

Daniel Carlos Brannon

Monfort College of Business
University of Northern Colorado

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EDUCATION

<i>PhD</i> , Marketing Arizona State University, W.P. Carey School of Business	May 2016
<i>MBA</i> (with focus in marketing) Arizona State University, W.P. Carey School of Business	May 2011
<i>BS</i> , Computer Science New Mexico State University	May 2004

ACADEMIC POSITIONS HELD

<i>Assistant Professor of Marketing</i> University of Northern Colorado, Monfort College of Business	August 2016 - Present
Undergraduate Programs Coordinator University of Northern Colorado, Monfort College of Business	August 2020 - Present

PUBLISHED ARTICLES

Miller, Chadwick J. and Daniel C. Brannon (2021), "Pursuing Premium: Comparing Pre-Owned versus New Vehicle Markets." *Journal of Product & Brand Management*.

Miller, Chadwick J., Adriana Samper, Naomi Mandel, Daniel C. Brannon, Jim Salas, and Martha Troncoza (2021), "Activity Apprehension in Experiential Purchases." *Journal of Services Marketing*.

Radon, Anita, Daniel C. Brannon, and James Reardon (2020), "Ketchup with your Fries? Utilizing Complementary Product Displays to Transfer Attention to a Focal Product." *Journal of Retailing and Consumer Services*, 28.

Manshad, Muhanad and Daniel C. Brannon (2020), "Haptic Payment: Exploring Vibration Feedback as a Means of Inducing 'Pain' in Mobile Payment." *Journal of Business Research*, 122, 88-96.

Brannon, Daniel C. and Muhanad Manshad (2019), “Bridging the Divide with a Chat Window: Why Consumers Prefer Using Live Chat Support on Foreign E-Commerce Sites.” *International Journal of Business and Emerging Markets*, 11 (4), 335-347.

Brannon, Daniel C., (2019), “Self-Verification Motives and Consumer Preference for Within-versus Across- Domain Compensation Strategies Following a Self-Threat.” *Journal of Marketing Management*, 35 (9-10), 940-964.

Brannon, Daniel C. and Chadwick J. Miller, (2019), “What’s My Age Again? The Influence of Subjective Age on Consumer Health-Related Attitudes.” *Health Marketing Quarterly*, 36 (3), 254-270.

Brannon, Daniel C. and Adriana Samper (2018), “Maybe I Just Got (Un)Lucky: One-on-One Conversations and the Malleability of Negative and Positive Consumer Judgments in the Face of a Contrasting Experience.” *Journal of Consumer Research*, 45 (4), 810-832.

Brannon, Daniel C. and Brandon Soltwisch (2017), “If It Has Lots of Bells and Whistles, It Must Be the Best: How Maximizers and Satisficers Evaluate Feature-Rich versus Feature-Poor Products.” *Marketing Letters*, 28 (4), 651-662.

Mandel, Naomi and Daniel C. Brannon (2017), “Sugar, Perceived Healthfulness, and Satiety: When Does a Sugary Preload Lead People to Eat More?” *Appetite*, 114 (1), 338-349.

Brannon, Daniel C. and Naomi Mandel (2017), “Putting on a Show or Showing My True Power? The Influence of Self-Verification Motives on Status-Related Consumption,” *Advances in Consumer Research*, 45, 540-544.

PAPERS IN THE REVIEW PROCESS

Miller, Chadwick J. and Daniel C. Brannon, “Advertising, Incentives, and the Upsell: The Effect of Customer- versus Retailer-Directed Price Incentives on Consumers’ Preference for Premium Products.” Requested 2nd revision at the *Journal of the Academy of Marketing Science* (2020).

Brannon, Daniel C., “Maybe the Ant Wants a Rolex: The Influence of Maximizing and Satisficing on Saving Decisions.” Requested revision at *Marketing Letters* (2019).

Manshad, Muhanad and Daniel C. Brannon, “Exploring Gender-Based Conversational-Interface Preferences in Modern Live Chat Systems.” Submitted to *AIS Transactions in Human-Computer Interaction*.

Brannon, Daniel C., “Self-Verification versus Self-Enhancement Motives: Drivers, Moderators, and Outcomes in a Consumer Context.” Targeted for *Journal of Consumer Psychology* (2020).

REFEREED CONFERENCE PRESENTATIONS (* denotes presenting author)

Manshad, Muhanad* and Daniel C. Brannon, "Haptic-Payment: Stimulating Pain of Payment through Vibration Feedback in Mobile Devices," *ACM Interactive Surfaces and Spaces*, Daejeon, South Korea, November 2019.

Soltwisch, Brandon*, Daniel C. Brannon, and Vish Iyer, "The Ethics of Maximizing or Satisficing: How Decision-Making Style Impacts Moral Judgement," *Western Decision Sciences Institute*, Kauai, HI, April 2018.

