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Signature: *Yiannos*
Date: 09/14/2023

EDUCATION

- 2010 **Ph.D.** (Business Administration; Concentration: Marketing)
University of Connecticut, GPA: 3.97
Dissertation Title: “A Quantitative Review and Extension of Racial Similarity Effects in Advertising” (Chair: Professor Robin A. Coulter)
- 2005 **Master of Business Administration** (Concentration: Marketing)
Binghamton University, State University of New York, GPA: 3.94
- 2003 **Bachelor of Science** (Double Major: Business and Communication)
University at Albany, State University of New York, GPA: 3.84
Presidential Scholar; Summa Cum Laude

EDUCATIONAL EMPLOYMENT

- 2020 - 2022 Associate Professor and Chair, Department of Marketing, School of Business, University at Albany, State University of New York
- 2019 - 2020 Assistant Professor (Tenure-track) and Chair, Department of Marketing, School of Business, University at Albany, State University of New York
- 2015 - 2019 Assistant Professor (Tenure-track), Department of Marketing, School of Business, University at Albany, State University of New York
- 2010 - 2015 Assistant Professor (Tenure-track), Department of Marketing, Carson College of Business, Washington State University

ADDITIONAL EMPLOYMENT

- Business Consultant**, Binghamton, NY (2004)
- Graduate Admissions Advisor**, Binghamton University, State University of NY (2004-2005)
- Officer, Rank of Second Lieutenant**, Cypriot National Guard, Nicosia, Cyprus (1998-2000)

HONORS AND AWARDS

John S. Levato Endowed Undergraduate Teaching Award, *University at Albany* (2022)
Top 10% of Authors on *Social Science Research Network* by Downloads (2016-2022)
Junior Faculty Research Award, School of Business, *University at Albany* (2020)
Joan D. Rosenthal and Frederick S. Schiff Undergraduate Teaching Award, *UAlbany* (2017)
Junior Faculty Research Award, School of Business, *University at Albany* (2016)
Best Journal Article Award, *Journal of Consumer Affairs* (2015)
Dean's Excellence Award, Carson College of Business, *Washington State University* (2013)
Ph.D. Student Hall of Fame Nominee, *University of Connecticut* (2010)
Award for Excellence in Public Opinion Research, *University of Connecticut* (2009)
Doctoral Fellow, AMA-Sheth Doctoral Consortium, *Georgia State University* (2009)
Outstanding Teaching Award, Marketing Department, *University of Connecticut* (2009)
Doctoral Dissertation Fellowship Award, *University of Connecticut* (2009)
Doctoral Student Extraordinary Expense Award, *University of Connecticut* (2009)
Powell Outstanding Student Achievement Award, *University of Connecticut* (2009)
Outstanding Teaching Award, Marketing Department, *University of Connecticut* (2008)
President of Graduate Management Association, *Binghamton University* (2004-2005)
Outstanding Graduating Senior Award in Marketing, *University at Albany* (2003)
Wilkie Award for Academic Excellence in Communication, *University at Albany* (2003)

PUBLICATIONS

Peer Reviewed Articles

Kareklas, Ioannis, Devipsita Bhattacharya, Darrel D. Muehling, and Victoria Kisekka (2023), "Reexamining Health Messages in the Political Age: The Politicization of the COVID-19 Pandemic and its Detrimental Effects on Vaccine Hesitancy," *Journal of Consumer Affairs*; <https://doi.org/10.1111/joca.12553>.

Kovacheva, Aleksandra, Hillary J. D. Wiener, **Ioannis Kareklas**, and Darrel D. Muehling (2022), "Online Engagement with Memes and Comments about Climate Change," *Sustainability*, 14 (14), 8900; <https://doi.org/10.3390/su14148900>.

*Karabas, Ismail, **Ioannis Kareklas**, *T.J. Weber, and Darrel D. Muehling (2021), "The Impact of Review Valence and Awareness of Deceptive Practices on Consumers' Responses to Online Product Ratings and Reviews," *Journal of Marketing Communications*, 27 (7), 685-715.

*Weber, T.J., Darrel D. Muehling, and **Ioannis Kareklas** (2021), "How Unsponsored, Online User-Generated Content Impacts Consumer Attitudes and Intentions toward Vaccinations," *Journal of Marketing Communications*, 27 (4), 389-414.

Karekla, Maria, *Pinelopi Konstantinou, Myria Ioannou, **Ioannis Kareklas**, and Andrew T. Gloster (2019), "The Phenomenon of Treatment Dropout, Reasons and Moderators in Acceptance and Commitment Therapy and Other Active Treatments: A Meta-Analytic Review," *Clinical Psychology in Europe*, 1 (3), 1-36.

Kareklas, Ioannis, Darrel D. Muehling, and *Skyler M. King (2019), "The Effect of Color and Self-view Priming in Persuasive Communications," *Journal of Business Research*, 98 (May), 33-49.

Das, Gopal, Hillary J.D. Wiener, and **Ioannis Kareklas** (2019), "To Emoji or Not to Emoji? Examining the Influence of Emoji on Consumer Reactions to Advertising," *Journal of Business Research*, 96 (March), 147-156.

Radanielina Hita, Marie Louise, **Ioannis Kareklas**, and Bruce Pinkleton (2018), "Parental Mediation in the Digital Era: Increasing Children's Critical Thinking May Help Decrease Positive Attitudes Toward Alcohol," *Journal of Health Communication*, 23 (1), 98-108.

*Gillespie, Brian, Darrel D. Muehling, and **Ioannis Kareklas** (2018), "Fitting Product Placements: Affective Fit and Cognitive Fit as Determinants of Consumer Evaluations of Placed Brands," *Journal of Business Research*, 82 (January), 90-102.

