

# Daniel M. Zane

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## ACADEMIC POSITIONS

Assistant Professor of Marketing, Miami Business School, University of Miami, 2018 - Present

## EDUCATION

### **Ph.D., Marketing, 2018**

Fisher College of Business, The Ohio State University, Columbus, OH

### **B.S., Business Administration (Concentration: Marketing), *magna cum laude*, 2012**

School of Business, The College of New Jersey, Ewing, NJ

## RESEARCH INTERESTS

Inference Making, Self-Perception, Prosocial and Ethical Consumer Behavior

## PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Zane, Daniel M., Robert W. Smith, and Rebecca Walker Reczek, "The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Evaluations," conditionally accepted at the *Journal of Consumer Research*.

Reczek, Rebecca Walker, Julie R. Irwin, Daniel M. Zane, and Kristine R. Ehrich (2018), "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," *Journal of Consumer Research*, 45 (June), 185-207.

Zane, Daniel M., Julie R. Irwin, and Rebecca Walker Reczek (2016), "Do Less Ethical Consumers Denigrate More Ethical Consumers? The Effect of Willful Ignorance on Judgments of Others," *Journal of Consumer Psychology*, 26 (July), 337-349.

## WORKING PAPERS AND OTHER RESEARCH IN PROGRESS

"Promoting Pi Day: Consumer Response to Special Day-Themed Sales Promotions" with Rebecca Walker Reczek and Kelly L. Haws.

"Unintended Consequences of Intended Target Market Labeling" with David A. Norton, Rebecca Walker Reczek, and Caglar Irmak.

“You Are What You (Enjoy to) Eat: Inferences from Enjoyment” with Anna Paley and Robert W. Smith.

“Expertise and Enjoyment” with Jacob D. Teeny, Anna Paley, and Robert W. Smith.

“The Whole Foods Effect” with Julie R. Irwin, Rebecca Walker Reczek, and Karen Page Winterich.

#### **HONORS AND AWARDS**

1<sup>st</sup> place, Mary Kay Inc. Doctoral Dissertation Proposal Competition, 2018  
3<sup>rd</sup> place, Hayes Graduate Research Forum, The Ohio State University, 2018  
The Ohio State University Decision Sciences Collaborative Winning Abstract, 2018  
Fellow, AMA Sheth Foundation Doctoral Consortium, University of Iowa, 2017  
Fellow, Haring Doctoral Symposium, Indiana University, 2017  
Marketing Science Institute Digitized Consumer Research Initiative Grant, 2017  
Fisher College of Business Small Research Grant, 2017  
2<sup>nd</sup> place winner, Hayes Graduate Research Forum, The Ohio State University, 2017  
The Ohio State University Decision Sciences Collaborative Research Grant, 2016  
Fellow, Robert Mittelstaedt Doctoral Symposium, University of Nebraska, 2016  
Fellow, Haring Doctoral Symposium, Indiana University, 2015

#### **INVITED RESEARCH PRESENTATIONS**

Group for Attitudes and Persuasion, Psychology Dept., The Ohio State University, Jan 2017

#### **CONFERENCE PRESENTATIONS (\*denotes presenter)**

Zane, Daniel M.\*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Evaluations” Paper presented at 2018 meetings of the Academy of Marketing Science, May 23-25, New Orleans, LA.

Zane, Daniel M.\*, Kelly L. Haws, and Rebecca Walker Reczek, “Promoting Pi Day: Consumer Inferences about Special Day-Themed Promotions” Paper presented at 2018 Hayes Graduate Research Forum, March 2, The Ohio State University, Columbus, OH.

Zane, Daniel M.\*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes” Paper presented at 2018 Decision Sciences Research Forum, Feb 23, The Ohio State University, Columbus, OH.

Zane, Daniel M.\*, Kelly L. Haws, and Rebecca Walker Reczek, “Promoting Pi Day: Consumer Inferences about Special Day-Themed Promotions” Paper presented at the 2018 meetings of the Society for Consumer Psychology, February 15-17, Dallas, TX.

Zane, Daniel M.\*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes” Paper presented at 2017 Haring Doctoral Symposium, April 21-22, Bloomington, IN.

