

Jennifer L. Stoner

Carlson School of Management
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EDUCATION

- University of Minnesota, Carlson School of Management, Minneapolis, MN**
Ph.D., Marketing-Consumer Behavior Expected May 2016
- Wake Forest University, Schools of Business, Winston-Salem, NC**
Master of Business Administration, Concentration in Marketing May 2011
- University of Notre Dame, Mendoza College of Business, Notre Dame, IN**
Bachelor of Business Administration, Major in Marketing May 2003

PROFESSIONAL EXPERIENCE

- Marketing Strategy Intern** AirTran Airways, Atlanta, GA June 2010-August 2011
- Membership Specialist** Girl Scouts in the Heart of PA, Harrisburg, PA April 2006-July 2009
- Group Sales/Front End Mgr.** College Football Hall of Fame, South Bend, IN May 2003-March 2006

RESEARCH INTERESTS

Brand Personality, Brand Relationships, Power and Social Hierarchy

RESEARCH PUBLICATIONS

- Torelli, Carlos J., Lisa Leslie, **Jennifer L. Stoner**, & Raquel Puente (2014), "Cultural Determinants of Status: Implications for Workplace Evaluations and Behaviors," *Organizational Behavior and Human Decision Processes*.

RESEARCH UNDER REVIEW AND REVISION

- Wang, Yajin, **Jennifer L. Stoner**, & Deborah Roedder John, "You're Not Fooling Anyone: How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products." Invited for revision at *Journal of Marketing Research*.

RESEARCH IN PROGRESS

- **Stoner, Jennifer L.**, Carlos J. Torelli, & Alokparna Basu Monga, "The Asymmetric Effect of Portfolio- and Image-Based Abstractness for Building and Protecting Brand Equity." Preparing for submission at *Journal of Marketing Research*.
- **Stoner, Jennifer L.** & Barbara Loken, "The Name Game: How Naming of Inanimate Objects Promotes Anthropomorphism." Preparing for submission at *Journal of Consumer Psychology*.
- Torelli, Carlos J., Rohini Ahluwalia, Shirley Y.Y. Cheng, & **Jennifer L. Stoner**, "The Immigrant Separation Mindset and Brand Preferences: The Role of Recategorization and Intergroup Rivalry." Preparing for submission at *Journal of Consumer Research*.

- **Stoner, Jennifer L.** & Carlos J. Torelli, “Too Nice to be Dominant: How Warm Brand Images Impact Perceptions of Market Dominance.” Preparing for submission at *Journal of Consumer Research* – Dissertation Essays 1 and 2
- **Stoner, Jennifer L.** & Carlos J. Torelli, “When Bigger Isn’t Better: How Perceptions of Market Dominance Impact Brand Perceptions.” Preparing for submission at *Journal of Marketing* – Dissertation Essay 3
- **Stoner, Jennifer L.** & Carlos J. Torelli, “Knowledge is Power: The Impact of Control of Information on Brand Attitudes.” 3 studies complete

INVITED BOOK CHAPTERS

- Torelli, Carlos J., & **Jennifer L. Stoner** (2015), “Managing Cultural Equity: A Theoretical Framework for Building Iconic Brands in Globalized Markets,” in Deborah J. Macinnis and C. Whan Park (eds.), *Review of Marketing Research: Brand Meaning Management*.
- Loken, Barbara, & **Jennifer L. Stoner** (in press), “Consumer Psychology,” *Encyclopedia of Theory in Psychology*.

CONFERENCE PRESENTATIONS

- **Stoner, Jennifer L.** & Carlos J. Torelli, “Knowledge is Power: The Impact of Control of Information on Brand Attitudes,” Brands and Brand Relationships Accelerator, Boston, 2015.
- **Stoner, Jennifer L.**, Carlos J. Torelli, & Alokparna Basu Monga, “The Asymmetric Effect of Portfolio- and Image-Based Abstractness for Building and Protecting Brand Equity,” Winter American Marketing Association Conference, San Antonio, 2015, session chair and organizer.
- **Stoner, Jennifer L.**, & Carlos J. Torelli, “A Typology of Brand Power,” Winter American Marketing Association Conference, San Antonio, 2015, session chair and organizer.
- **Stoner, Jennifer L.**, Carlos J. Torelli, & Alokparna Basu Monga, “The Asymmetric Effect of Portfolio- and Image-Based Abstractness for Building and Protecting Brand Equity,” Association of Consumer Research, Baltimore, 2014, session co-chair.
- Yajin Wang, **Jennifer L. Stoner**, & Deborah Roedder John, “You’re Not Fooling Anyone: How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products,” Association of Consumer Research, Baltimore, 2014, session co-chair and organizer.
- **Carlos J. Torelli**, Rohini Ahluwalia, Jennifer L. Stoner and Shirley Y.Y. Cheng, “Superordinate Regional Identities and the Salience of Intergroup Rivalry: Effects of Spontaneous Recategorization on Brand Attitudes,” Association of Consumer Research, Baltimore, 2014.
- **Carlos J. Torelli**, Rohini Ahluwalia, Shirley Y.Y. Cheng, and Jennifer L. Stoner, “Superordinate Regional Identities and the Salience of Intergroup Rivalry: Effects of Spontaneous Recategorization on Brand Attitudes,” China India Insights Conference, Lijiang, China, 2014.
- **Stoner, Jennifer L.**, Carlos J. Torelli, & Alokparna Basu Monga, “The Asymmetric Effect of Portfolio- and Image-Based Abstractness for Building and Protecting Brand Equity,” Haring Symposium, Bloomington, IN, 2014.
- Jennifer L. Stoner, **Michael Covey**, & Barbara Loken, “Don’t Eat Me!: Loneliness, Anthropomorphism, and Consumption,” poster presentation, Society for Consumer Psychology, Miami, 2014.
- **Stoner, Jennifer L.** & Barbara Loken, “What’s In a Name?: Naming and Anthropomorphism,” poster presentation, Society for Consumer Psychology, San Antonio, 2013.