Joireman, Jeff, *Richie Liu, and **Ioannis Kareklas**, (2018), "Convincing the Skeptics: Images Paired with Concrete Claims Persuade Skeptical Consumers to Support Companies Advertising Corporate Social Responsibility Initiatives," *Journal of Marketing Communications*, 24 (1), 83-102.¹

Spangenberg, Eric R., **Ioannis Kareklas**, Berna Devezer, and David E. Sprott (2016), "A Meta-Analytic Synthesis of the Question-Behavior Effect," *Journal of Consumer Psychology*, 26 (3), 441-458.²

Kareklas, Ioannis, Darrel D. Muehling, and *TJ Weber (2015), "Reexamining Health Messages in the Digital Age: A Fresh Look at Source Credibility Effects," *Journal of Advertising*, 44 (2), 88-104 (**Lead article**).³

Kareklas, Ioannis, Frédéric F. Brunel, and Robin A. Coulter (2014), "Judgment is Not Color Blind: The Impact of Automatic Color Preference on Product and Advertising Preferences," *Journal of Consumer Psychology*, 24 (1), 87-95.

Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2014), "'I Eat Organic for My Benefit and Yours:' Egoistic and Altruistic Considerations for Purchasing Organic Food and Their Implications for Advertising Strategists," *Journal of Advertising*, 43 (1), 18-32 (**"Top 3 most downloaded articles of 2014"**).⁴

Kareklas, Ioannis and Darrel D. Muehling, (2014) "Addressing the Texting and Driving Epidemic: Mortality Salience Priming Effects on Attitudes and Behavioral Intentions," *Journal of Consumer Affairs*, 48 (2), 223-50 (**Lead article**) (**Winner of "2014 Best Article Award"**).⁵

Zhao, Guangzhi, Darrel D. Muehling, and **Ioannis Kareklas** (2014), "Remembering the Good Old Days: The Moderating Role of Consumer Affective State on the Effectiveness of Nostalgic Advertising," *Journal of Advertising*, 43 (3), 244-55.

Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2012), “The Role of Regulatory Focus and Self-View in “Green” Advertising Message Framing,” *Journal of Advertising*, 41 (4), 25-39.⁶

* Indicates student co-author.

Books/Book Chapters

Kareklas, Ioannis and Darrel D. Muehling (2017), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Production, Consumption, and Promotion*, New York, NY: Nova.

Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2015), “The Role of Regulatory Focus and Self-View in “Green” Advertising Message Framing,” in *Green Advertising and the Reluctant Consumer* (ISBN-10: 1138016543; ISBN-13: 978-1138016545), ed. Kim Sheehan and Lucy Atkinson, New York, NY: Routledge, 19-33.

Kareklas, Ioannis (2011), *A Quantitative Review and Extension of Racial Similarity Effects In Advertising* (ISBN-10: 1243790733; ISBN-13: 978-1243790736), ProQuest UMI (doctoral dissertation).

GRANT FUNDING

School of Business Interdisciplinary Research Grant, University at Albany (2020)
Summer Research Grant, Carson College of Business, *Washington State University* (2014)
Summer Research Grant, Carson College of Business, *Washington State University* (2012)
Warren J. Mitofsky Research Grant, Roper Center, *University of Connecticut* (2009)
School of Business Ph.D. Program Research Grant, *University of Connecticut* (2009)

PUBLISHED PRESENTATIONS/ABSTRACTS AT SCHOLARLY CONFERENCES

Marie-Louise Radanielina-Hita, **Ioannis Kareklas**, and Bruce Pinkleton (2017), “Parental Mediation in the Digital Era: Increasing Children's Critical Thinking Toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors,” in *Proceedings of the 2017 Marketing and Public Policy Conference*, ed. Sterling A. Bone, Maura L. Scott, and Jerome D. Williams, Washington, DC: American Marketing Association.

Sheehan, Kim, John Ford, **Ioannis Kareklas**, Eric Haley, and Matthew Pittman (2017), “Special Topic Session: Heaven Sent or the Devil’s Candy? An Examination of Amazon’s Mechanical Turk for Advertising Research,” *Proceedings of the 2017 Conference of the American Academy of Advertising*, ed. Tom Reichert, Boston, MA, 96-97.

Karabas, Ismail, **Ioannis Kareklas**, Darrel Muehling, and T.J. Weber (2017), “Suspiciously Positive: Consumer Reactions to Exceedingly Positive Reviews,” in *Proceedings of the 2017 Conference of the American Academy of Advertising*, ed. Tom Reichert, Boston, MA: American Academy of Advertising, 122-135.

Marie-Louise Radanielina-Hita, **Ioannis Kareklas**, and Bruce Pinkleton (2017), “Parental Mediation in the Digital Era: Increasing Children's Critical Thinking Toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors,” in *Proceedings of the 2017 Conference of the American Academy of Advertising*, ed. Tom Reichert, Boston, MA: American Academy of Advertising, 70.

“Question-Behavior Effect Roundtable” (2016), with Spangenberg, Eric R., David E. Sprott, and Berna Devezer, *2016 Association for Consumer Research Conference*, Berlin, Germany.

Kareklas, Ioannis, Darrel D. Muehling, and Skyler M. King (2016), “An Exploration of the Associative Properties of Colors and Self-Views in Advertising,” in *Proceedings of the 2016 Conference of the American Academy of Advertising*, ed. Tom Reichert, Seattle, WA: American Academy of Advertising, 191.

Gillespie, Brian, Darrel D. Muehling, and **Ioannis Kareklas** (2016), “Consumer Engagement with Product Placements: Affective Fit and Narrative Fit as Determinants of Consumer Evaluations of Placed Brands,” in *Proceedings of the 2016 Conference of the American Academy of Advertising*, ed. Tom Reichert, Seattle, WA: American Academy of Advertising, 56.

