

# DANIEL SHEEHAN

University of Kentucky, Gatton College of Business & Economics  
435R Gatton College of Business and Economics, Lexington, KY 40506-0034  
dan.sheehan@uky.edu

## EDUCATION

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Georgia Institute of Technology Atlanta, GA  
Doctor of Philosophy, Marketing, May 2015

Virginia Polytechnic Institute and State University Blacksburg, VA  
Bachelor of Science (cum laude), Marketing Management, May 2001

## ACADEMIC EXPERIENCE

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University of Kentucky, Gatton College of Business Lexington, UK  
Associate Professor (with tenure), June 2021 – present

University of Kentucky, Gatton College of Business Lexington, UK  
Assistant Professor of Marketing, July 2015 – June 2021

## RESEARCH INTERESTS

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Context Effects, Decision Making in Sequential Choice Environments (In-store Decision-making), Mental Accounting, Self, Identity, Self-Regulation,

## JOURNAL PUBLICATIONS

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**Daniel Sheehan**, Ryan Hamilton, and Ramnath Chellappa (2022) “When is HILO Low? Consumer Formation of Price Image Impressions.” *Journal of Consumer Research*, 49 (4), 543–560.

**Daniel Sheehan** and Koert van Ittersum (2021), “Isolating Price Promotions: The Influence of Promotional Timing on Promotion Redemption,” *Journal of the Association of Consumer Research*, 6(1), 81-90.

**Daniel Sheehan** and Sara Loughran Dommer (2020) “Saving Yourself: How Identity Relevance Influences Product Usage,” *Journal of Consumer Research*, 46 (6), 1076-1092.

**Daniel Sheehan**, Koert van Ittersum, Mariassbal Romero, and Adam Craig (2020), “A Packaged Mindset: How Elongated Packages Induce Healthy Mindsets,” *Appetite*, 46 (1).

**Daniel Sheehan**, David Hardesty, Alexander Ziegler, and Haipeng (Allan) Chen (2019), “Consumer reactions to price discounts across online shopping experiences,” *Journal of Retailing and Consumer Services*, 51, 129-138.

**Daniel Sheehan** and Koert van Ittersum (2018), “In-store Spending Dynamics: How Budgets Invert Relative Spending Patterns,” *Journal of Consumer Research*, 45 (1), 49-67.

Koert van Ittersum, Brian Wansink, Joost Pennings, and **Daniel Sheehan** (2013), “Smart Shopping Carts: How Real-Time Spending Feedback Influences Grocery Shopping Behavior,” *Journal of Marketing*, 77(6), 21-36.

– Nominated for MSI/H Paul Root award

## SELECTED WORKING PAPERS

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Jordan W. Moffett, **Daniel Sheehan**, Colleen M. Harmeling, Patrick Fennell, and Robert W. Palmatier. “Influencer Marketing Approach for Amplifying Parasocial Experiences and Brand Performance,” under review, *Journal of Marketing*

Michael Jenkins and **Daniel Sheehan**, “Conjunction Function: The Entitative Effects of the ‘And’ Brand Name,” preparing for submission to the *Journal of Consumer Research*

Chance McCullough, Alexander Zeigler, **Daniel Sheehan**, David Hardesty, and Haipeng (Allan) Chen “Private Label, Public Embarrassment” preparing for submission to the *Journal of Marketing*.

**Daniel Sheehan** and Zoey Chen, “Like Us (Less): The Deleterious Influence of Social Media Advertising Cues,” preparing for resubmission to the *Journal of Marketing* (*reject and resubmit*).

**Daniel Sheehan** and Nathan DeWall, “Sirens, Bells, And Whistles: The Alarming Effects Of A Priori Pain On Pain Of Paying,” preparing manuscript for submission to the *Journal of Marketing Research*.

**Daniel Sheehan** and Sara Loughran Dommer, “Worth the Effort: How Conspicuous Identity Signaling Persuades the Self, but Dissuades Others,” preparing manuscript for submission the *Journal of Marketing Research*.

