

Bryce Pyrah

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EDUCATION

Ph.D. Business Administration (Marketing), University of Iowa	2025
B.S. Marketing Management, Brigham Young University	2019

EMPLOYMENT

Carlson School of Management, University of Minnesota	
Assistant Professor of Marketing	2025-Present

RESEARCH INTERESTS

Marketing for a better world, Inequality, Disadvantaged Consumers, Power, Status, Consumer Linguistics, Persuasion

REFEREED JOURNAL ARTICLES

Bryce Pyrah, Alice Wang, Yiyi Li, and Ying Xie (2025), “The Slang Paradox: Connecting or Disconnecting with Consumers?” *Journal of Marketing Research*.

Bryce Pyrah, Chelsea Galoni, and Alice Wang (2025), “Privileged and Picky: How Entitlement Impacts Product Acceptance Range of Advantaged vs. Disadvantaged Consumers,” *Journal of Consumer Research*.

ARTICLES UNDER REVIEW

Bryce Pyrah and Chelsea Galoni, “How Consumers of Low Socioeconomic Status Use Persuasion Knowledge to Manage Advice Taking in the Marketplace,” *Revising for 4th round resubmission at the Journal of Consumer Psychology*.

Andrea Luangrath, **Bryce Pyrah**, and Yixiang Xu, “Nonverbal Propagation from Visual Textual Paralanguage,” *Revising for 3rd round resubmission at the Journal of Marketing Research*.

CONFERENCE PRESENTATIONS

Society for Consumer Psychology (SCP) 2025 (Las Vegas, Nevada)

Bryce Pyrah, Chelsea Galoni, and Alice Wang, “How Registration Timing Differences Between First-Generation and Continuing-Generation Students Impacts the Educational Experience”

Association for Consumer Research (ACR) 2023 (Seattle, Washington)

Bryce Pyrah, Chelsea Galoni, and Alice Wang, “Picky and Privileged: How Entitlement

Impacts Product Acceptance Range of Advantaged vs. Disadvantaged Consumers”

Mittelstaedt & Gentry Doctoral Symposium 2023 (Lincoln, Nebraska)

Bryce Pyrah, Chelsea Galoni, and Alice Wang, “Picky and Privileged: How Entitlement Impacts Product Acceptance Range of Advantaged vs. Disadvantaged Consumers”

Society for Consumer Psychology (SCP) 2023 (San Juan, Puerto Rico)

Bryce Pyrah, Chelsea Galoni, and Alice Wang, “The Psychological Entitlement of (Dis)advantaged Consumers”

SCP 2023 (San Juan, Puerto Rico)

Bryce Pyrah, Yiyi Li, Alice Wang, and Ying Xie, “The Language of the Disadvantaged”

ACR 2022 (Denver, CO)

Bryce Pyrah, Alice Wang, and Chelsea Galoni, “The Impact of Disadvantage on Self-Efficacy and Locus of Control”

SCP Boutique Conference 2022 (Honolulu, Hawaii)

Bryce Pyrah, Alice Wang, and Chelsea Galoni, “How Psychological Entitlement Impacts the Well-Being of Disadvantaged Consumers”

Haring Symposium 2021 (Bloomington, Indiana)

Bryce Pyrah and Chelsea Galoni, “The Trust Bias: How Biased Attention Can Help and Hurt Disadvantaged Consumers”

- *Awarded DEI Research Award*

SCP 2021 (Virtual)

Bryce Pyrah and Chelsea Galoni, “The Trust Bias: How Biased Attention Can Help and Hurt Disadvantaged Consumers”

- *Awarded Best Poster Award*

SCP 2021 (Virtual)

Bryce Pyrah and Andrea Luangrath, “Facial Mimicry of Textual Paralanguage”

SCP 2021 (Virtual)

Bryce Pyrah and Chelsea Galoni, “GOATs: How Superstars are Crucial for Bad Teams”

Mittelstaedt & Gentry Doctoral Symposium 2021

Discussant

Journal of Marketing Research Special Issue on “Mitigation in Marketing” 2021 (Virtual)

Bryce Pyrah and Chelsea Galoni, “The Charisma Bias: How Vigilance Can Help and Hurt Disadvantaged Consumers”

ACR 2021 (Virtual)

Bryce Pyrah and Chelsea Galoni, “The Charisma Bias: How Vigilance Can Help and Hurt Disadvantaged Consumers”

ACR 2021 (Virtual)

Bryce Pyrah and Alice Wang, “Brands that Use Bae: Does slang Help Brands?”

SCP 2020 (Virtual)

Bryce Pyrah and Alice Wang, “Why Consumers Can Be Dope but Firms Can’t: The Effect of Slang Words on Marketing Communications and Persuasion Effectiveness”

Society for Personality and Social Psychology 2020 (Virtual)

Bryce Pyrah and Chelsea Galoni, “What’s the Catch? The Effect of Power on Consumer Perceptions of Salesperson Characteristics and Trustworthiness”

INVITED PRESENTATIONS

University of Minnesota	2024
Vanderbilt University	2024
Texas A&M University	2024
New York University	2024
University of Georgia	2024

HONORS, GRANTS, AND AWARDS

Ponder Fellowship	Summer 2020
Hugh Vollrath Ross Scholarship	Summer 2021
Graduate College Summer Fellowship	Summer 2022
Outstanding TA Award (Tippie College of Business)	Spring 2022
Post-Comprehensive Research Fellowship	Fall 2022
Dare to Discover Research Campaign	Spring 2023
AMA-Sheth Fellow	Summer 2024
Ballard and Seashore Dissertation Fellowship	Spring 2025