Joireman, Jeff, Richie Liu, and **Ioannis Kareklas** (2015), “Convincing the Skeptics: Persuading Skeptical Consumers to Support Companies Promoting Corporate Social Responsibility Initiatives,” in *2015 AMA Marketing & Public Policy Conference*, ed. Stacey Menzel Baker and Marlys Mason, Washington, DC: American Marketing Association.

Gillespie, Brian, **Ioannis Kareklas**, and Jeff Joireman (2014), “A Meta-Analytic Synthesis of Consumers’ Cognitive, Affective, and Conative Responses to Product Placement,” in *Proceedings of the 2014 Conference of the American Academy of Advertising*, ed. Jisu Huh, Atlanta, GA: American Academy of Advertising, 90.

Joireman, Jeff, Richie Liu, and **Ioannis Kareklas** (2014), “Convincing the Skeptics: Concrete Claims with Supporting Images Persuade Skeptical Consumers to Support Companies Promoting Corporate Social Responsibility Initiatives,” in *Center for Leadership and Social Responsibility 2014 Academic Conference*, Tacoma, WA.

Kareklas, Ioannis, Frédéric F. Brunel, and Robin A. Coulter (2013), “When White Obscures Evaluations: The Influence of Automatic Color Preferences on Product, Race and Spokesperson Evaluations,” in *Advances in Consumer Research*, Vol. 40, ed. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 804-06.

Kareklas, Ioannis and Jeffrey R. Carlson (2012), “The Role of Self-Regulatory Focus, Self-View, and Benefit Focus in Attitudes toward Organic Brands,” in *Advances in Consumer Research*, Vol. 39, ed. Rohini Ahluwalia, Tanya L. Chartrand and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, 856-57.

Kareklas, Ioannis and Jeffrey R. Carlson (2012), “An Examination of the Relative Influence of Personal Health Benefits and Environmental Benefits on Consumers' Attitudes toward Organic Foods,” in *2011 AMA Marketing & Public Policy Conference*, ed. Elizabeth Howlett, John Kozup and Jeremy Kees, Washington, DC: American Marketing Association.

Johnson, Blair T., **Ioannis Kareklas**, and Maxim Polonsky (2011), “When Race Matters: A Meta-Analysis of Source-Recipient Racial Matching Effects in Advertising, 1969-2010,” in *2011 Society of Experimental Social Psychology Conference*, Washington, DC.

Kareklas, Ioannis and Maxim Polonsky (2011), “Consumer Response to Spokesperson’s Race: A Research Synthesis of Racial Similarity Effects in Advertising,” in *Advances in Consumer Research*, Volume 38, ed. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 440-42.

Polonsky, Maxim and **Ioannis Kareklas** (2011), “Do Males Endorse a Thin Ideal for Women When the Price Is High?,” in *Advances in Consumer Research*, Vol. 38, ed. Darren W. Dahl, Gita V. Johar and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 871-72.

Kareklas, Ioannis and Maxim Polonsky (2010), “A Meta-Analytic Review of Racial Similarity Effects in Advertising,” in *Advances in Consumer Research*, Volume 37, ed. Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, 829-832.

Polonsky, Maxim and **Ioannis Kareklas** (2010a), “Effects of Model Body Size and Product Price on Advertising Effectiveness, Purchase Intention, and Body-Related Behaviors,” in *Advances in Consumer Research*, Volume 37, ed. Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, 880-82.

--- (2010b), “Please Drink Responsibly! The Effectiveness of Responsibility Messages in Alcohol Product Advertising,” in *Advances in Consumer Research*, Volume 37, ed. Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, 882-83.

Kareklas, Ioannis and Robin A. Coulter (2009), “The Effects of Implicit Color Preference and Implicit Racial Preference on Implicit Attitude Towards the Ad,” in *Advances in Consumer Research*, Volume 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 881-82.

RESEARCH INTERESTS/AREAS OF EXPERTISE:

Content Areas: Prosocial Behavior; Fake News; Advertising Effectiveness; Sensory Perception.

Methodological Areas: Meta-Analysis/Research Synthesis; Implicit Measures (Implicit Association Test).

INVITED PRESENTATIONS

Drucker School of Management, Claremont Graduate University

Research Dialogue for MBA Students (Spring 2022)

“Revisiting the Question-Behavior Effect.”

Rensselaer Polytechnic Institute, Lally School of Management

Research Seminar: Department of Marketing (Fall 2018)

“An Examination of the Impact of Online Fake News on Consumer Health Decisions.”

University of Massachusetts, Amherst, Isenberg School of Management

Research Seminar: Department of Marketing (Spring 2017)

“Reexamining Health Messages in the Age of Fake News.”

University at Albany, State University of New York

Brown Bag: *UAlbany*, Department of Social Psychology (Spring 2016)

- “A Meta-Analysis of the Question-Behavior Effect: Synthesizing 40 Years of Research Findings on Self-Prophecy, Mere-Measurement, and QBE Research.”

BITM 215: Information Technologies for Business (Fall 2015)

- Lectured on the “Use of Statistical Packages in Marketing Research.”

Washington State University

MKTG 593: Doctoral Seminar in Research Design (Spring 2015; Spring 2013; Spring 2012; Spring 2011)

- Led discussion on “Theory & Practice of Meta-analysis” and “Navigating the Review Process.”

Brown Bag on “Qualtrics & Amazon’s Mechanical Turk” (Spring 2014)

- Provided an overview of preparing surveys using *Qualtrics* and collecting data using *M-Turk*.

MKTG 592: Doctoral Seminar in Marketing Theory (Spring 2013; Spring 2011)

- Led discussion on “Social Marketing and Public Policy.”

MKTG 565: Doctoral Seminar in Marketing (Fall 2014; Fall 2012)

- Led discussion on the “Theory and Practice of Meta-analysis.”

