



Andrew B. Edelblum

Ph.D. Student, Marketing, University of Oregon

Phone: +1 (609) 412-0414

Email: aedelblu@uoregon.edu

Twitter: [@andrewedelblum](https://twitter.com/andrewedelblum)

Education

The University of Oregon

- Ph.D Student in Marketing, 2017 – 2022 (Expected)
- Overall GPA: 4.07

The College of New Jersey (TCNJ)

- Bachelor of Arts in Psychology (Summa Cum Laude), 2016
- Phi Beta Kappa Society

Research Interests

Consumer identity and ideology

Branding

Pro-social consumption

Social and mass media

Refereed Journal Articles

1. Loyka, C., Ruscio, J., Wetreich, B., Edelblum, A., Hatch, L., & Zabel, A. (2019). Weighing People Rather than Food: A Framework for Examining External Validity. Conditionally accepted to *Perspectives on Psychological Science*.

Selected Research in Progress

1. "Expanding the Moral Universe? How Brand Activism Shapes Consumer Activism," with Joshua T. Beck, Sokiente "Tari" Dagogo-Jack, and Lea Dunn. Targeted for the *Journal of Consumer Research* for summer 2019 submission.
2. "Firms' LGBTQ+ Inclusivity and Stock Performance," with Joshua T. Beck and Nooshin Warren.
3. "Perceived Veracity of Extreme Claims," with Noelle Nelson.

Oral & Conference Presentations

1. Edelblum, A., Beck, J. T., Dagogo-Jack, S., Dunn, L. (2019). "Sit Back or Act? How Self-Brand Connection Shapes Response to Brand Activism." *Robert Mittelstaedt Doctoral Symposium*.
2. Loyka, C.*, Ruscio, J., Wetreich, B., Edelblum, A., Hatch, L., & Zabel, A. (2019). "Weighing People Rather than Food: A Framework for Examining External Validity." *Society of Behavioral Medicine*.
3. Bernardes, Y., Edelblum, A., Gopan, S., & Xu, F. (2018). "Virtual Reality and Transformative Consumer Research." *Association for Consumer Research*.
 - Winners of first-ever "Shark Tank" competition (*Societal Impact* track) at ACR Doctoral Symposium.
4. Edelblum, A., Beck, J. T., Dagogo-Jack, S., Dunn, L. (2018). "Money Where Their Mouth Is? How Self-Brand Connection Turns Brand Tokenism into Meaningful Brand Action." *American Marketing Association*.
5. Edelblum, A., Beck, J. T., Dagogo-Jack, S., Dunn, L. (2018). "Money Where Their Mouth Is? How Self-Brand Connection Turns Brand Tokenism into Meaningful Brand Action." *Northwest Marketing Research Symposium*.
6. 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*.
7. Edelblum, A. (2015). "Assessing Student Compliance to a Trayless Cafeteria Proposal." *Eastern Communication Association*.
8. 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*.

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, Fall 2018, Winter 2019

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.”

Doctoral Coursework

	Course	Instructor
<i>Marketing (Core)</i>	I. Marketing Research Process & Methods	Hong Yuan
	II. Development of Marketing Theory	Linda Price
	III. Theory & Research in Consumer Behavior	Jiao Zhang
	IV. Experimental & Quasi-Experimental Research Methods	Joshua Beck
<i>Research Methods & Statistical Analysis</i>	I. Data Analysis I	Lou Moses
	II. Data Analysis II	Robert Mauro
	III. Data Analysis III	Elliott Berkman
	IV. Social Science Research Design	Nicole Giuliani
	V. Applied Statistical Design and Analysis	Roland Good
	VI. Data Analysis with R	Daniel Anderson
	VII. Hierarchical Linear Models	Joseph Stevens
<i>Behavioral Sciences</i>	I. Living the Academic Life	Alan Meyer
	II. Organizational Behavior	David Wagner
	III. Applied Econometrics	Lauren Lanahan
	IV. New Media History & Theory	Seth Lewis

Professional Memberships

American Marketing Association
 Association for Consumer Research

Professional Service

Social Media Strategist for the *Journal of Consumer Research*
Reviewer Trainee for the *Journal of Consumer Research*

August 2018 – Present
December 2018 – Present

Awards

Robin & Roger Best Teaching Award

May 2019

Academic Advisors

Joshua T. 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