- Torelli, Carlos J., Lisa Leslie, **Jennifer L. Stoner**, & Raquel Puente, “Cultural Determinants of Social Hierarchies,” Society for Consumer Psychology International Conference, Florence, Italy, 2012.

TEACHING EXPERIENCE

Instructor, Principles of Mktg (Undergrad) Rating: 5.8/6 Recommend instructor to other students: 98%	University of Minnesota	Fall 2014
Instructor, Principles of Mktg (Undergrad) Rating: 5.5/6 Recommend instructor to other students: 93%	University of Minnesota	Spring 2014
TA, Buyer Behavior (Undergrad)	University of Minnesota	Spring 2015
TA, Brand Management (MBA)	University of Minnesota	Spring 2013
TA, Brand Management (Undergrad)	University of Minnesota	Fall 2012
TA, Macroeconomics (MBA)	Wake Forest University	Fall 2010

SERVICE TO UNIVERSITY AND PROFESSIONAL ORGANIZATIONS

- Trainee Reviewer, Journal of Consumer Research (2014-2015)
- Social Media Correspondent, Winter AMA (2015)
- Reviewer, Winter AMA (2014)
- Reviewer, Review of Marketing Research (2014)
- Judge, Marketing Summit Case Competition, Wake Forest University (2014)
- Manager, Research Subject Pool, University of Minnesota (2013-2014)
- Organizer, PhD “Brown Bag” Presentation Series, University of Minnesota (2013-2014)
- Reviewer, Society of Consumer Psychology Conference (2013)

AWARDS AND HONORS

- University of Minnesota, Carlson School Dissertation Fellowship, 2015
- University of Minnesota, AMA Sheth Doctoral Consortium Fellow, 2015
- University of Minnesota, PEO National Fellowship Regional Nominee, 2014
- University of Minnesota, Travel Fellowship, 2014
- University of Minnesota, Henrickson Summer Fellowship, 2014
- University of Minnesota, Excellence in Student Teaching Award, 2014
- University of Minnesota, McNamara Women’s Fellowship, 2014
- University of Minnesota, Haring Symposium Presenter, 2014
- University of Minnesota, Distinction of “High Pass” on written preliminary exam, 2013
- University of Minnesota, Haring Symposium Discussant, 2013
- University of Minnesota, Travel Fellowship, 2012
- Wake Forest University, Beta Gamma Sigma Honor Society, 2011
- Wake Forest University, Marketing Summit Co-Chair, 2010-2011
- Wake Forest University, Marketing Summit Executive Committee, 2009-2010
- Wake Forest University, Dean’s Scholar, 2009-2011
- Wake Forest University, Student Ambassador, 2009-2011
- University of Notre Dame, graduated cum laude, 2003

PROFESSIONAL AFFILIATIONS

- Society for Consumer Psychology
- Association for Consumer Research

- American Marketing Association

DOCTORAL COURSEWORK

Marketing

Consumer Attitudes and Persuasion 1	Barbara Loken
Consumer Attitudes and Persuasion 2	Vladas Griskevicius
Consumer Behavior Research Methods	Deborah Roedder John
Marketing Management and Strategy 1	Mark Bergen
Marketing Management and Strategy 2	Carlos Torelli
Consumer Behavior Special Topics	Kathleen Vohs
Quantitative Modeling 1	Om Narasimhan
Quantitative Modeling 2	Tony Cui
Inter-Org Relations	George John
Judgment and Decision Making 1	Rohini Ahluwalia
Judgment and Decision Making 2	Akshay Rao

Other Courses

Personality and Social Behavior	Mark Snyder
The Self	Mark Snyder
Psychological Measurement	Niels Waller
Statistical Analysis	Adam Rothman
Regression and the General Linear Model	Andrew Zieffler
Experimental Design	John Corbett