MKTG 360: Marketing Principles (Summer 2011)

- Provided an overview of “Social Marketing” and “Marketing Research Methods.”

Brown Bag on Meta-analysis (Fall 2010)

- Provided an overview of Meta-analytic techniques.

University of Connecticut

PP 5385: Attitude Formation, Doctoral Seminar (Spring 2009)

MKTG 3625: Integrated Marketing Communications (Spring 2009)

BADM 6201: Introduction to Research & Teaching, Doctoral Seminar (Fall 2009; Fall 2008)

MKTG 6202: Behavioral Applications in Marketing, Doctoral Seminar (Fall 2008)

TEACHING

INTERESTS/AREAS OF EXPERTISE:

Consumer Behavior; Social Marketing and Public Policy; Retailing Management;
Advertising/Integrated Marketing Communications.

Classes Taught at the University at Albany, State University of New York (2015-Present)

<i>Semester</i>	<i>Course (Class #)</i>	<i>Students Reporting</i>	<i>SIRF* Component</i>	<i>My Average</i>	<i>School of Business Average</i>
Spring 2023	BMKT 351: Consumer Behavior (2347)	17/62	Instructor overall	4.24/5.00	N/A
			Course overall	4.25/5.00	
Spring 2023	BMKT 351: Consumer Behavior (2348)	20/66	Instructor overall	4.35/5.00	N/A
			Course overall	4.20/5.00	
Fall 2022	BMKT 351: Consumer Behavior (8585)	13/43	Instructor overall	4.15/5.00	N/A
			Course overall	3.92/5.00	
Fall 2022	BMKT 351: Consumer Behavior (9072)	11/42	Instructor overall	4.73/5.00	N/A
			Course overall	4.50/5.00	
Spring 2022	BMKT 421: Social Marketing & Public Policy (8470)	15/39	Instructor overall	4.53/5.00	N/A
			Course overall	4.47/5.00	N/A
Spring 2021	BMKT 421: Social Marketing & Public Policy (8757)	12/32	Instructor overall	4.50/5.00	N/A
			Course overall	4.00/5.00	N/A
Fall 2020	BMKT 351: Consumer Behavior (2644)	11/26	Instructor overall	4.36/5.00	N/A
			Course overall	4.18/5.00	N/A
Fall 2020	BMKT 351: Consumer Behavior (2645)	17/38	Instructor overall	3.94/5.00	N/A
			Course overall	3.76/5.00	N/A
Spring 2020	BMKT 421: Social Marketing & Public Policy (9631)	18/36	Instructor overall	4.78/5.00	N/A
			Course overall	4.67/5.00	N/A

<i>Semester</i>	<i>Course (Class #)</i>	<i>Students Reporting</i>	<i>SIRF* Component</i>	<i>My Average</i>	<i>School of Business Average</i>
Fall 2019	BMKT 351: Consumer Behavior (2673)	25/39	Instructor overall	4.56/5.00	3.92/5.00
			Course overall	4.42/5.00	3.75/5.00
Fall 2019	BMKT 351: Consumer Behavior (2674)	24/38	Instructor overall	4.63/5.00	3.92/5.00
			Course overall	4.35/5.00	3.75/5.00
Spring 2019	BMKT 480: Social Marketing & Public Policy (7910)	16/32	Instructor overall	4.94/5.00	4.17/5.00
			Course overall	4.69/5.00	3.94/5.00
Fall 2018	BMKT 351: Consumer Behavior (2746)	22/29	Instructor overall	4.95/5.00	4.15/5.00
			Course overall	4.84/5.00	3.88/5.00
Fall 2018	BMKT 351: Consumer Behavior (2747)	21/29	Instructor overall	4.73/5.00	4.15/5.00
			Course overall	4.32/5.00	3.88/5.00
Spring 2018	BMKT 480: Social Marketing & Public Policy (8965)	19/31	Instructor overall	4.89/5.00	4.31/5.00
			Course overall	4.84/5.00	4.01/5.00
Spring 2018	BMKT 480: Retailing Management (8202)	18/34	Instructor overall	4.83/5.00	4.31/5.00
			Course overall	4.61/5.00	4.01/5.00
Fall 2017	BMKT 351: Consumer Behavior (2833)	25/31	Instructor overall	5.00/5.00	4.13/5.00
			Course overall	4.75/5.00	4.01/5.00
Fall 2017	BMKT 351: Consumer Behavior (2834)	29/39	Instructor overall	4.75/5.00	4.13/5.00
			Course overall	4.48/5.00	4.01/5.00

<i>Semester</i>	<i>Course (Class #)</i>	<i>Students Reporting</i>	<i>SIRF* Component</i>	<i>My Average</i>	<i>School of Business Average</i>
Spring 2017	BMKT 480: Retailing Management (8761)	22/34	Instructor overall	5.00/5.00	4.22/5.00
			Course overall	4.81/5.00	3.96/5.00
Spring 2017	BMKT 480: Social Marketing & Public Policy (9925)	19/31	Instructor overall	5.00/5.00	4.22/5.00
			Course overall	4.61/5.00	3.96/5.00
Fall 2016	BMKT 351: Consumer Behavior (2919)	25/37	Instructor overall	4.68/5.00	4.11/5.00
			Course overall	4.32/5.00	3.96/5.00
Fall 2016	BMKT 351: Consumer Behavior (2920)	33/48	Instructor overall	4.79/5.00	4.11/5.00
			Course overall	4.64/5.00	3.96/5.00
Spring 2016	BMKT 480: Retailing Management (9802)	24/31	Instructor overall	4.79/5.00	4.35/5.00
			Course overall	4.67/5.00	4.11/5.00
Spring 2016	BMKT 351: Consumer Behavior (2908)	20/42	Instructor overall	4.80/5.00	4.35/5.00
			Course overall	4.55/5.00	4.11/5.00
Fall 2015	BMKT 351: Consumer Behavior (2997)	30/33	Instructor overall	4.83/5.00	4.13/5.00
			Course overall	4.66/5.00	3.90/5.00
Fall 2015	BMKT 351: Consumer Behavior (2998)	40/42	Instructor overall	4.73/5.00	4.13/5.00
			Course overall	4.50/5.00	3.90/5.00