Zane, Daniel M.\*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes” Paper presented at 2017 Hayes Graduate Research Forum, March 3, The Ohio State University, Columbus, OH.

Zane, Daniel M.\*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes” Paper presented in special session at the 2017 meetings of the Society for Consumer Psychology, February 16-18, San Francisco, CA.

Zane, Daniel M.\*, Rebecca Walker Reczek, and Robert W. Smith, “Redefining Expertise in a Social World: How Sharing Digital Content Influences Self-Perceptions of Expertise” Paper presented as part of Focused Report Session at the 2017 meetings of the Society for Consumer Psychology, February 16-18, San Francisco, CA.

Zane, Daniel M.\*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes” Paper presented in special session at the 2016 meetings of the Association for Consumer Research, October 27-30, Berlin, Germany.

Zane, Daniel M\* and Rebecca Walker Reczek, “The Effects of Social Sharing on Consumers’ Self Perceptions of Expertise,” Poster presented at the 2016 meetings of the Association for Consumer Research, October 27-30, Berlin, Germany.

Zane, Daniel M.\*, Robert W. Smith, and Rebecca Walker Reczek, “The Benefits of Distraction: Distracting Ads Cue Consumers to Infer Product Liking through Metacognitive Inferences.” Paper presented at 2016 Robert Mittelstaedt Doctoral Symposium, March 31 - April 1, Lincoln, NE.

Zane, Daniel M.\*, Robert W. Smith, and Rebecca Walker Reczek, “The Benefits of Distraction: Distracting Ads Cue Consumers to Infer Product Liking through Metacognitive Inferences.” Poster presented at 2016 Decision Sciences Research Forum, March 25, The Ohio State University, Columbus, OH.

Zane, Daniel M.\*, Robert W. Smith, and Rebecca Walker Reczek, “The Benefits of Distraction: Distracting Ads Cue Consumers to Infer Product Liking through Metacognitive Inferences.” Poster presented at 2016 meetings of the Society for Consumer Psychology, February 25-27, St. Pete Beach, FL.

Zane, Daniel M.\*, Julie R. Irwin, and Rebecca Walker Reczek, “Do Less Ethical Consumers Denigrate More Ethical Consumers? The Effect of Willful Ignorance on Judgments of Others.” Paper presented at 2015 meetings of the Association for Consumer Research, October 1-4, New Orleans, LA.

Zane, Daniel M.\*, Julie R. Irwin, and Rebecca Walker Reczek, "Disparaging Ethical Others: When and Why Willfully Ignorant Consumers Negatively Judge Others who Seek Out Ethical Product Information." Poster presented at 2015 Decision Sciences Research Forum, April 17, The Ohio State University, Columbus, OH.

#### TEACHING EXPERIENCE

Consumer Behavior (undergraduate), Fisher College of Business, The Ohio State University, Spring 2016; Overall Rating: 4.6/5.0

Consumer Behavior (undergraduate), Fisher College of Business, The Ohio State University, Summer 2016; Overall Rating: 4.4/5.0

#### STUDENT ADVISING

Landon Palma (undergraduate honors thesis content area advisor), 2017-2018

Sarah Stewart (undergraduate research advisor), 2016-2017

Andrea Dempsey (undergraduate honors thesis committee member), 2015-2016

Matthew Shaver (undergraduate honors thesis committee member), 2015-2016

#### PROFESSIONAL SERVICE

Trainee Reviewer, *Journal of Consumer Research*

Reviewer, *Journal of Public Policy & Marketing*

Reviewer, Association for Consumer Research Conference Submissions

Reviewer, Society for Consumer Psychology Conference Submissions

Judge, 2017 Denman Undergraduate Research Forum, The Ohio State University

#### ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Academy of Marketing Science

Beta Gamma Sigma

#### INDUSTRY EXPERIENCE

**Marketing Analyst**, Harte Hanks, Yardley, PA, 2013

**Social Media Analyst**, HCD Research, Flemington, NJ, 2011-2012

**Marketing Associate**, Princeton Professional Communication, Pennington, NJ, 2010