

Bryan M. Buechner

Williams College of Business, Xavier University
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PROFESSIONAL EXPERIENCE

- Assistant Professor (Tenure-Track), Marketing; August 2020 – Present
Williams College of Business, Xavier University

EDUCATION

- Doctor of Philosophy (Ph.D.), 2020, University of Cincinnati
 - Business Administration - Marketing | Focus Area: Consumer Psychology
 - University Graduate Scholarship, 2016-2020
 - Outstanding Doctoral Student Research Award, 2020
 - Graduate Student Excellence in Teaching Award, 2019
- Master of Science (M.S.) - Marketing, 2015, University of Cincinnati
 - MS-Marketing Student of the Year, 2015
 - MS-Marketing merit-based scholarship, 2014-2015
- Bachelor of Business Administration (B.B.A.), 2014, University of Cincinnati; *Cum Laude*
 - Major – Marketing | Minor – Psychology
 - Kolodzik Business Scholar, 2011-2014

RESEARCH

PEER-REVIEWED PUBLICATIONS

1. Buechner, Bryan M., Miranda K. Traylor, Rachel I. Feldman, Kaitlyn F. Overstreet, Benjamin D. Hill, and Joshua L. Keller, "Health status is not related to cognitive flexibility in young, healthy males and females" *Under peer-review for special issue at Perceptual and Motor Skills* (2022)
2. Buechner, Bryan M., Joshua J. Clarkson, Ashely S. Otto, and Garrett Ainsworth (2022), "Political Ideology and Cultural Consumption: The Role of Cognitive Flexibility in Shaping Liberal and Conservative Preferences for Global-Local Experiences." *Journal of the Association for Consumer Research*, 7 (3).
3. Buechner, Bryan M., Joshua J. Clarkson, Ashley S. Otto, Edward R. Hirt, and Cony Ho (2021). "Political ideology and executive functioning: The effect of conservatism and liberalism on cognitive flexibility and working memory performance." *Social Psychological and Personality Science*, 12 (2), 237-247.

INVITED CHAPTERS

- Adaval, Rashmi, Bryan M. Buechner, and Nathanael R. Martin, (2019). “Weaving Multiple Methodologies from Different Philosophical Approaches into a Single Consumption Story.” In F.R. Kardes, P.M. Herr, & N. Schwarz (Eds.), *Handbook of Research Methods in Consumer Psychology*. London: Routledge.

SELECT WORKS-IN PROGRESS

- Buechner, Bryan M., Ashley Stadler Blank, Brianna Escoe, and Isaac Blaney, “The effects of AI versus human predictions in sports gambling.”
- Gaffney, Donald R., Bryan M. Buechner, and Noah Van Bergen, “The Role of Free Will and Subjective Uncertainty on Consumer Behavior.”
- Huang, Der-Wei, Bryan M. Buechner, Adam Duhachek, and Joshua J. Clarkson, “Political Ideology and Perceptions of Brand Extensions.”
- Buechner, Bryan M., Joshua J. Clarkson, Alberto Barchetti, “Understanding Consumer Preferences for Self-Improvement Products.”
- Buechner, Bryan M., and Joshua J. Clarkson, “Political Ideology and Cognition: A Review and Future Perspectives.”
- Buechner, Bryan M., Joshua J. Clarkson, Ashely S. Otto, and Edward R. Hirt, “The Downside of Self-Control.”

GRANTS & AWARDS

- UC Graduate School Research Fellowship (2020). How Cognitive Differences in Political Ideology Shape Self-Improvement Preferences. *University of Cincinnati Office of Research*: \$1,200 award.
- Graduate Student Conference Presenter Award (2019-2020). University of Cincinnati Graduate Student Government: \$500 award.
- American Athletic Conference Research Grant (2017). The Mental Benefits of Physical Exertion: How Athletic Performance Enhances Academic Success. *American Athletic Conference*: \$6,000 grant. With Joshua Clarkson, Ashley Otto, and Edward Hirt.

