

# Katherine (Kate) E. Loveland

lovelandk@xavier.edu

## EMPLOYMENT

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Xavier University, Cincinnati OH

*Chair of the Marketing Department*, June 2021 to Present

*Associate Professor of Marketing*, March 2020 to Present

*Assistant Professor of Marketing*, August 2014 to March 2020

HEC Montréal, Montréal Québec

*Assistant Professor of Marketing*, May 2011 to May 2014

## EDUCATION

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*Ph.D., Marketing, May 2011*

W.P. Carey School of Business, Arizona State University

Advisor: Naomi Mandel

*M.P.A., Department of Political Science, December 2003*

University of Tennessee, Knoxville, TN

*B.A., Double Major: English and French, May 2000*

Lewis and Clark College, Portland, OR

## PUBLICATIONS

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Stadler-Blank, Ashley, **Katherine E. Loveland**, Andong Cheng, Scott Beck, Austin Rundus (2023), "Responding to COVID-19: The impact of corporate social responsibility on consumer behavior" *International Journal of Consumer Studies*.  
<https://doi.org/10.1111/ijcs.12982>

Stadler-Blank, Ashley, **Katherine E. Loveland**, David M. Houghton (2021), "Game changing innovation or bad beat? How sports betting can reduce fan engagement" *Journal of Business Research*, 134, 365-374. <https://doi.org/10.1016/j.jbusres.2021.05.036>

Lowe, Michael L., **Katherine E Loveland**, and Aradhna Krishna (2019) "A Quiet Disquiet: Anxiety and Risk Avoidance due to Nonconscious Auditory Priming," *Journal of Consumer Research*, 46 (1), 159-179. <https://doi.org/10.1093/jcr/ucy068>

Lasaleta, Jannine D. & **Katherine E. Loveland** (2019), "What's New Is Old Again: Nostalgia and Retro-Styling in Response to Authenticity Threats," *Journal of the Association of Consumer Research*, 4(2), 172-184, <https://www.journals.uchicago.edu/doi/10.1086/702473>

Thompson, Scott A., James M. Loveland, and **Katherine E. Loveland** (2019), “The Impact of Switching Costs and Brand Communities on New Product Adoption: Served-Market Tyranny or Friendship with Benefits,” *Journal of Product and Brand Management*, 28(2), 140-153, <https://doi.org/10.1108/JPBM-10-2017-1604>.

**Loveland, Katherine E.**, Naomi Mandel, and Utpal M. Dholakia (2017), “Shaping Homeowner Pricing Decisions,” *Keller Center Research Report*, 10(2), <http://www.baylor.edu/business/kellercenter/doc.php/285801.pdf>

Loveland, James M., John W. Lounsbury, **Katherine E. Loveland** and Danilo Dantas (2016), “A Portrait of the Artist as an Employee: The Impact of Personality on Career Satisfaction,” *International Journal of Arts Management*, 19(1), 4-13. **Lead article**

**Loveland, Katherine E.**, Naomi Mandel, and Utpal M. Dholakia (2014), “Effects of Ownership Duration, Purchase Price and Emotional Attachment on the Valuation of Personal Possessions,” *Customer Needs and Solutions*, 1(3), 224-240.

Mathras, Daniele, **Katherine E. Loveland** and Naomi Mandel (2013), “Media Image Effects on the Self,” in *The Routledge Companion to Identity and Consumption*, eds. Ayalla A. Ruvinio and Russell W. Belk, Routledge New York, NY.

**Loveland, Katherine E.**, Dirk Smeesters and Naomi Mandel (2010), “Still Preoccupied with 1995: The Need to Belong and Preference for Nostalgic Products,” *Journal of Consumer Research*, 37 (October), 393-408.

Amyx, Douglas A., Shahid Bhuian, Dheeraj Sharma, and **Katherine E. Loveland** (2008), “Corporate Ethical Values: SCEV II Scale Development and Assessment of Antecedents and Outcomes from Salespeople’s Perspective,” *Journal of Personal Selling and Sales Management*, 28(4), 388-401.

#### **SELECTED WORKS IN PROGRESS**

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Mathras, Daniele and Katherine E. Loveland, “Motivating Consumers to Buy It Once to Buy it For Life,” 5 studies completed, targeted at *Journal of Consumer Psychology*

Loveland, Katherine E., & Jannine Lasaleta, “Nostalgic Activation to Mitigate Consumer Response to Brand Transgressions”, 3 studies completed, target at *Journal of Consumer Studies*

#### **SELECTED PRESENTATIONS AND CONFERENCE PROCEEDINGS**

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“Game Changing Innovation or Bad Beat? How Sports Betting Reduces Fan Engagement,” Ashley Stadler-Blank, Katherine E. Loveland, & David M. Houghton, *American Marketing Association Summer Marketing Educators’ Conference, August 2021*