* Student Instructional Rating Form (SIRF)

**Marketing and Value Management (MVM):
Identifying Marketing Opportunities**

Summer 2022	Executive program organized by <i>UAlbany</i> in partnership with the <i>International Business School, Sao Paolo, Brazil</i>
Wintersession 2022	
Wintersession 2019	
Wintersession 2018	
Summer 2018	

Classes Taught at Washington State University (2010-2015)

<i>Semester</i>	<i>Course</i>	<i>Students Reporting</i>	<i>Student Evaluations</i>
Spring 2015	MKTG 468: Public Policy and Marketing	30/40	3.64/4.00
Spring 2015	MKTG 407 DDP: Consumer Behavior (Online)	17/54	4.41/5.00†
Fall 2014	MKTG 468: Public Policy and Marketing	41/47	3.71/4.00
Fall 2014	MKTG 407 DDP: Consumer Behavior (Online)	17/39	3.78/4.00
Spring 2014	MKTG 468: Public Policy and Marketing	37/38	3.66/4.00
Spring 2014	MKTG 407: Consumer Behavior	46/55	3.44/4.00
Fall 2013	MKTG 468: Public Policy and Marketing	39/40	3.73/4.00
Fall 2013	MKTG 407 DDP: Consumer Behavior (Online)	12/21	3.50/4.00
Spring 2013	MKTG 468: Public Policy and Marketing	20/26	3.70/4.00
Spring 2013	MKTG 407 DDP: Consumer Behavior (Online)	11/22	3.42/4.00

<i>Semester</i>	<i>Course</i>	<i>Students Reporting</i>	<i>Student Evaluations</i>
Fall 2012	MKTG 468: Public Policy and Marketing	25/25	3.59/4.00
Fall 2012	MKTG 407: Consumer Behavior	52/53	3.43/4.00
Spring 2012	MKTG 468: Public Policy and Marketing	11/13	3.69/4.00
Spring 2012	MKTG 490 DDP: Entrepreneurship (Online)	14/20	3.34/4.00
Fall 2011	MKTG 468: Public Policy and Marketing	18/26	3.69/4.00
Fall 2011	MKTG 407: Consumer Behavior	31/40	3.61/4.00
Spring 2011	MKTG 468: Public Policy and Marketing	18/18	3.64/4.00
Spring 2011	MKTG 495: Marketing Management	24/30	3.57/4.00
Fall 2010	MKTG 407: Consumer Behavior	31/38	3.49/4.00
Fall 2010	MKTG 495: Marketing Management	30/33	3.07/4.00

† Course evaluations for online classes were collected on a 5-point scale in Spring 2015.

Classes Taught at the University of Connecticut (2005-2010)

<i>Semester</i>	<i>Course</i>	<i>Students Reporting</i>	<i>Student Evaluations</i>
Fall 2009	MKTG 3101: Introduction to Marketing Management	27/40	9.0/10.0
Summer 2009	MKTG 3101: Introduction to Marketing Management	13/14	9.8/10.0

<i>Semester</i>	<i>Course</i>	<i>Students Reporting</i>	<i>Student Evaluations</i>
Spring 2009	MKTG 3208: Consumer Behavior	28/29	9.5/10.0
Fall 2008	MKTG 3208: Consumer Behavior	26/35	9.1/10.0
Summer 2008	MKTG 3101: Introduction to Marketing Management	17/17	9.4/10.0
Fall 2007	MKTG 3101: Introduction to Marketing Management	36/39	9.4/10.0

Doctoral Dissertation Committees

Brian Gillespie (2013) *Toward an Understanding of the Product Placement Effect: Considering the Impact of Branded Artifacts in Media on Consumers' Cognitive, Affective and Conative Responses*. Carson College of Business, Washington State University. **Member**.

Manja Zidanssek (2013) *What Scent Can Do for A Brand: Exploration of Brand-Scent Boundary Conditions*. Carson College of Business, Washington State University. **Member**.

Undergraduate Students Mentored

Wathmi Pathinisekara (2017) *How Social Media Has Changed Fashion Public Relations*. School of Business, University at Albany. **Independent Study Advisor**.

Molly Paine (2015) *Examining the Impact of Mortality Salience Priming on In-Group Bias*. Carson College of Business, Washington State University. **Honors Thesis Advisor**.

SERVICE

Service to the Department of Marketing

Chair, Ad-Hoc Committee for the Review of Professor Sreya Kolay's Promotion and Tenure, *University at Albany*, 2023-present
Chair, Department of Marketing, *University at Albany*, 2019-2022
Member, Faculty Search Committee, Department of Marketing, *University at Albany*, 2019
Office of Diversity and Inclusion Representative, Faculty Search Committee, *UAlbany*, 2016
Member, Faculty Search Committee, Department of Marketing, *University at Albany*, 2015
Honors Thesis Advisor, Undergraduate Student Molly Paine, Spring 2015
Honors Thesis Evaluator, Undergraduate Student Keegan Sullens, Spring 2015
Honors Thesis Evaluator, Undergraduate Student Karley White, Spring 2015
Honors Thesis Evaluator, Undergraduate Student Mark Crabtree, Spring 2014
Co-chair, Doctoral Student Ismail Karabas' 2nd Year Paper Committee, 2014-2015
Member, Doctoral Student Sky King's Program of Study Committee, 2014-2015
Member, Doctoral Student T.J. Weber's Program of Study Committee, 2014-2015
Member, Doctoral Student Ismail Karabas' Program of Study Committee, 2014-2015
Member, Doctoral Student Adrienne Muldrow's Program of Study Committee, 2013-2014

