



ASHLEY STADLER BLANK

STADLER@XAVIER.EDU

513-745-3102

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EDUCATION

2011-2016

PENNSYLVANIA STATE UNIVERSITY

Ph.D. Business Administration, Marketing
Minor: Statistics

2007-2009

UNIVERSITY OF CENTRAL FLORIDA

Master Sport Business Management
Master Business Administration

2003-2007

XAVIER UNIVERSITY

B.S. Sport Management
Minor: Business

ACADEMIC EXPERIENCE

2019-PRESENT

XAVIER UNIVERSITY

Assistant Professor of Marketing

2016-2019

UNIVERSITY OF ST. THOMAS

Assistant Professor of Marketing

2015-2016

PENNSYLVANIA STATE UNIVERSITY

Instructor of Marketing

2010-2011

MOUNT ST. JOSEPH UNIVERSITY

Instructor of Sport Management

2009-2010

XAVIER UNIVERSITY

Temporary Faculty of Sports Studies



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RESEARCH INTERESTS

Consumer behavior
Consumer participation
Pricing
Prosocial behavior
Sport marketing
Sustainability

PEER REVIEWED PUBS

Achen, R. M., Stadler Blank, A., Sailors, J. J. I “like” it: The effects of social media platform and message on consumer engagement actions. *International Journal of Sport Communication*, forthcoming.

Alptekinoglu, A., Stadler Blank, A., Meloy, M. G., Guide, V. D. R., Jr. Can mass customization slow fast fashion down? The impact on time-to-disposal and willingness-to-pay. *Journal of Operations Management*, forthcoming.

Stoner, J. L., Felix, R., & Stadler Blank, A. (2023). Best practices for implementing experimental research methods. *International Journal of Consumer Studies*, 47(4), 1579-1595.

Kim, S., Stadler Blank, A., DeSarbo, W. S., & Vermunt, J. K. (2022). The spatial representation of consumer dispersion patterns via a new multi-level latent class methodology. *Journal of Classification*, 39, 218-239.

Stadler Blank, A., Loveland, K. E., & Houghton, D. M. (2021). Game changing innovation or bad beat? How sports betting can reduce fan engagement. *Journal of Business Research*, 134, 365-374.

Stadler Blank, A., & Bolton, L. E. (2019). Putting a price on user innovation: How consumer participation can decrease perceived price fairness. *Journal of the Association for Consumer Research*, 4(3), 256-268.



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PEER REVIEWED PUBS (CONT)

Alexander, D. L., & Stadler Blank, A. (2018). Besting the status quo: The effect of abstract versus concrete mindsets on emotional trade-off difficulty and avoidant coping behavior. *Marketing Letters*, 29(3), 351-362.

Kappe, E., Stadler Blank, A., & DeSarbo, W. S. (2018). A random coefficients mixture hidden Markov model for marketing research. *International Journal of Research in Marketing*, 35(3), 415-431.

Stadler Blank, A., Koenigstorfer, J., & Baumgartner, H. (2018). Sports team personality: It's not all about winning! *Sport Management Review*, 21(2), 114-132.

Stoner, J. L., Loken, B., & Stadler Blank, A. (2018). The name game: How naming products increases psychological ownership and subsequent consumer evaluations. *Journal of Consumer Psychology*, 28(1), 130-137.

DeSarbo, W. S., Chen, Q., & Stadler Blank, A. (2017). A parametric constrained segmentation methodology for application in sport marketing. *Customer Needs and Solutions*, 4(4), 37-55.

DeSarbo, W. S., Hwang, H., Stadler Blank, A., & Kappe, E. (2015). Constrained stochastic extended redundancy analysis. *Psychometrika*, 80(2), 516-534.

Kappe, E., Stadler Blank, A., & DeSarbo, W. S. (2014). A general multiple distributed lag framework for estimating the dynamic effects of promotions. *Management Science*, 60(6), 1489-1510.

Stadler Blank, A., Sweeney, K., & Fuller, R. D. (2014). Room for growth in professional sport: An examination of the factors affecting African-American attendance. *Sport Marketing Quarterly*, 23(4), 225-240.



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NON-PEER REVIEWED PUBS

DeSarbo, W. S., & Stadler Blank, A. (2020). Sports market segmentation crucial for results. *Sports Business Journal*, 23(24).

DeSarbo, W. S., Stadler Blank, A., & Kim, S. (2017). Sports diaspora: A national survey of NFL fan dispersion. *Sports Business Journal*, 20(26), 26.

DeSarbo, W. S., Stadler Blank, A., & McKeon, C. S. (2012). Proper mix of promotional offerings can produce for teams. *Sports Business Journal*, 15(5), 18.

PROF MEMBERSHIP

American Marketing Association (AMA)
Association for Consumer Research (ACR)
North American Society for Sport Management (NASSM)
Society of Consumer Psychology (SCP)
Sport Marketing Association (SMA)

TEACHING INTERESTS

Consumer behavior
Marketing research
Sport marketing

SELECTED GRANTS

International Association of Jesuit Universities: Inspirational Paradigm for Jesuit Business Education
Williams College of Business: Business Profession Program Grant
Williams College of Business: D.J. O'Connor Professorship
Williams College of Business: Downing Research Faculty
Williams College of Business: Intellectual Contributions Mini Grant
Williams College of Business: Teaching Support Mini Grant
Xavier University: Faculty Development Leave

(Additional information on teaching, research presentations, grants, service, professional activities, honors and awards, and professional development available upon request.)