Brannon, Daniel C., "The Dark Side of Branded Service Encounters: Why Consumers are Less Likely to Dismiss Service Failures When Employees are Brand-Congruent (vs. Incongruent).," *Frontiers in Service Conference*, New York, NY, June 2017.

Brannon, Daniel C.* and Naomi Mandel, "Putting on a Show or Showing My True Power? Putting on a Show or Showing My True Power? The Influence of Self-Verification Motives on Status-Related Consumption," *Association for Consumer Research Conference*, San Diego, CA, October 2017.

Brannon, Daniel C.* and Brandon Soltwisch, "If It Has Lots of Bells and Whistles, It Must Be the Best: How Maximizers and Satisficers Evaluate Feature-Rich versus Feature-Poor Products," *Association for Consumer Research Conference*, San Diego, CA, October 2017.

Brannon, Daniel C. and Adriana Samper*, "Regaining Control by Ditching the Plastic: Why Abundance Increases Consumers' Aversion to Credit Cards under Conditions of Low Control," *Association for Consumer Research Conference*, Berlin, Germany, October 2016.

Brannon, Daniel C. and Naomi Mandel*, "Putting on a Show or Showing My True Self? Exploring Consumers' Desire to Signal Accurate versus Enhanced Identities," *Society for Consumer Psychology Boutique Conference*, Chicago, IL, July 2016.

Brannon, Daniel C.* and Adriana Samper, "Shifting Perceptions of Negative Experiences through Word-of-Mouth: Episodic Dismissal and the Asymmetric Effects of Valence on Consumer Evaluations," *Association for Consumer Research Conference*, New Orleans, LA, October 1-4, 2015, competitive paper.

Brannon, Daniel C.* and Adriana Samper, "Regaining Control by Ditching the Plastic: Why Abundance Increases Consumers' Aversion to Credit Cards under Conditions of Low Control", *Association for Consumer Research Conference*, New Orleans, LA, October 1-4, 2015, working paper session (selected for 1st annual ACR Data Blitz talk).

Brannon, Daniel C.* and Adriana Samper, "Navigating Uncommon Ground: Consumer Responses to Word-of-Mouth that Reveals Discrepant Service Attitudes," *Frontiers in Service Conference*, San Jose, CA, July 9-12, 2015.

Brannon, Daniel C.* and Naomi Mandel, "Putting on a Show or Showing My True Power? Social Distance Moderates Status Preferences among High and Low Power Consumers," *Society for Consumer Psychology Conference*, Phoenix, AZ, 2015 (served as symposium chair).

Brannon, Daniel C.* and Adriana Samper, “Shifting Perceptions of Negative Experiences through Word-of-Mouth: Episodic Dismissal and the Malleability of Negative Memories in the Face of Contrasting Opinions,” *Society for Consumer Psychology Conference*, Phoenix, AZ, 2015, working paper session.

Brannon, Daniel C.*, Chadwick Miller, and Adriana Samper, “What’s My Age Again? Subjective versus Physical Age Feedback Moderates Consumer Health Behavior,” *Association for Consumer Research Conference*, Baltimore, MD, 2014, working paper session.

Wang, Helen* and Daniel C. Brannon, “Improving Customer Live Chat Service Experiences Through Embodied Virtual Interactions,” *Frontiers in Services Conference*, Miami, FL, June 26-29, 2014.

TEACHING

University of Northern Colorado – Undergraduate

Consumer Behavior
Marketing Research
Foundations of Marketing
Services Marketing Strategy
Google Analytics and Web Traffic Acquisition

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

Marketing Research – Summer 2014
Applied Marketing Management and Leadership – Summer 2013
Competitive Marketing Strategy – Summer 2012

HONORS AND AWARDS

MCB Professor of the Year, University of Northern Colorado	2019
Marketing Professor of the Year, University of Northern Colorado	2019
MCB Scholar of the Year, University of Northern Colorado	2018
Marketing Professor of the Year, University of Northern Colorado	2017
Ken Coney Memorial Teaching Excellence Award	2015
AMA/Sheth Consortium Nominated Student	2015
Alfred Schmidt Memorial Scholarship, Arizona State University	2013, 2014
Louis Grossman Award, Arizona State University	2012, 2015

SERVICE

Curriculum Committee (Chair)
Student Affairs Committee
Technology Committee
Faculty Affairs Committee
McNair Scholar Mentor

PROFESSIONAL AFFILIATIONS

Society for Consumer Psychology
Association for Computing Machinery (ACM)

SELECTED INDUSTRY EXPERIENCE

LOCKHEED MARTIN CORP., INTEGRATED SYSTEMS AND SOLUTIONS

Buyer/Supplier Quality Assurance – Goodyear, AZ	2008 - 2011
Database Engineer – Santa Maria, CA	2005 - 2007

ELECTRONIC DATA SYSTEMS

Business Analyst – El Paso, TX	2005
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LANGUAGES SPOKEN

English
Spanish