Service to the School of Business

Member, Personnel Committee, *University at Albany*, 2023-present
Member, Management Committee, *University at Albany*, 2019-2022
Interviewer, MBA and International Transfer Students, 2019-2022
Chair, School of Business Honors Program Task Force, Spring 2019
Member, Search Committee for Assistant Director of Finance and Administration, Spring 2019
Member, Graduate Affairs Committee, *University at Albany*, 2017- present
Member, Undergraduate Affairs Committee, *University at Albany*, 2016-2018
Member, Teaching and Learning Committee, *University at Albany*, 2016-2017
Chair, Research Committee, School of Business, *University at Albany*, 2015-2016
Member, School of Business Strategy Task Force, 2016
Member, Center for Behavioral Business Research Task Force, Fall 2011
Member, Comprehensive Exam Preparation Committee, Fall 2010-Spring 2012

Service to the University

Provost Council, Member, 2021-present
Program Coordinator, New exchange program with *Universidade Positivo*, 2017-2019
Faculty Advisor, *University at Albany* Hellenic and Cypriot Society, 2018-present
Faculty Marshal, *University at Albany* School of Business Graduation Ceremony, Spring 2017
Member, Waste Diversion Committee, *University at Albany*, Spring 2016-present
Member, University Branding Task Force, *University at Albany*, Spring 2016
Faculty Advisor, American Marketing Association, *University at Albany*, Fall 2015-Spring 2019
Chair, Visiting Scholars Committee, *Washington State University*, 2010-2015

Professional Service

Lead Editor, *Journal Sustainability*, Special Issue: “‘We Are All in This Together’: Government, Industry, Firm, Not-for-Profit, and Consumer Responses to a Changing Climate,” 2021-2022
Co-Chair, Advertising Track, *Academy of Marketing Science* 2018 National Conference, 2018
Ad Hoc Reviewer, *Journal of Business Research*, 2018-present
Ad Hoc Reviewer, *Journal of Environmental Psychology*, 2017-present
Ad Hoc Reviewer, *Decision Sciences Institute*, 2015-present
Member, *American Academy of Advertising* Membership Committee, 2014-present
Ad Hoc Reviewer, *Journal of Consumer Psychology*, 2014-present
Ad Hoc Reviewer, *Journal of Advertising*, 2012-present
Ad Hoc Reviewer, *Journal of Consumer Research*, 2011-present
Ad Hoc Reviewer, *American Academy of Advertising*, 2012-present
Ad Hoc Reviewer, *Marketing & Public Policy Conference*, 2010-present
Ad Hoc Reviewer, *Association for Consumer Research*, 2009-present

Community Service

Panelist, Capital District Cohort of the NYS Master Teacher Program, Albany, NY (2017)
Served on a panel during the cohort meeting of NYS Master Teachers aimed at promoting sustainability in STEM classes.

Pro Bono Publico Consultant, Fox Creek Farm CSA, Albany, NY (2016)
Assisted the owners of Fox Creek Farm to improve their marketing efforts and to recruit new CSA (Community Supported Agriculture) members.

PROFESSIONAL AFFILIATIONS

Academy of Marketing Science (AMS)
American Council on Consumer Interests (ACCI)
American Academy of Advertising (AAA)
Society for Consumer Psychology (SCP)
Association for Consumer Research (ACR)
American Marketing Association (AMA)

SELECT PRESS COVERAGE OF MY RESEARCH

Note: The following are select highlights of *TV, Radio, Newspaper, Magazine, & Online* news articles about my research. A comprehensive list with relevant links appears here:

<http://www.IoannisKareklas.com/Press>

TV:

- *CBS TV* (WFMY; Greensboro, NC), January 2, 2016, 8:14:18 AM.
- *NBC TV* (WMBC TV 63 News; New York, NY), January 1, 2016, 5:22:16 PM.
- *NBC TV* (WHEC-TV; News 10 NBC; Rochester, NY), January 1, 2016, “*Report: 'Ask, Don't Tell' is Key to Keeping New Year's Resolutions.*”
- *ABC TV* (KXLY-TV; Spokane WA & Coeur d'Alene, ID), January 1, 2016, “*Sound Off for January 1st: What's your New Year's Resolution?*”
- *CBS TV* (WWNY-TV; Watertown, NY), January 1, 2016, “*'Ask, Don't Tell' Is Key to Keeping New Year's Resolutions.*”
- *Fox TV* (WXIX-TV; Fox19 Now; Cincinnati, OH), December 31, 2015, “*'Ask, Don't Tell' Approach Key to Keeping New Year's Resolutions.*”

Radio:

- *CBS Radio* (WCBS 880 News Radio; New York, NY), January 1, 2016, 10:29:41 AM.
- *National Public Radio (NPR; 89.3 KPCC; Pasadena, CA)*, February 9, 2015, “[*People Trust Online Comments As Much As The CDC On Vaccines*](#),” by Take Two.

Newspaper Articles:

- *Toronto Sun* (Canada), January 3, 2016, “[*Want to Keep Your New Year's Resolution? Better to Ask than to Tell*](#),” by Laura Kane.
- *The Seattle Times*, January 1, 2016, “[*'Ask, Don't Tell' is Key to Keeping New Year's Resolutions*](#),” by The Associated Press.
- *International Business Times* (United Kingdom), December 31, 2015, “[*New Year 2016: Five Simple Ways to Stick to Your Resolutions*](#),” by Lydia Smith.
- *The New York Times*, February 14, 2015, “[*What Your Online Comments Say About You*](#),” by Anna North.

