

Claudia Townsend

University of Miami

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ACADEMIC POSITIONS

University of Miami School of Business

Associate Professor, 2017 – present

Assistant Professor, 2010 – 2017

EDUCATION

Ph.D., Marketing, Anderson School of Management, University California, Los Angeles, 2010

B.A., *Magna Cum Laude*, Psychology, Economics with honors, Brown University, 2000

RESEARCH INTERESTS

Aesthetics and visual presentation in consumer choice

Prosocial consumer behavior

RESEARCH

Publications – Articles

1. Buechel, Eva and Claudia Townsend (2018), "Buying Beauty for the Long Run: (Mis)predicting Liking of Product Aesthetics," *Journal of Consumer Research*, August.
2. Fajardo, Tatiana M., Claudia Townsend, and Willy Bolander (2018), "Toward an Optimal Donation Solicitation: Evidence from the Field of the Differential Influence of Donor-Related and Organization-Related Information on Donation Choice and Amount," *Journal of Marketing*, 82 (2), 142-52.
3. Townsend, Claudia (2017), "The Price of Beauty: The Differential Effects of Design With and Without Cost Implications on Donor Solicitations" *Journal of Consumer Research*, 44(1), 794-815.
4. Sevilla, Julio and Claudia Townsend (2016), "The Space-to-Product Ratio Effect: How Interstitial Space Influences Aesthetic Appeal, Store Perceptions and Product Preference" *Journal of Marketing Research*, 53 (October), 665-681.
5. Fajardo, Tatiana and Claudia Townsend (2016), "Where you say it matters: Why packages are a more believable source of product claims than advertisements" *Journal of Consumer Psychology*, 26 (3), 426-34.
6. Roggeveen, Anne L., Dhruv Grewal, Claudia Townsend, and R. Krishnan (2015), "The Impact of Dynamic Presentation Format on Consumer Preferences for Hedonic Products and Services," *Journal of Marketing*, November, 79(6), 34-49.

7. van Tilburg, Miriam, Theo Lievan, Andreas Hermann, and Claudia Townsend (2015), "Beyond 'Pink it and Shrink it': The Influence of Product Gender through Aesthetics on Product Value", *Psychology and Marketing*, 32 (4), 422-437.
8. Shu, Suzanne B. and Claudia Townsend (2014), "Using Aesthetics and Self-affirmation to Encourage Openness to Risky (and Safe) Choices," *Journal of Experimental Psychology: Applied*, 20 (March), 22-39.
9. Townsend, Claudia and Barbara E. Kahn (2014), "The Visual Preference Heuristic": The Influence of Visual Versus Verbal Depiction on Assortment Processing, Perceived Variety, and Choice Overload," *Journal of Consumer Research*, 40(5), 993-1015.
10. Khushaba, Rami, Chelsea Wise, Sarath Kodagoda, Jordan Louviere, Barbara E. Kahn, and Claudia Townsend (2013), "Consumer Neuroscience: Assessing the Brain Response to Marketing Stimuli Using Electroencephalogram (EEG) and Eye Tracking," *Transactions on Systems, Man, and Cybernetics--Part C: Applications and Reviews*, 40(9), 3803-3812.
11. Townsend, Claudia and Wendy Liu (2012), "Is Planning Good for You? The Differential Impact of Planning on Self Regulation," *Journal of Consumer Research*, 39(4), 688-703.
12. Townsend, Claudia and Sanjay Sood (2012), "Self-Affirmation Through the Choice of Highly Aesthetic Products," *Journal of Consumer Research*, 39(2), 415-428.
 - Reprinted (2013) *Journal of Consumer Research*, Volume 40 June Supplement: Research Curations 2012
 - Summary version published as Townsend, Claudia "Choosing Beauty and Feeling Good: How Attractive Product Design Increases Self-Affirmation" in *GfK Marketing Intelligence Review*, November, 7(2), 22-26.
13. Townsend, Claudia and Suzanne B. Shu (2010), "When and how aesthetics influences financial decisions," *Journal of Consumer Psychology*, 20(4), 452-458.