“Buy Better, Buy Less: Future Self-Continuity and Construal Level Affect Investment in Sustainable Consumer Products,” Daniele Mathras, Rebecca Peng, & Katherine E. Loveland, *Association of Consumer Research Annual North American Conference*, Working Paper, Dallas, TX, **October 2018**

“Fevered Pitch: Anxiety and Risk Avoidance in Response to Low-Pitch Ambient Sounds,” Michael L. Lowe, Katherine E. Loveland, Aradhna Krishna, *Association of Consumer Research Annual North American Conference*, San Diego, CA, **October 2017**

“‘We Don’t Think You’re Important’: Exploring the Effects of Loyalty Programs on Those Excluded from Benefits,” *Association for Consumer Research Annual North American Conference*, Baltimore, MD, **October 2014**

“Pitch, Risk and Risk Aversion,” *Association for Consumer Research Annual North American Conference*, Baltimore, MD, **October 2014**

“Do Restrained Eaters Identify as Dieters? Exploring the Role of Self-Concept in the Consumption of Restrained Eaters,” *Association for Consumer Research Annual North American Conference*, Chicago, IL, **October 2013**

“Contrasting Effect of Self-Concept Priming and Self-Awareness on the Food Consumption of Restrained Eaters,” *American Marketing Association Winter Marketing Educators’ Conference*, Austin TX, **January 2011**.

“The Effects of Model Size and Self-Awareness on Health Message Compliance,” *Association for Consumer Research Annual North American Conference*, Jacksonville, FL, **October 2010**.

“You Have Great Taste! Examining Consumer Responses to Scripted Rapport in Service Settings,” Poster Presentation, *Society for Consumer Psychology*, St. Petersburg, FL, **March 2010**.

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#### INVITED PRESENTATIONS

“What’s New is Old Again: Retro-Styling and Authenticity Threats,” Katherine Loveland and Jannine Lasaleta, *University of Cincinnati*, **October 2018**

“Fevered Pitch: Anxiety and Risk Avoidance in Response to Low-Pitch Ambient Sounds,” Michael L. Lowe, Katherine E. Loveland, Aradhna Krishna, *Grenoble Ecole de Management*, **March 2018**

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#### AWARDS & RECOGNITION

Distinguished Merit Faculty Awardee (highest rating on all categories: teaching, research, and service) 2019

Distinguished Merit Faculty Awardee (highest rating on all categories: teaching, research, and service) 2020

D.J. O’Conor Fellowship 2022-2023

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## TEACHING INTERESTS

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Consumer Behavior, Marketing Research Methods, Marketing Strategy, Social Marketing, Marketing Management

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## MENTORING ACTIVITIES

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### Faculty Mentor

Faculty mentor to new hire Ashley Stadler-Blank

### Faculty Advisor

Xavier Minorities in Business club (helped student to found club then acted as faculty advisor Spring 2023 to present)

Xavier Women in Business club (Fall 2015 to Spring 2024)

### Coach:

Kenvue Brand Challenge in partnership with Xavier University  
Spring 2023, Coach & Event Organizer, team placed first

KAO Brand Challenge in partnership with Xavier University  
Spring 2015, team placed first  
Fall 2016, team placed first

International Graduates Case Competition, 2013 (team placed 3<sup>rd</sup>), 2014 (team placed 2<sup>nd</sup>)

### Thesis Chair:

Bou, Emmanuel, Katherine E. Loveland and Jean-Charles Chebat, “Extraordinary Experiences: Incongruity Between Customer Satisfaction and Loyalty,” Spring 2014

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## SERVICE ACTIVITIES

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### Service to the Field

Planning Committee Member, *Winter 2019, Winter 2020 Society for Consumer Research Conference*

Ad hoc Reviewer, *Journal of Consumer Research*

Ad hoc Reviewer, *Journal of Consumer Psychology*

Ad hoc Reviewer, *Psychology & Marketing*

Ad hoc Reviewer, *Marketing Letters*

Ad hoc Reviewer, *Journal of Service Research*

Ad hoc Reviewer, *Journal of Business Research*  
Ad hoc Reviewer, *European Journal of Marketing*  
Ad hoc Reviewer, *Customer Needs and Solutions*  
Ad hoc Reviewer, *Journal of Product and Brand Management*  
Ad hoc Reviewer, *International Journal of Consumer Studies*  
Ad hoc Reviewer, *Canadian Journal of Administrative Sciences*  
Ad hoc Reviewer, *Journal of Experimental Social Psychology*

#### Service to Xavier University

Member of University Faculty Committee (Fall 2023 to Present)

Member of the Advisory Board for the Center for Teaching Excellence (Fall 2018 to Spring 2022): The committee meets several times a semester to review applications for various CTE sponsored activities as well as provides feedback and guidance related to the CTE mission and programming.