- *Le Figaro* (France), February 6, 2015, “[Des commentaires sur Internet plus influents que les campagnes de prévention](#),” by Julie Carballo.
- *The Washington Post*, February 5, 2015, “[When It Comes to Vaccination, People Trust Online Commenters As Much As Doctors](#),” by Caitlin Dewey.
- *Los Angeles Times*, February 4, 2015, “[On the Internet, Anyone Can Speak Persuasively about Vaccines](#),” by Karen Kaplan.

Magazine Articles:

- *Psychology Today*, January 30, 2016, “[The Surprising Trick to Get Someone \(Or Yourself\) to Change: New Research On Using Cognitive Dissonance to Your Benefit](#),” by Amy Morin.
- *Forbes*, January 22, 2016, “[Study Reveals A Conversation Trick That Motivates People To Change Their Behavior](#),” by Amy Morin.
- *Fast Company*, January 14, 2016, “[This One Small Change Will Help You Stick to New Habits](#),” by Stephanie Vozza.
- *Glamour*, December 31, 2015, “[The Secret to Achieving Your 2016 Goal: Ask It, Don't Tell It](#),” by Rachel Rabkin Peachman.
- *New York Magazine*, February 6, 2015, “[On Vaccines, Some People Trust Random Internet Comments More Than the CDC](#),” by Jesse Singal.
- *Slate*, January 27, 2015, “[The Danger of Reading the Comments: People Trust Supposedly Credible Online Sources Even for Health Decisions](#),” by Betsy Woodruff.

Online Articles:

- *NBC News*, June 18, 2017, “[#NationalSplurgeDay Is Coming! Have Retail Holidays Gone too Far?](#),” by Nicole Spector.
- *Fox News*, January 5, 2016, “[Turning New Year's Resolutions Into Questions Helps Them Stick](#),” by Elizabeth Newbern.
- *Yahoo News*, December 31, 2015, “['Ask, Don't Tell' Approach Key to Keeping New Year's Resolutions](#),” by PR Newswire.
- *Huffington Post*, December 30, 2015, “[This Simple Twist Can Make Your New Year's Resolution More Effective](#),” by Anna Almendrala.
- *CBS News*, December 29, 2015, “[How to Make New Year's Resolutions Stick? Ask, Don't Tell](#),” by Mary Brophy Marcus.

MEDIA APPEARANCES

July 17, 2017: Interviewed by TV anchor Steve Sanders for **WGN Midday News** (Chicago, IL) about my book with Darrel D. Muehling on Organic Food Production, Consumption, and Promotion (Available at: <http://wgntv.com/2017/07/17/midday-fix-deciphering-organic-foods-author-ioannis-kareklas-ph-d/>).

December 31, 2015: Interviewed by Mary Brophy Marcus for **CBS News** ([KCBS All News 740AM & 106.9FM](#); San Francisco, CA) about my research with Eric Spangenberg, David Sprott, and Berna Devezer on the Question-Behavior Effect meta-analysis.

December 31, 2015: Interviewed by Angela Kokott for **News Talk 770 AM** (Calgary, Alberta, Canada) during the segment “[Calgary Today](#)” about my research with Eric Spangenberg, David Sprott, and Berna Devezer on the Question Behavior Effect meta-analysis (Available at: https://drive.google.com/file/d/0B7qxHv3w5anrdXd2aVdhU2RISXc/view?usp=drive_web).

March 3, 2015: Interviewed by **The Huffington Post** journalist Alyona Minkovski during the segment “Top Stories” for HuffPost Live about my research with Darrel Muehling and T.J. Weber on the effects of online comments on vaccination decisions (Available at: <http://live.huffingtonpost.com/r/segment/top-stories-for-tuesday-mar-3/54f35cad02a760b709000d53>; my segment begins @ 18:18).

February 9, 2015: Interviewed by Alex Cohen during “Take Two” for **National Public Radio (NPR; 89.3 KPCC)** (Pasadena, CA) about my research with Darrel Muehling and T.J. Weber on the effects of online comments on vaccination decisions (Available at: <http://www.scpr.org/programs/take-two/2015/02/09/41466/people-trust-online-comments-as-much-as-the-cdc-on>).

February 9, 2015: Interviewed by Margie Shafer for **CBS News** ([KCBS All News 740AM & 106.9FM](#); San Francisco, CA) about my research with Darrel Muehling and T.J. Weber on the effects of online comments on vaccination decisions.

January 27th, 2015: Interviewed by Roger Kingkade and Rob Breakenridge during “[Kingkade & Breakenridge](#)” for **News Talk 770 AM** (Calgary, Alberta, Canada) about my research with Darrel Muehling and T.J. Weber on the effects of online comments on vaccination decisions.

March 3, 2014: Interviewed by KLEW TV reporter Rachel Dubrovin for **KLEW TV News** (Lewiston, ID) about my research with Darrel Muehling on how to curb texting-and-driving (Available at: <http://www.klewtv.com/news/local/Texting-and-driving-248374901.html>).

February 26, 2014: Interviewed by Tom Hutylar during “[Afternoon News with Jane and Tom](#)” for **KOMO News Radio** (Seattle, WA) about my research with Darrel Muehling on how to curb texting-and-driving.

INVITED COMMENTARIES

Wallet Hub, August 29, 2019, “[Ask the Experts: Cashing in on Credit Card Rewards](#),” by John Papas.

CMS Wire, October 29, 2018, “[How to Build Customer Loyalty, One Connection at a Time](#),” by Erika Morphy.

Wallet Hub, August 29, 2018, “[Best Rewards Credit Card](#),” by John Papas.

Chicago Tribune, April 17, 2018, “[How to be Smarter about Buying Organic](#),” by Debbie Carlson.

Wallet Hub, January 24, 2018, “[Photo Credit Cards: WalletHub Makes it Easy to Find the Best Credit Card for You](#),” by John Papas.

