPERIENCE

NORWEGIAN CRUISE LINE, MIAMI, FL (2013-2015)

Director of Marketing

Directed the strategic and creative direction across 25 teams for marketing initiatives. Managed digital marketing projects for Norwegian.com, print advertising, direct mail, brochures and onboard selling promotions.

CARNIVAL CRUISE LINES, MIAMI, FL (2008-2013)

Senior Manager, Marketing Research and Product Development

Developed new brands under the Carnival umbrella including Guy Fieri Burger Joint & Cherry on Top candy store. Efforts included marketing research (qualitative and quantitative), concept development and testing, product design and brand standards.

Senior Manager, Brand Marketing

Managed and led social media platforms, digital marketing efforts and onboard programming initiatives to increase revenue across the fleet.

DIAGEO NORTH AMERICA, NEW YORK, NY (2007-2008)

Associate Brand Manager, Smirnoff Vodka

Performed classic brand management responsibilities for the #1 vodka brand. Efforts included quarterly business analyses on vodka category, digital program on Yahoo.com, and James Bond/Sony Pictures partnership for digital and point-of-sale.

KIMBERLY CLARK CORPORATION, NEENAH, WI (Intern 2006)

Summer Brand Management Intern, Huggies

Developed analytic SKU rationalization tool for Huggies Bath products. Conducted consumer research for Extra Sensitive Baby Skin Care line.

THE KAPLAN THALER GROUP (PUBLICIS), NEW YORK, NY (2004-2005)

Account Supervisor, Aflac and Coldwell Banker

Managed television advertising and branding projects for Aflac and Coldwell Banker.

GREY WORLDWIDE (WPP), NEW YORK, NY (2002-2004)

Account Executive, M&M Mars Inc. & Playtex Products Inc.

Managed branding projects, advertising, and competitive data analysis including BASES, Nielsen, AdSpender, and competitive reviews for Dove and Twix.

APPENDIX: Selected Research Abstracts

Wallach, Karen Anne and Jaclyn Tanenbaum, “This Paper is Not for Everyone: Message Framing and Perceived Preferences.” (Revising for Second round at the *Journal of Consumer Research*)

While much research documents the benefits of positive attribute framing (i.e. 99% fat free), the literature lacks an empirical investigation into conditions when negative attribute framing is better received by the consumer. The present research builds on extant literature by investigating a favorable form of negative attribute framing and the underlying mechanism driving these effects. Across six studies, including a field experiment on Facebook, we demonstrate that by highlighting product attributes that do not align with consumer preferences (i.e. negative attributes), the consumer sees a greater idiosyncratic fit between their likes and that offered by the brand. This shows the malleability of consumer perceptions of others’ preferences, its importance in consumer evaluations of products, and the resulting heightened goodness-of-fit between a consumer’s own preferences and that offered by the brand. However, there are boundary conditions to the benefits of a negative attribute frame, such that without language directed to the consumer, the positive benefits are mitigated. Overall, this work is intended to make contributions to the literature on framing and idiosyncratic fit with a unique type of attribute frame.

Wallach, Karen Anne, “Cause Beneficial or Cause Exploitive? The Effectiveness of Dual Motive Communications on Consumer Skepticism of Sustainable Products,” (Revising for Second round at the *Journal of Public Policy & Marketing*)

Brand or firm motive for undertaking corporate social responsibility has been recognized as important to how a consumer evaluates the initiative. Yet the majority of the literature explores motive as dichotomous, viewed as either intrinsic or extrinsic. Additionally, scant research has investigated how consumers perceive motive specific to sustainability, which impacts the product or firm internally, rather than the historical means of CSR as efforts external to the firm. Across seven studies, I explore consumer reactions to a “green motive” highlighting both the intrinsic and extrinsic benefits of the initiative, as communicated together. My research demonstrates how communicating a green motive leads to positive benefits for the brand, including reduced skepticism and increased purchase intent. This research brings a contemporary view of how consumers perceive the communicated motives of a brand proactively utilizing a green motive in its sustainability commitments. Additionally, the current work also present important differences in how consumers evaluate the motives around a firm going green vs. other types of traditional CSR. Importantly, there are boundary conditions of the green motive such consumer eco-consciousness and brand heritage.

Wallach, Karen Anne, “Overcoming Big is Bad: Brand Dominance and the Authenticity Deficit of Sustainable Products.” (Revising for Invited Resubmission to the *Journal of Marketing*)

Brands are responding to the increasing importance that consumers and society have placed on sustainable practices and products. However, no previous research has compared how consumers evaluate sustainability initiatives of existing brands and no research has considered the impact of brand size on purchase intent. Across seven studies, including a field experiment on Facebook, we demonstrate a negative bias that exists with consumer perceptions of brand size and sustainability related to perceptions of authenticity. This bias is tied to the inherent conflict of sustainability which is focused on “taking less” (i.e. less energy, chemicals, materials) and the prevailing measure of success in business which is focused on “making more” (i.e. more profit, production). With this paradox, the challenge of a brand becomes further amplified as the brand is perceived as bigger and more profit centric. Importantly, while this authenticity deficit significantly impacts purchase intent, it can be attenuated

with increased commitment or third-party certification. This work also proposes actionable recommendations for marketers considering sustainability initiatives.

Hamilton, Ryan, Karen Anne Wallach, and Morgan Ward, “The Upside of Incompetence: How Discounting Luxury Affects Retailer Price Image.” (Under review at the *Journal of Marketing*)

High competence is generally seen as a positive trait for brands to possess. This paper identifies an exception. The authors argue that when brands are seen as potential adversaries, a lower perceived competence on the part of the brand, especially as relates to pricing, may be seen as benefiting the customer. This paper investigates the potential upside of lower perceived competence by investigating one specific cause of reduced pricing competence: a retailer’s decision to sell luxury offerings at reduced prices. The findings of six studies provide converging evidence that consumers form a lower price image of a retailer that discounts luxury offerings than they do of a retailer that offers discounts of the same size on nonluxury offerings. We further find that this lower price image is caused by perceptions of lower competence on the part of the retailer brand.

Wallach, Karen Anne, Beth Fossen, Dionne Nickerson, “Consumers and Firm Reactions to CSR Initiatives on Social Media Using an Event Study Approach.” (Dissertation Essay 3, Data Analysis Stage)

This work explores both consumer and market reactions to different types of corporate social responsibility (CSR) initiatives (e.g. environment, diversity, corporate governance). Using data collected from almost 800 CSR announcements by 42 firms over a 5-year period, this work examines consumer sentiment to different types of CSR announcements on social media, as well as, market changes with stock performance by CSR type. This empirical approach will leverage an event study approach and examine how and why consumer and market reactions differ by the type of CSR initiatives.