Publications – Book Chapters

1. Townsend, Claudia, Ulrike Kaiser, and Martin Schreier (2015) "User Design through Self-Customization" in *Cambridge Handbook of Consumer Psychology*, ed. Michael Norton, Derek Rucker, and Cait Lamberton, Cambridge University Press, Cambridge, MA.
2. Townsend Claudia and Sanjay Sood (2015) "The Inherent Primacy of Aesthetics versus Other Product Attributes" in *The Psychology of Design: Creating Consumer Appeal*, ed. Rajeev Batra, Coleen Seifert, and Diann Brei, Routledge, Boca Raton, FL.
3. Kahn, Barbara E., Evan Weingarten, and Claudia Townsend (2013) "Assortment Variety: Too Much of a Good Thing?" in *Review of Marketing Research*, ed. Naresh K. Malhotra, 10, Bingley, U.K, 1-23.

Publications – Other

1. Gallo, Iñigo and Claudia Townsend (2017), “Selling Experiences to Connect With Consumers: Experiential Advertising” *IESE Insight*, 32, First Quarter, 23 – 30.

Manuscripts under Review and Select Research in Progress

1. Morgan, Carter, Tatiana Fajardo, and Claudia Townsend, “Show it or Say it: The Relative Benefits of Image versus Text Logos across Stages of the Consumer-Brand Relationship” revising for second round review at *Journal of Marketing*
2. Morgan, Carter and Claudia Townsend, “The Default Override Effect: How Choice Architecture Influences Consumer Self-Perceptions and Behavior,” five studies complete
3. Townsend, Claudia, Samuel Carter Morgan, and David Neal, “Click to share if you dare: The impact of the mere presence of social media icons on product evaluation,” under second round review at the *Journal of Business Research*
4. Gallo, Iñigo, Claudia Townsend, and Inés Alegre, “Experiential Product Framing and Its Influence on the Creation of Consumer Reviews,” under second round review at the *Journal of Business Research*
5. Hwang, Minha and Claudia Townsend, “The Influence of Store Brand Naming Architecture on Choice”
6. Cesareo, Ludovica and Claudia Townsend, “Ugly Luxury”
7. Poor, Morgan and Claudia Townsend “Photoshop and Product Trust”

SELECT CONFERENCE PUBLICATIONS & PRESENTATIONS

Buechel, Eva and Claudia Townsend (2018), “(Mis)predicting Liking of Product Aesthetics: How Stimulus Intensity Influences Sensory Liking in Prospect and Experience,” *AMA Winter Academic Conference*, New Orleans, LA.

Buechel, Eva and Claudia Townsend (2018), “(Mis)predicting Liking of Product Aesthetics: How Stimulus Intensity Influences Sensory Liking in Prospect and Experience,” *Society for Judgment and Decision-Making, Annual Conference, Society for Consumer Psychology*, Annual Conference, Dallas, TX.

Morgan, Carter, Tatiana Fajardo, and Claudia Townsend (2017), “Say It or Show It: Logo Aesthetics and Consumer-Brand Relationship Development,” *Association for Consumer Research*, Annual Conference, San Diego, CA.

Townsend, Claudia (2017), “The Price of Beauty: The Differential Effects of Design With and Without Cost Implications on Donor Solicitations” *Society for Consumer Psychology*, Annual Conference, San Francisco, CA.

Buechel, Eva and Claudia Townsend (2016), “Buying Beauty for the Long Run: (Mis)predicting

Liking of Product Aesthetics," *Society for Judgment and Decision-Making, Annual Conference*, Boston, MA.

Sevilla, Julio and Claudia Townsend (2016), "The Space-to-Product Ratio Effect: How Interstitial Space Influences Aesthetic Appeal, Store Perceptions and Product Preference," *Society for Consumer Psychology*, Annual Conference, St. Petersburg, FL.

