

Bryan M. Buechner, Ph.D.

Williams College of Business, Xavier University
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PROFESSIONAL EXPERIENCE

- Assistant Professor (Tenure-Track), Marketing, 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
- Master of Science - Marketing (M.S.), 2015, University of Cincinnati
 - MS-Marketing Student of the Year, 2015
- Bachelor of Business Administration (B.B.A.), 2014, University of Cincinnati; *Cum Laude*
 - Major – Marketing | Minor – Psychology

TEACHING

COURSES TAUGHT

<i>Xavier University (2020-present)</i>	<i>University of Cincinnati (2016-2019)</i>
• Consumer Behavior • Principles of Marketing • Principles of Marketing (asynchronous online) • Retail Marketing • Retail Analytics Practicum	• Consumer Behavior • Sports Marketing • Research Methods • Retail Strategy

AWARDS AND RECOGNITIONS

- Teaching Excellence Award, *Williams College of Business*, 2025
- Invited presenter at Celebration of Teaching Excellence, *Center for Teaching Excellence, Xavier University*, 2023
- Undergraduate Professor of the Year, *Williams College of Business*, 2023
- CTE Faculty-In-Residence, *Xavier University*, 2022
- Graduate Student Excellence in Teaching Award, *University of Cincinnati*, 2019

RESEARCH

PEER-REVIEWED PUBLICATIONS

1. Gaffney, Donald R., Bryan M. Buechner, Emma Sittenauer, Y. David Wu, Catherine Touchton, Susan Powell Mantel, Steven Posavac, and Frank R. Kardes (2025). "When AI Speaks, Do We Listen? How Conversational Norms Shape Consumer Aversion and Preference for AI." *Under review at the Journal of Consumer Research*.
2. Buechner, Bryan M., Ashley Stadler Blank, Brianna R. Escoe, and Isaac Blaney (2025). "Expertise Matters: Why Consumers are Less Likely to Follow AI Recommendations in Sports Betting." *International Journal of Sports Marketing and Sponsorship*, Forthcoming.
3. Buechner, Bryan M., Miranda K. Traylor, Rachel I. Feldman, Kaitlyn F. Overstreet, Benjamin D. Hill, and Joshua L. Keller (2023). "Examining Relationships Between Cognitive Flexibility, Exercise Perceptions, and Cardiovascular Disease Risk Factors." *European Journal of Investigation in Health, Psychology and Education*, 13 (10), 2276-2289.
4. 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), 266-275.
5. 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

1. 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.

GRANTS & AWARDS

- D.J O'Connor Fellowship (2024-2027). Researching Today's Consumer for Tomorrow's World: Investigating the Influence of Political Ideology and Artificial Intelligence on Consumer Behavior. *Williams College of Business*: \$18,000 award.
- Jack and Mary Kay Downing Scholarship Program (2024-2025). The Downside of Self-Control. *Williams College of Business*: \$9,000 award.
- Faculty Development Research Sabbatical (2024). The Downside of Self-Control. *Xavier University Faculty Development Committee & Assoc. Provost of Academic Affairs*.
- Jack and Mary Kay Downing Scholarship Program (2022-2023). How Customers Make Sports Betting Decisions. *Williams College of Business*: \$9,000 award. With Ashley Stadler Blank.
- Outstanding Doctoral Student Research Award (2020). *Carl H. Lindner College of Business, University of Cincinnati*.
- 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. Buechner, Bryan M., Ashely Stadler Blank, and Brianna Escoe (2025). "Why Consumers Disregard AI Recommendations in Sports Betting." Presentation at the conference of the Midwestern Psychological Association.
2. Buechner, Bryan M. and Joshua J. Clarkson (2025). "Mere Belief in the Benefits of Open-Mindedness Promotes Adaptive Problem-Solving." Presentation at the conference of the Midwestern Psychological Association.
3. Cunningham, Will and Bryan M. Buechner (2025). "A New Perspective on Life History Strategies and Self-Control." Poster Presentation during the Psi Chi Program at the conference of the Midwestern Psychological Association.
4. Cunningham, Will and Bryan M. Buechner (2025). "A New Perspective on Life History Strategies and Self-Control." Poster Presentation during the Big East Undergraduate Research Symposium.
5. Gaffney, Donald R., Bryan M. Buechner, Susan Powell Mantel, Y. David Wu, Catherine Touchton, Emma Sittenauer, Steven Posavac, and Frank R. Kardes (2025). "Consumer AI Aversion and Expectations in Human-AI Communications." Presentation at the annual American Marketing Association Winter Academic Conference.
6. Y. David Wu, Catherine Touchton, Gaffney, Donald R., Bryan M. Buechner, Emma Sittenauer, Susan Powell Mantel, Steven Posavac, and Frank R. Kardes (2024). "A Gricean Explanation for AI Aversion." Presentation at the annual meeting of the Midwestern Psychological Association.
7. Blaney, Isaac and Bryan M. Buechner (2023). "Impact of AI Recommendations on Decision Making in Fantasy Sports." Poster presentation at the Big East Undergraduate Research Poster Symposium.
8. Barchetti, A., Joshua J. Clarkson, Yujin Lee, Bryan M. Buechner, B, and Ashley S. Otto (2023). "Experiencing Culture Shock: How Political Ideology Shapes Individuals' Cultural Immersion." Presentation at the annual conference of the Midwestern Psychological Association.
9. Blaney, Isaac, Bryan M. Buechner, Ashely Stadler Blank, and Brianna Escoe (2023). "Impact of AI Recommendations on Decision Making in Fantasy Sports." Poster presentation at the annual convention of the Society for Personality and Social Psychology.