Sara Loughran Dommer and **Daniel Sheehan** (authors listed alphabetically), “Not Intended for All Audiences: The Effect of Audience Familiarity on Honest Conspicuous Identity Signaling,” finalizing manuscript for submission to *Personality and Social Psychology Bulletin*.

## OTHER RESEARCH IN PROGRESS

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**Daniel Sheehan** and Kevin Swartout, “Control Yourself!: The Paradoxical Effect of Suppressing Decision Biases,” data collection in progress.

**Daniel Sheehan** and Koert van Ittersum, “Digital Discounts: How Electronically Distributed Coupons Influence Consumer Evaluation,” data collection in progress.

**Daniel Sheehan** and Sara Loughran Dommer, “Restrained Signaling in Consumer Contexts,” data collection in progress.

**Daniel Sheehan** and Ryan Hamilton, “Flagging Price Image: The Influence of Price and Discount Flags on Price Image,” data collection in progress.

John Peloza and **Daniel Sheehan** “Name Brands: Personal Suffixes and Identity Perceptions,” data collection in progress.

## CONFERENCE PRESENTATIONS

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**Daniel Sheehan**, Ryan Hamilton, and Ramnath Chellappa, “When is HILO Low? Consumer Formation of Price Image Impressions.” *Society for Consumer Psychology Conference*, Huntington Beach, CA, March, 2020

**Daniel Sheehan**, Ryan Hamilton, and Ramnath Chellappa, “When is HILO Low? Consumer Formation of Price Image Impressions.” *Association of Consumer Research Conference*, Atlanta, GA, October, 2019

**Daniel Sheehan**, Ryan Hamilton, and Ramnath Chellappa, “When is HILO Low? Consumer Formation of Price Image Impressions.” *Consumer Behavior Special Interest group of the American Marketing Association*, Bern, Switzerland, July, 2019

**Daniel Sheehan**, “Rubber and Glue: Stickiness in Consumers Contexts,” *Lexington Science Week*, Lexington, KY, March, 2019

**Daniel Sheehan**, David Hardesty, Haipeng (Allan) Chen, and Alexander Zeigler, “Changes in Latitudes, Changes in Attitudes: Dynamic Reactions to Price Discounts across a Shopping Trip,” *AMA Summer Conference*, Boston, MA, August, 2018

**Daniel Sheehan**, David Hardesty, Haipeng (Allan) Chen, and Alexander Zeigler, “Changes in Latitudes, Changes in Attitudes: Dynamic Reactions to Price Discounts across a Shopping Trip,” *CLIK Conference*, Louisville, KY, June, 2018

**Daniel Sheehan**, David Hardesty, Haipeng (Allan) Chen, and Alexander Zeigler, “Changes in Latitudes, Changes in Attitudes: Dynamic Reactions to Price Discounts across a Shopping Trip,” *Pricing Camp*, Babson College, MA, May, 2018

**Daniel Sheehan**, Ryan Hamilton, and Ramnath Chellappa, “When is HILO Low? Consumer Formation of Price Image Impressions.” *The Effect of Numerical Markers on Consumer Judgment and Decision Making Conference*, Columbia, SC, April, 2017

**Daniel Sheehan** and Sara Loughran Dommer, “Saving Yourself: How Identity Relevance Impacts Product Usage,” *Association of Consumer Research Conference*, Berlin, German, October, 2016

**Daniel Sheehan** and Koert van Ittersum, “Temporal Price Promotions,” *European Marketing Academy Conference*, Oslo, Norway, May, 2015

**Daniel Sheehan** and Koert van Ittersum, “Temporal Price Promotions,” *Shopper Marketing & Pricing Conference Proceedings*, Stockholm, Sweden, May, 2014

**Daniel Sheehan** and Koert van Ittersum, “So Close, Yet So Far Away: The Influence of Temporal Distance on Promotion Redemption during a Shopping Experience,” *Society of Consumer Psychology*, Miami, FL, March, 2014