Townsend, Claudia and David T. Neal (2015), "Click to share if you dare: The impact of the mere presence of social media icons on product evaluation," *Association for Consumer Research*, Annual Conference, New Orleans, LA.

Ward, Morgan, Claudia Townsend, and Luke Nowlan (2015), "Don't Go Broke, Go Back in Time: Vintage, an Alternative Status Symbol," *Association for Consumer Research*, Annual Conference, New Orleans, LA.

Buechel, Eva, Claudia Townsend, and Jane Park (2015), "Aesthetic Forecasting: Buying Beauty for the Long Run," *Association for Consumer Research*, Annual Conference, New Orleans, LA.

Townsend, Claudia and Sanjay Sood (2014), "The Impact of Product Aesthetics on Choice: A Dual Process Explanation" presented at the *Association for Consumer Psychology, Psychology of Design Conference*, Ann Arbor, Michigan.

Inigo Gallo and Claudia Townsend (2013), "The Effects of Framing Products as Experiences on the Creation and Use of Consumer Reviews," *Association for Consumer Research*, Annual Conference, Chicago, IL.

Sevilla, Julio and Claudia Townsend (2013), "The Product-to-Space Ratio Effect: Space Influences Perceptions of Scarcity and Product Preference," *Association for Consumer Research*, Annual Conference, Chicago, IL.

Fajardo, Tatiana and Claudia Townsend (2013), "Splitting the Decision: Increasing Donations by Recognizing the Differential Impact of Self and Non-Self Related Factors," *Society for Consumer Psychology*, Annual Conference, San Antonio, TX.

Inigo Gallo and Claudia Townsend (2013), "The Effects of Framing Products as Experiences on the Creation and Use of Consumer Reviews," *Society for Consumer Psychology*, Annual Conference, San Antonio, TX

Fajardo, Tatiana and Claudia Townsend (2012), "Splitting the Decision: Increasing Donations by Recognizing the Differential Impact of Internal and External Considerations," *Society for Judgment and Decision Making*, Annual Conference, Minneapolis, MI.

Townsend, Claudia, Tatiana Fajardo, and Juliano Laran (2012), "Where You Say It Matters: Differences in Message Believability in Packages and Advertisements," *Association for Consumer Research* Annual North American Conference, Vancouver, BC.

Townsend, Claudia and Barbara Kahn (2012), "The 'Visual Preference Heuristic' and the

Influence of Visual versus Verbal Depiction on Perceived Assortment Variety," *Association for Consumer Research Annual North American Conference*, Vancouver, BC.

Fajardo, Tatiana and Claudia Townsend (2012), "Splitting the Decision: Increasing Donations by Recognizing the Differential Impact of Internal and External Considerations," *Association for Consumer Research Annual North American Conference*, Vancouver, BC.

Kahn, Barbara, Jordan Louviere, Claudia Townsend, Chelsea Wise (2012) "Insights into Decisions from Neuroscience and Choice Experiments: The Effect of Eye Movements on Choice," *Association for Consumer Research Annual North American Conference*, Vancouver, BC.

Claudia Townsend (2012), "For Charities Not All Aesthetics Are Created Equal: The Differential Effects of Aesthetics With and Without Cost Implications on Response to Donation Solicitations," *Association for Consumer Research Annual North American Conference*, Vancouver, BC.

Townsend, Claudia, Juliano Laran, and Tatiana Fajardo (2012), "Where you say it matters: Distance between Product Claims and Products Influence Claim Believability," *American Psychological Association Annual Convention*, Orlando, FL.

Townsend, Claudia and Barbara Kahn (2012), "Too Much of a Good Thing? Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose," *Behavioral Decision Research in Management (BDRM) Conference*, Boulder, CO.

Shu, Suzanne and Claudia Townsend (2012), "The Effects of Self Affirmation and Aesthetics on Consumer Risk Taking," *Behavioral Decision Research in Management (BDRM) Conference*, Boulder, CO.