REFEREED CONFERENCE PRESENTATIONS

1. Bryan M. Buechner, Ashely Stadler Blank, Brianna Escoe, and Isaac Blaney (2022). “Impact of AI Recommendations on Decision Making in Fantasy Sports.” Presentation at the annual meeting of the Midwestern Psychological Association.
2. Bryan M. Buechner, Ashely Stadler Blank, Brianna Escoe, and Isaac Blaney (2022). “The Impact of AI vs. Human Projections on Consumer Decision Making in Fantasy Sports.” Special Session Presentation (*Sport & Sponsorship-Linked Marketing Special Interest Group*) at the annual American Marketing Association Winter Academic Conference.
3. Bryan M. Buechner, Joshua J. Clarkson, Ashely S. Otto (2022). “Political Ideology and Cultural Consumption.” Presentation at the Society for Consumer Psychology Boutique Conference on Consumption Experience.
4. Bryan M. Buechner, Joshua J. Clarkson, Ashely S. Otto, and Garrett Ainsworth (2021). “The Cognitive Effects of Political Ideology on Cultural Consumption.” Presentation at the annual meeting of the Association for Consumer Research.

5. Gaffney, Donald R., Bryan M. Buechner, and Noah Van Bergen (2021). "Subjective Uncertainty and the Belief-Behavior Link for COVID-19 Countermeasure Compliance." Presentation at the annual American Psychological Society Convention.
6. Buechner, Bryan M., Joshua J. Clarkson, and Zakary L. Tormala (2021). "Cognitive and Affective (mis)matching Effects in Persuasion." Presentation at the annual meeting of the Midwestern Psychological Association.
7. Ainsworth, Garrett, Bryan M. Buechner, Joshua J. Clarkson, and Ashely S. Otto (2021). "Culture Comforts: The Cognitive Effects of Political Ideology on Motivated Cultural Learning" Presentation at the annual meeting of the Society for Consumer Psychology.
8. Buechner, Bryan M., Joshua J. Clarkson, Ashely S. Otto, Edward R. Hirt, and Cony M. Ho (2020). "May I have your attention please? The Impact of Political Ideology on Self-Control." Presentation at the annual meeting of the Association for Consumer Research.
9. Buechner, Bryan M., Joshua J. Clarkson, and Ashley S. Otto (2020). "I Just Can't Quit You: When Good Habits Undermine Self-Control." Presentation at the annual meeting of the Association for Consumer Research.
10. Huang, Der-Wei, Adam Duhachek, Bryan M. Buechner, and Joshua J. Clarkson (2020), "Political Ideology and Differential Experience of Change." Presentation at the China Marketing International Conference.
11. Buechner, Bryan M., Joshua J. Clarkson, Ashley S. Otto, Edward R. Hirt and Cony M. Ho (2020), "May I Have Your Attention Please? The impact of political ideology on tasks of stable versus varying attentional demands." Presentation at the annual meeting of the Society for Consumer Psychology.
12. Huang, Der-Wei, Bryan M. Buechner, Adam M. Duhachek, Joshua J. Clarkson (2020), "Political Ideology and Differential Experience of Change." Presentation at the annual meeting of the Society for Consumer Psychology.
13. Buechner, Bryan M., Joshua J. Clarkson, and Ashley Otto (2019), "The downside to self-control success." Poster presentation at the annual meeting of the Association for Consumer Research.
14. Buechner, Bryan M., Daniel M. Grossman, and Joshua J. Clarkson (2019), "OK Google, I'll take it from here: The influence of artificial intelligence on consumer information search." Poster presentation at the annual meeting of the Association for Consumer Research.
15. Buechner, Bryan M., Joshua J. Clarkson, Cony M. Ho, Ashley S. Otto, and Edward R. Hirt (2018), "The downside of self-control success: The role of mental sets in heightening conservatives' vulnerability to functional fixedness." Presentation at the CLIK Consumer Behavior Research Forum.
16. Clarkson, Joshua J., Bryan M. Buechner, Ashley S. Otto, and Edward R. Hirt (2018), "The mental benefits of physical exertion: How athletic performance enhances academic success." Presentation at the American Athletic Consortium.