**Daniel Sheehan** and Sara Loughran Dommer, “Risky “BIG”ness: How Conspicuously Signaling Persuades the Self but Dissuades Others,” *Society of Consumer Psychology*, Miami, FL, March, 2014

**Daniel Sheehan** and Koert van Ittersum, “So Close, Yet So Far Away: The Influence of Temporal Distance on Mobile Promotion Redemption during a Shopping Experience,” *Association of Consumer Research Conference*, Chicago, IL, October, 2013

**Daniel Sheehan** and Sara Loughran Dommer, “Risky “BIG”ness: How Conspicuously Signaling Persuades the Self but Dissuades Others,” *Association of Consumer Research Conference*, Chicago, IL, October, 2013 –Working Paper Presentation –

**Daniel Sheehan** and Koert van Ittersum, “Intra-experience decisions: The Patterns of Spending for Budget and Non-Budget Shoppers,” *Society of Consumer Psychology Conference*, San Antonio, TX, February, 2013

**Daniel Sheehan** and Koert van Ittersum, “Intra-experience decisions: The Patterns of Spending for Budget and Non-Budget Shoppers,” *Association of Consumer Research Conference*, Vancouver, BC, October, 2012

Koert van Ittersum, Brian Wansink, Joost Pennings, and **Daniel Sheehan**, “Smart Shopping Carts: How Real-Time Spending Feedback Influences Grocery Shopping Behavior,” *Marketing Science Conference*, Boston, MA, June, 2012

**Daniel Sheehan** and Koert van Ittersum. “When Knowing Hurts: The Dynamic Influence of Spending Feedback on Intra-Shopping Trip Decision-Making” *Marketing Science Conference*, Boston, MA, June, 2012

## **PRESS AND MEDIA MENTIONS**

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Herald Leader (Print/Web), “The Changing Retailing Landscape,”  
<http://www.kentucky.com/news/business/article149149159.html>

Herald Leader (Print/Web), “Advancements in Retailing,”  
<https://www.kentucky.com/latest-news/article210394854.html>  
Wallethub.com, “Issues in consumer credit,” [https://wallethub.com/credit-cards/store/#Daniel\\_Sheehan](https://wallethub.com/credit-cards/store/#Daniel_Sheehan)  
Eastern Standard / NPR (WEKU 88.9) session about the way technology is changing the retail experience: <http://weku.fm/post/dr-dan-sheehan-amazongo-pt2>  
XM/Sirius 132, Wharton’s Marketing Matters “Conversation about In-store Spending Dynamics”: <https://businessradio.wharton.upenn.edu/episodes/marketing-matters-may-23-2018/>  
Shoppernomics (Podcast), “In-Store Spending Dynamics Conversation”  
<https://www.iheart.com/podcast/256-shoppernomics-43057125/episode/episode-4-dan-sheehan-44658811/>

## **HONORS AND AWARDS**

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Nominated for Gatton College Research Excellence Initiative Award, 2020  
Nominated for Gatton College Teaching Excellence Award, 2020  
Research Creativity Grant, University of Kentucky, \$7000, 2019  
Teaching Award, Department of Marketing, University of Kentucky, 2017  
Research Creativity Grant, University of Kentucky, \$2700, 2017  
Ray C. Anderson Center for Sustainable Business Grant Award, \$2500, 2016  
Ashford Watson Stalnaker Memorial Award for Academic Excellence, 2014  
Nominated for CETL Teaching Recognition Award 2013, 2014  
Nominated for Outstanding Graduate Teaching Award, Georgia Tech (Institute-wide), 2014  
AMA-Sheth Doctoral Consortium Fellow 2011  
NSF ATI Research Method Program, July 2013 (fully funded)  
Marketing Science Institute Grant, \$14500, 2010

## **TEACHING EXPERIENCE**

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### **Complete Course Instruction**

