

Andrew B. Edelblum

Ph.D. Student, Marketing, University of Oregon

Phone: +1 (609) 412-0414

Email: aedelblu@uoregon.edu

Twitter: @andrewedelblum

Education

The University of Oregon

Ph.D Student in Marketing, 2017 – 2022 (Expected)

Overall GPA: 4.08

The College of New Jersey (TCNJ)

Bachelor of Arts in Psychology (Summa Cum Laude), 2016

Phi Beta Kappa Society, 2016

Overall GPA: 3.91, Major GPA: 3.98

Research Interests

Brand activism

Consumer identity and ideology

Branding

Social and mass media

Current Research Projects

1. Edelblum, A., Beck, J., Dagogo-Jack, T., & Dunn, L. (in progress). Sit Back or Act? How Self-Brand Connection Shapes Response to Brand Activism. Targeted for the *Journal of Consumer Research*.

Oral & Conference Presentations

1. Edelblum, A. (2018). "Money Where Their Mouth Is? How Self-Brand Connection Turns Brand Tokenism into Meaningful Brand Action." *American Marketing Association*, Boston Marriott Copley Place, Boston, Massachusetts.
2. Edelblum, A. (2018). "Money Where Their Mouth Is? How Self-Brand Connection Turns Brand Tokenism into Meaningful Brand Action." *Northwest Marketing Research Symposium*, Portland State University, Portland, Oregon.
3. Spanola, N., Edelblum, A. *, Dickler, R., Largey, E., Weiss, T., Nagasue, A., & Sabella, C. (2016). "It's Magic! The Role of Cognitive Individual Differences in the Experience of Magic." *Eastern Psychological Association*, Marriott Marquis, New York, New York.
4. Edelblum, A. (2015). "Assessing Student Compliance to a Trayless Cafeteria Proposal." *Eastern Communication Association*, Sheraton Society Hill, Philadelphia, Sheraton Society Hill, Philadelphia, Pennsylvania.

5. Edelblum, A.*, Hatch, L., Loyka, C., & Wetreich, B. (2015). "Proof Over Practice: An External Validity Review of the Health Psychology Literature." *Celebration of Student Achievement*, The College of New Jersey, Ewing, New Jersey.

Doctoral Training

Research Methods and Statistical Analysis

- Data Analysis I, II, & III (Lou Moses, Robert Mauro, Elliott Berkman)
- Exploring Data with R (Daniel Anderson)
- Social Science Research Design (Nicole Giuliani)
- Applied Statistical Design and Analysis (Roland Good)

Marketing

- Marketing Research Process & Methods (Hong Yuan)
- Development of Marketing Theory (Linda Price)
- Theory & Research in Consumer Behavior (Jiao Zhang)

Behavioral Sciences

- Living the Academic Life (Alan Meyer)
- Organizational Behavior (David Wagner)
- New Media History and Theory (Seth Lewis)

Teaching Experience

Instructor (with Sole Teaching Responsibility)

- Undergraduate — Marketing Communications, Summer 2018 (rating: 4.8/5.0)

TA with Teaching Component

- MBA — Marketing Research (for Hong Yuan), Spring 2018

Qualitative student feedback:

- "Andrew was very energetic and did a great job creating opportunities for student involvement. His passion and interest for the subject really came through with his teaching methods."
- "Andrew is fun and excited about advertising and marketing. I loved how he incorporated tons of advertisements and commercials into his lectures. If I wasn't graduating, I would definitely try to get into one of his other marketing classes."

Professional Memberships

American Marketing Association

Association for Consumer Research

Professional Service

Social Media Strategist for the *Journal of Consumer Research*

August 2018 – Present

Academic Advisors

Joshua Beck

Assistant Professor of Marketing
Charles H. Lundquist College of Business
University of Oregon
jbeck2@uoregon.edu
541-346-4850

Hong Yuan

Richard P. Booth Associate Professor of Marketing and Research Scholar
Director, Business Research Institute
Ph.D. Coordinator, Department of Marketing
Charles H. Lundquist College of Business
University of Oregon
hongy@uoregon.edu
541-346-3196