Diet Spotlight, November 27, 2017, “[Are You Setting SMART Weight Loss Goals or Setting Yourself Up for Failure?](#),” by Julia Steier.

Supermarket News, August 11, 2017, “[Kraft Heinz, Oprah Announce Retail Food Line](#),” by Dan Orlando

NBC News, June 18, 2017, “[#NationalSplurgeDay Is Coming! Have Retail Holidays Gone too Far?](#),” by Nicole Spector.

Wallet Hub, August 29, 2016, “[2016's Best Labor Day Sales](#),” by Richie Bernardo.

WEB LINKS

- University at Albany *Faculty* page: <http://www.albany.edu/business/ioannis-kareklas.php>
- University at Albany *Experts* page: <http://www.albany.edu/news/experts/65638.php>
- Personal website: <http://www.ioanniskareklas.com>
- *ResearchGate* author page: http://www.researchgate.net/profile/Ioannis_Kareklas
- Scholarly papers on the *Social Science Research Network*: <http://ssrn.com/author=1832825>
- *ORCID* record: <http://orcid.org/0000-0002-8399-6872>
- *Scopus* record: <https://www.scopus.com/authid/detail.uri?authorId=50461605800>
- *Mendeley*: <https://www.mendeley.com/profiles/ioannis-kareklas>
- Citations: <https://scholar.google.com/citations?user=sFGAbacAAAJ&hl=en>
- *LinkedIn*: <http://www.linkedin.com/pub/ioannis-kareklas/a/753/31a>

ENDNOTES

- **Top 10% of Authors on the *Social Science Research Network (SSRN)* by All-Time Downloads (Every month between May 2016 – August 2021, and September 2022-present).**

¹Joireman, Liu, and **Kareklas** (2017) made the following *SSRN Top Ten Download Lists*:

- MKTG: Subject Matter eJournals
- MKTG: Consumer Information Processing
- POL: Subject Matter eJournals
- POL: Social Responsibility Practices
- Consumer Social Responsibility
- Strategy & Social Policies
- Behavioral Marketing
- MRN Marketing Network
- MRN Corporate Strategy & Business Policy Network
- SRPN: Advertising & Communication Issues
- SRPN: Reputation Issues
- CGN: Consumers

²Spangenberg, **Kareklas**, Devezer, and Sprott (2016) made the following *SSRN Top Ten Download Lists*:

- Behavioral Marketing
- MKTG Subject Matter eJournals
- MKTG: Group & Interpersonal Influence on Consumer Behavior
- MRN Marketing Network
- Political Behavior eJournals
- Political Behavior: Voting & Public Opinion
- PSN: Voters & Elections
- PSN: Survey Methods & Measures

³**Kareklas**, Muehling, and Weber (2015) made the following *SSRN Top Ten Download Lists*:

- MKTG Subject Matter eJournals
- MKTG: Group & Interpersonal Influence on Consumer Behavior
- Behavioral Marketing
- MRN Marketing Network
- MRN Corporate Strategy & Business Policy Network
- MRN Organizational Behavior Research Network
- Management Research Network
- Strategy & Microeconomic Policy
- ORG Subject Matter eJournals
- ORG: Evaluation of Strategic Outcomes
- ISN Subject Matter eJournals
- Information Systems: Behavioral & Social Methods
- Information Systems & eBusiness Network
- Political Science Network
- Political Behavior eJournals
- Political Behavior: Cognition, Psychology, & Behavior
- Political Behavior: Voting & Public Opinion
- Public Sector Strategy & Organizational Behavior
- POL Subject Matter eJournals
- POL: Other Strategy & Microeconomic Policy
- PSN Subject Matter eJournals
- PSN: Political Behavior
- PSN: Public Opinion
- CSN Subject Matter eJournals
- CSN: Politics
- Cognitive Science Network
- Cognitive Social Science

⁴**Kareklas, Carlson, and Muehling (2014)** was among the *Journal of Advertising's* “**Top 3 Most Downloaded Articles of 2014.**”

Additionally, this paper made the following *SSRN Top Ten Download Lists*:

- MKTG: Advertising
- MKTG: Subject Matter eJournals
- MKTG: Consumer Decision Making & Search
- Consumer Social Responsibility
- Social Responsibility of Business
- Strategy & Social Policies
- Behavioral Marketing
- Managerial Marketing
- Food Politics & Sociology
- FoodSciRN: Organic Foods
- POL: Environmental Responsibility Practices
- POL Subject Matter eJournals
- SRPN: Consumer Behavior Issues
- SRPN: Politics of Food
- SRPN Subject Matter eJournals
- MRN Marketing Network
- MRN Corporate Strategy & Business Policy Network
- Functional Foods, Health, & Nutrition eJournal

⁵**Kareklas and Muehling (2014)** won the *Journal of Consumer Affairs'* “**2014 Best Article**” award.

Additionally, this paper made the following *SSRN Top Ten Download Lists*:

- Behavioral Marketing
- MKTG: Public Policy & Consumer Behavior
- MKTG: Consumer Decision Making & Search
- MKTG: Consumer Information Processing
- MKTG: Culture & Consumer Behavior
- MKTG: Symbolic Consumer Behavior
- MKTG: Personality & Individual Differences
- MKTG: Attitudes, Attitude Change, & Persuasion
- MKTG: Sociological Analyses of Consumer Behavior
- MKTG: Group & Interpersonal Influence on Consumer Behavior

⁶**Kareklas, Carlson, and Muehling (2012)** made the following *SSRN Top Ten Download Lists*:

- MKTG: Advertising
- MKTG: Affect & Emotion
- Behavioral Marketing
- Managerial Marketing
- Strategy & Social Policies
- POL: Social Responsibility Practices
- IRPN: Innovation & Environmental Economics