10. Lee, Yujin, Alberto Barchetti, Joshua J. Clarkson, Bryan M. Buechner, and Ashely S. Otto (2022). "Experiencing Culture Shock: How Political Ideology Shapes Consumer Openness to Cultural Immersion." Poster Presentation at the annual meeting of the Association for Consumer Research.
11. Gaffney, Donald R., Bryan M. Buechner, and Noah Van Bergen (2022). "Ambiguity in Times of Uncertainty: Bridging Uncertainty Research Across Consumer Domains." Special Session presentation at the annual meeting of the Association for Consumer Research.
12. Blaney, Isaac, Bryan M. Buechner, Ashely Stadler Blank, and Brianna Escoe (2022). "Impact of AI Recommendations on Decision Making in Fantasy Sports." Presentation at the annual meeting of the Midwestern Psychological Association.
13. Buechner, Bryan M., 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.
14. Buechner, Bryan M., Joshua J. Clarkson, Ashely S. Otto (2022). "Political Ideology and Cultural Consumption." Presentation at the Society for Consumer Psychology Boutique Conference on Consumption Experience.
15. Buechner, Bryan M., Joshua J. Clarkson, Ashely S. Otto, and Garrett Ainsworth (2021). "The Cognitive Effects of Political Ideology on Cultural Consumption." Poster Presentation at the annual meeting of the Association for Consumer Research.
16. 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.
17. 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.
18. 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." Poster Presentation at the annual meeting of the Society for Consumer Psychology.
19. 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.
20. 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.
21. 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.

22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.

SERVICE

XAVIER UNIVERSITY COMMITTEES

- Campus Safety, *member*, 2025 - present
- Undergraduate Research and Creative Activity (URCA) Advisory Board, *member*, 2023 - present
- Williams College of Business Curriculum Committee, *member*, 2021 – present
- Williams College of Business Assessment Committee, *reviewer of artifacts*, 2023

SERVICE TO XAVIER UNIVERSITY

- Williams College of Business, Student Advising; *Faculty Advisor*, 2020 – Present
- Market Research Experience, *Director*, 2022 – present
- CTE Peer Mentor Program, *Peer Mentor*, 2022
- New Faculty Orientation (Manresa), *Faculty Volunteer*, 2022
- Celebration of Student Research and Creative Activity, *Session Moderator*, 2022
- Xavier University recruitment events (X-day, "eXperience Cincinnati"), *volunteer*, 2021-22
- MKTG300 Client Project, *project co-coordinator / client liaison*, 2021-2022

SERVICE TO STUDENTS (MENTORING)

- Muskies Golf Association (student club), *Faculty Advisor*, 2022 – 2024
- CTE Faculty Mentoring Program, *Peer Mentor*, 2022
- Xavier University New Student Orientation (Manresa), *Faculty Volunteer*, 2020, 2022
- Sigma Phi Epsilon Fraternity; *Alumni Board President*, 2024 – Present | *Chapter Counselor*, 2019 – 2023

SERVICE TO THE FIELD

- Casa de Paz, *Advisory Board Member*, 2024 – present
- *Peer reviewer for*: Acta Psychologica; Behavioral Sciences; Food Policy; International Review of Social Psychology; Journal of Applied Social Psychology; Journal of Experimental Social Psychology; Journal of Human Values; Personality and Social Psychology Bulletin; Political Psychology; Quarterly Journal of Experimental Psychology
- *Peer reviewer for annual conferences of*: American Marketing Association; Association for Consumer Research; Society for Consumer Psychology

SERVICE AWARDS AND RECOGNITIONS

- Volunteer of the Year, *Sigma Phi Epsilon – District 19*, 2023

MEDIA COVERAGE & INVITED PRESENTATIONS**MEDIA COVERAGE**

- ABC WCPO 9 (2025) - [First Wawa opens in Ohio: How deals stack up against competitors](#)
- WalletHub (2025) – [Expert Commentary on Best Car Insurance Companies](#)
- ABC WCPO 9 (2025) - [Could Publix steal Cincinnati market share from Kroger?](#)
- ABC WCPO 9 (2025) - [Could Publix steal Cincinnati market share from Kroger? Not without a fight](#)
- NPR's *Cincinnati Edition* (2024) - [What surge pricing, dynamic pricing and shrinkflation mean for your wallet](#)
- WalletHub (2024) – [Expert commentary on “Best Places to Celebrate Easter”](#)
- WalletHub (2023) – [Expert commentary on Costco's Visa Credit Card](#)
- Project X Factor (2021) - [What You Need to Know About Partisanship and the Brain](#)
- PsyPost (2020) - [New research suggests that conservatives and liberals show differences in executive functioning](#)

INVITED PRESENTATIONS

- Sigma Phi Epsilon, Carlson Leadership Academy (2024) – *Mentoring and Advising Undergraduates*
- Xavier University, Center for Teaching Excellence (2023) – [Celebration of Teaching](#)
- Xavier University, Teaching Development Committee (2023) – [Incorporating Jesuit Values in Pedagogy](#)
- Journal of the Association for Consumer Research (2022) – [Political Ideology and Consumption](#)

OTHER RELEVANT EXPERIENCE**PROFESSIONAL EXPERIENCE**

- Keyholder / Part-Time Manager, HOMAGE, Cincinnati OH
- Marketing & Public Relations, Santa Maria Community Services
- Marketing & Student Affairs, University of Cincinnati Foundation
- Gameday Promotions Team, University of Cincinnati Athletic Department

CONSULTING

- MadTree Brewing Company; Cincinnati, OH (ongoing)
- Fleat, Intelligent Mobile Retail; Orlando, FL (2019)
- Council of Better Business Bureaus; Washington, D.C. (2015)

SCHOLARLY AFFILIATIONS

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

OTHER UNIVERSITY SERVICE (UNIVERSITY OF CINCINNATI)

- 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