Townsend, Claudia and Barbara Kahn (2012), "Too Much of a Good Thing? Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose," *Society for Consumer Psychology, Annual Conference*, Las Vegas, NV.

Townsend, Claudia and Barbara Kahn (2011), "Too Much of a Good Thing? Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose," *Society for Judgment and Decision Making, Annual Conference*, Seattle, WA.

Townsend, Claudia, Sanjay Sood, and Dan Ariely (2011), "I know enough to buy the fake": Intelligence, knowledge and the valuation of luxury brands," *Association for Consumer Research Annual North American Conference*, St. Louis, MO.

Townsend, Claudia and Wendy Liu (2010), "The Art of Planning: The Differential Impact of Planning on Behavior," *Society for Judgment and Decision Making, Annual Conference*, St. Louis, MO.

Townsend, Claudia, Dan Ariely, and Sanjay Sood (2010), "The Intelligence of Judging Products Based on Looks," *Society for Consumer Psychology Annual Conference*, St Petersburg, FL.

Townsend, Claudia and Sanjay Sood (2010), "On the Impact of Product Aesthetics on Choice: A Dual Processing Perspective," *Society for Consumer Psychology*, Annual Conference, St Petersburg, FL.

Townsend, Claudia and Suzanne Shu (2010), "Aesthetics as Impetus to Riskier Decision-Making," *Association for Consumer Research* Annual North American Conference, Jacksonville, FL.

Townsend, Claudia and Wendy Liu (2010), "Is making plans good for you? The Differential Impact of Planning on Behavior," *Association for Consumer Research* Annual North American Conference, Jacksonville, FL. (Session Chair).

Townsend, Claudia and Suzanne Shu (2009), "The Power of Aesthetic Design in Consumer Financial Decisions," *Association for Consumer Research* Annual North American Conference, Pittsburgh, PA.

Townsend, Claudia, Dan Ariely, and Sanjay Sood (2009), "The Intelligence of Judging Products Based on Looks," *Association for Consumer Research* Annual North American Conference, Pittsburgh, PA. (Session Chair).

Townsend, Claudia and Sanjay Sood (2009), "Self-Affirmation Through the Choice of High Design," *Society for Consumer Psychology* Annual Conference, San Diego, CA. (Session Chair).

Townsend, Claudia and Sanjay Sood (2009), "Self-Affirmation Through the Choice of High Design," *Association for Consumer Research* Biannual Asia Pacific Conference, Hyderabad, India.

GRANTS & AWARDS

Emerging Scholar Award, University of Miami School of Business Administration, 2017

MSI (Marketing Science Institute) Young Scholar, 2016

Grand recipient, University of Miami Provost Research Award 2012, 2014, 2015, 2016, 2017 (\$17,000 each year except \$6,500 in 2016)

Excellence in Teaching University of Miami School of Business Administration, Tenure-Track 2013

Apple Polishing Award, Nominee for Outstanding school-wide Faculty Member 2013

UCLA Graduate Division Dissertation Year Fellowship 2009-2010

Fellow, AMA-Sheth Doctoral Consortium 2009

Grant Recipient, UCLA Center for International Business Education and Research 2008

TEACHING

Principles of Marketing (undergraduate), Spring 2011- 2018

Foundations of Marketing Management (MBA Working Professionals), Spring 2014, 2017

Guest lecturer – New Product Development (MBA), 2010- 2012

Interests: Marketing Core, Marketing Research, Consumer Behavior, Branding, Advertising

Dissertation Chair

Carter Morgan University of Miami, May 2019 (expected)

Dissertation Committees

Iñigo Gallo UCLA Anderson School of Management, May 2013

Eva Buechel University of Miami, May 2014

Anthony Salerno University of Miami, May 2014

Tatiana Fajardo University of Miami, May 2015

Noah VanBergen University of Miami, May 2017

Luke Nowlan University of Miami, May 2019 (expected)