TEACHING

TEACHING EXPERIENCE*Teaching Effectiveness Ratings – Xavier University*

COURSE	TERM	RATINGS
Principles of Marketing (<i>online</i>)	Summer 2022	
Retail Marketing (<i>two sections</i>)	Spring 2022	
Principles of Marketing	Spring 2022	
Retail Marketing (<i>two sections</i>)	Fall 2021	4.8 / 5 4.7 / 5
Principles of Marketing	Fall 2021	4.6 / 5
Retail Marketing (<i>two sections</i>)	Spring 2021	4.8 / 5 4.7 / 5
Principles of Marketing	Spring 2021	4.7 / 5
Principles of Marketing (<i>three sections</i>)	Fall 2020	4.8 / 5 4.7 / 5 4.7 / 5

Instructor Excellence Ratings – University of Cincinnati

COURSE	TERM	RATINGS
Consumer Behavior	Fall 2019	7.7 / 8
Sports Marketing	Fall 2019	7.9 / 8
Retailing Strategy	Summer 2019	7.8 / 8
Research Methods	Fall 2018	7.8 / 8
Sports Marketing	Summer 2018	7.9 / 8
Sports Marketing	Summer 2017	7.9 / 8

SERVICE

SERVICE TO XAVIER UNIVERSITY

- Corporate Recruiting for Marketing Advisory Board, 2021 - present
- MKTG300 Client Project, *co-coordinator / client liaison*, 2021-2022
- Williams College of Business Curriculum Committee, *member*, 2021 - present
- X-Day, *volunteer*, 2021
- New Student Orientation (Manresa), *Faculty Volunteer*, 2020
- Corporate Recruiting, “Marketing Meet the Firms” events at WCB, 2020-present

SCHOLARLY REVIEWING

- American Marketing Association; *reviewer for annual conference*
- Journal of the Association for Consumer Research; *ad-hoc reviewer*
- Journal of Applied Social Psychology; *reviewer*
- Journal of Consumer Psychology; *ad-hoc reviewer*
- Journal of Experimental Social Psychology; *ad-hoc reviewer*
- Quarterly Journal of Experimental Psychology; *reviewer*
- Society for Consumer Psychology; *reviewer for annual conference*
- Social and Personality Psychology Compass; *ad-hoc reviewer*

MENTORING

- Williams College of Business, Research Advising; *Faculty Advisor*, 2021 – Present
- Williams College of Business, Student Advising; *Faculty Advisor*, 2020 – Present
- Williams College of Business, Ad-hoc student support; *Faculty Advisor*, 2020 – Present
- Sigma Phi Epsilon Fraternity; *Career Coach*, 2020 – 2021
- Sigma Phi Epsilon Fraternity; *Faculty Advisor*, 2019 – 2022 | *Volunteer*, 2015 – Present

SCHOLARLY AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Association for Psychological Science
- Midwestern Psychological Association
- Society for Consumer Psychology

OTHER RELEVANT EXPERIENCE

PREVIOUS UNIVERSITY SERVICE

- Lindner Marketing Department Fragrance Panel Laboratory; *Facilitator*, 2014-2020
- Consumer Behavior Research Camp, University of Cincinnati; *Volunteer*, 2015-2020
- Lindner College of Business, Decanal Search Committee; *Member*, 2018-2019
- UC Graduate School, Graduate Student Grievance Appeal Committee; *Member*, 2019
- Lindner College of Business, Academic Misconduct Hearing Panel; *Member*, 2018
- Lindner Graduate Students Association; *President*, 2017-2019 | *Treasurer*, 2016-2017
- Lindner Marketing Advisory Board; *Board Member*, 2015-2017
- UC Center for Professional Selling; *Sales Lab Assistant*, 2015-2016
- University of Cincinnati Behavioral Lab; *Research Assistant*, 2014

PROFESSIONAL EXPERIENCE

- Keyholder / Part-Time Manager, HOMAGE, Cincinnati OH
- Marketing & Student Affairs, University of Cincinnati Foundation
- Gameday Promotions Team, University of Cincinnati Athletic Department

CONSULTING

- MadTree Brewing Company; Cincinnati, OH
- Fleat, Intelligent Mobile Retail; Orlando, FL
- Council of Better Business Bureaus; Washington, D.C.