In addition to my role as a member of the advisory board, I also served on the **hiring committee** which was charged with hiring the current Director of the CTE during the spring and summer of 2019.

Member of the Financial Aid and Scholarship Committee (Spring 2016 to Spring 2018): The committee meets several times a semester to review scholarship applications.

Member of the Library Committee (2015 -2018): The committee meets several times a semester and I have taken an active role in helping the committee figure out a solution for avoiding future budget cuts, including presenting to the Faculty Committee and spearheading efforts to collect data in support for continued library funding.

**Chaired** the Committee Fall 2017

#### Service to the Williams College of Business

Co-chair of the WCB Strategic and Societal Impact Planning Task Force (Fall 2023-present)

Chair of the AACSB reaccreditation team (Fall 2022-present)

Member of the Executive Committee (Fall 2021 to present)

Member Advisory Board for the Center for International Business (Fall 2021 to Winter 2023)

Faculty Advisor to Xavier Women in Business Club (Fall 2014 to Winter 2023)

Founding Faculty Advisor Xavier Minorities in Business Club (Spring 2023 to present)

Member of the WCB Curriculum Committee (Fall 2018 to Spring 2021)

Member of the WCB Assessment Committee (Fall 2016 to Fall 2021)

Member of the Development Ad Hoc Committee (August 2015 to Summer 2016)

Member of the Teaching Development Committee (Fall 2014 to Spring 2017)

#### Service to the Department of Marketing

Created and manage the online subject pool for the department of Marketing, Spring 2019-Summer 2021, Spring 2024

Member of the Hiring Committee, Summer-Fall 2015, Spring-Fall 2018, Summer-Fall 2019

Faculty Supervisor for the Marketing Internship Program, Summer 2015 to present

Department Representative at Freshman Orientation, X-Days, and various recruiting events

Community Engagement at Xavier University

Co-organized first ever Discernment Retreat with Abby King-Keiser. Focus of the retreat:

Women In Business Vocational Discernment Retreat. (Spring 2022)

Co-lead a Faculty Learning Community through the CTE with Jennifer McFarlane (English) on Feminist Pedagogy and Feminism in the Academy (January 2017-December 2017)

Completed the Mentee program through the Cintas Ethics Center in the Williams College of Business

Official mentor for new hire Susan Schertzer, starting Fall 2016

Official mentor for new hire Ashley Stadler Blank, starting Fall 2019

Co-lead an EMBA trip to South Africa, Fall 2015

Co-lead an MBA trip to London and Paris, Spring 2018

Co-lead an EMBA trip to Thailand, Fall 2023

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**TEACHER RATINGS: OVERALL TEACHING EFFECTIVENESS SCORES**

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**Consumer Behavior (Undergraduate):**

Fall 2022: 4.57/5

Summer 2022: 5/5

Spring 2022: 4.93/5

Fall 2021: 4.75/5

Spring 2021: 4.84/5

Fall 2020: 4.77/5

Spring 2020: 4.57/5

Fall 2019: 4.6/5

Summer 2019: 5/5

Spring 2019: 4.86/5 & 4.85/5

Fall 2018: 4.8/5

Summer 2018: 4.8/5

Fall 2017: 4.8/5

Summer 2017: 5/5

Spring 2017: 4.9/5

Fall 2016: 4.9/5

Spring 2016: 4.8/5

Spring 2015: 4.8/5

**Consumer Behavior (MBA):**

Summer 2023: 5/5

Summer 2021: 5/5

Summer 2020: 4.86/5

Spring 2020: 5/5

Summer 2019: 5/5

Summer 2018: 4.94/5

Summer 2017: 5/5

Spring 2017: 4.9/5

Spring 2016: 4.6/5

Summer 2015: 5/5

**Marketing Research Methods  
(Undergraduate):**

Fall 2022: 4.88/5

Fall 2021: 4.67/5

Spring 2021: 4.72/5 & 4.45/5

Fall 2020: 4.75/5 & 4.3/5

Spring 2020: 4.57/5 & 4.58/5

Fall 2019: 4.85/5 & 4.82/5

Spring 2019: 4.63/5 & 4.76/5

Fall 2018: 4.7/5 & 4.8/5

Fall 2017: 4.4/5 & 4.7/5

Spring 2017: 4.7/5

Fall 2016: 4.8/5 & 4.6/5

Fall 2015: 4.7/5 & 4.6/5

Fall 2014: 4.1/5 & 4.7/5

**Marketing Strategy (MBA):**

Summer 2014: 4.45/5

**Intro to Marketing (Undergraduate):**

Fall 2023: 4.6/5

Spring 2016: 4.6/5

Fall 2015: 4.5/5

Spring 2015: 4.6/5