INVITED TALKS

University of Houston (2019)

Wharton, University of Pennsylvania Marketing Camp (2018)

Ohio State, 2017 Fisher Invitational Workshop on New Product Development (2017)

University of San Diego (2017)

Southern Methodist University (2015)

University of Pittsburgh (2015)

University of South Carolina (2015)

University of Maryland (2014)

IESE Business School, Barcelona Spain (2013)

McGill University (2012)

Northwestern University (Kellogg) (2012)

Georgetown University (2011)

University of Miami (2009)

University of California, San Diego (2009)

University of Southern California (2009)

Arizona State University (2009)

Dartmouth College (2009)

Fordham University (2009)

PROFESSIONAL EXPERIENCE

Senior Project Manager, Analytics Manager, BuzzBack Market Research, NY, NY 2002-2005

Associate Analyst, National Economic Research Associates (NERA), NY, NY 2000-2002

PROFESSIONAL AND COMMUNITY SERVICE

Service to the Community

Editorial Review Board Member

Journal of Marketing Research 2018-present

Journal of Marketing 2018-present

Journal of Consumer Research 2014-present

Journal of Business Research 2016-2018

Special Issue Co-Editor

Journal of the Association for Consumer Research Volume 4, Issue 4, "Everyday Consumer Aesthetics: Transformative Directions for Aesthetics in Everyday Life"

Ad-Hoc Reviewer for Journals

Journal of Consumer Research, 2011-2014
Journal of Marketing Research, 2012-present
Journal of Marketing, 2015-2018
Journal of Consumer Psychology, 2009-present
European Journal of Marketing, 2014-present
International Journal of Research in Marketing, 2016
Journal of Consumer Behaviour, 2015-present
Journal of Experimental Psychology: Applied, 2015-2016
Journal of Marketing Management, 2015
Journal of Public Policy and Marketing 2016-present
Design Studies 2012
SAGE Open – Ad Hoc Article Editor 2014
The Technology Foundation STW (Dutch), Ad Hoc Article Editor 2015

Ad-Hoc Reviewer for Conferences and Competitions

Association for Consumer Research Conference, 2009-present
Society for Consumer Psychology Conference, 2010- present
European Marketing Academy Conference, 2015
MSI Dissertation Competition, 2014, 2017
AMA Summer Educators' Conference Consumer Behavior Track 2011, 2013-15
Hong Kong Research Grants Council 2012
Academy of Marketing Science Conference, 2009, 2010, 2014-15

Conferences

Co-Chair

Aesthetics of Community Transformation Pop-Up Conference, Miami 2018

Committee Membership

Association for Consumer Research
 Doctoral consortium presenter, 2015
 Roundtable on everyday aesthetics panelist, 2017
Society for Consumer Psychology
 Pre-conference co-chair, 2018
 Doctoral consortium presenter, 2014, 2017
 Round table on self-identity and consumer behavior panelist 2014
 Local arrangements conference chair 2014
 Ad-Hoc Finance Committee member 2013-2014
 Conference program committee member 2011
AMA Educators' Conference Consumer Behavior Track, Co-Chair Winter 2014

Invited speaker

Geek Girls of South Florida, topic: Market Research for Start-Ups 2012
Jewish Women's Foundation of Broward County, topic: Social Media for Business 2013
IVY Social University, topic: Changing Behavior with Social Science 2016, 2017
University of Miami Women's Guild: Aesthetics in New Product Development 2017

Service to the School

Miami Business School Steering Committee 2018
Miami Business School Arts Initiative Committee 2018
Undergraduate Business Education Committee Member 2016-present
Research Council, member 2013-present

Service to the Department

New York City marketing trip, organized recruitment, applications, and trip 2010-13, 2017-18

Course coordinator, Principles of Marketing (MKT 201/301)

Speaker series and marketing camp coordinator 2016-17

PROFESSIONAL AFFILIATIONS

American Marketing Association

American Psychological Association

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making