Consumer Behavior, University of Kentucky, Fall 2022 (2 Sections)  
Consumer Behavior, University of Kentucky, Spring 2022 (Large Section [more than 200 students]; Avg. Rating: 4.5/5.0)  
Consumer Behavior, University of Kentucky, Spring 2022 (Large Section [more than 350 students]; Avg. Rating: 4.6/5.0)  
Consumer Behavior, University of Kentucky, Spring 2021 (3 Sections; Avg. Rating: 4.6/5.0)  
Consumer Behavior, University of Kentucky, Spring 2020 (3 Sections; Avg. Rating: 4.8/5.0)  
Consumer Behavior, University of Kentucky, Spring 2019 (3 Sections; Avg. Rating: 4.6/5.0)  
Advanced Research Methods, University of Kentucky, Spring 2019 (Rating: 4.7/5.0)

Consumer Behavior, University of Kentucky, Spring 2018 (3 Sections; Avg. Rating: 4.6/5.0)  
Consumer Behavior, University of Kentucky, Spring 2017 (3 Sections; Avg. Rating: 4.8/5.0)  
Consumer Behavior, University of Kentucky, Spring 2016 (3 Sections; Avg. Rating: 3.5/4.0)  
Strategic Brand Management, Georgia Tech, Spring 2015 (2 Sections; Avg. Rating: 5.0/5.0)  
Strategic Brand Management, Georgia Tech, Spring 2014 (Rating: 4.9/5.0)

### **Guest Lecturing**

Capstone for Agricultural Studies, BAE 599, "Branding and Beef" Spring 2020  
Careers in Psychology, PYS 350, "Careers in Marketing Research", Fall 2019  
Careers in Psychology, PYS 350, "Careers in Marketing Research", Fall 2018

## **SERVICE**

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UK/Gatton College of Business Behavioral Research Laboratory Director, 2019-present  
UK/Gatton CEDAR Marketing Speaker Series Director, 2017-2020  
CivicLex, On The Table Project, Data Chair, 2019-present  
UK/College of Fine Arts, Marketing Effectiveness Project, 2019-2021  
Lexington Lyric Theatre, Board Member (mayoral appointment), 2018 - present  
University of Kentucky Student Worker Awards Dinner, Invited Keynote Address, 2020  
Gatton College of Business Student Excellence Award Committee, 2020, 2021  
Ad Hoc Reviewer, Journal of the Association of Consumer Research, 2015-present  
Ad Hoc Reviewer, International Journal of Research in Marketing, 2018-present  
Ad Hoc Reviewer, Journal of Retailing, 2015-present, ERB Member, 2020-present  
Ad Hoc Reviewer, Journal of the Retailing and Consumer Services, 2018-present  
Ad Hoc Reviewer, Journal of the Business Research, 2018-present  
UK Gatton College of Business Library Committee, 2015-2017  
UK Gatton College of Business Behavioral Lab Equipment Committee, 2015-present  
UK Undergraduate Research Oversight Committee, 2015-present  
UK Council on Undergraduate Research member, 2015-present

## **STUDENT MENTORSHIP & RESEARCH ADVISING**

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Doctoral Dissertation Committee:

Michael Jenkins (UK), 2025 (expected), Chair  
Chance McCullough (UK), 2023 (expected), Co-chair  
Deborah Abrams (Georgia Tech), 2021  
Wenjing Li (UK), 2018

UK Chellgren Fellowship Research Mentor:

Payton Wallace, 2015-2017  
Brett Seymore, 2015-2016

Undergraduate Honors Thesis Chair:

Amaila Scandoval, 2022

Libby Wehling, 2019  
Undergraduate Research Mentor:  
Lily Henderson 2021-2022 (partially funded Gatton Undergrad. Research Grant)  
Destin Hardesty 2019-2022 (partially funded Gatton Undergrad. Research Grant)  
Michelle Pitts, 2018-2020  
Natalie Zimberg, 2018-2020  
Haley Steele, 2018-2020  
Aly Bourne, 2019-2020  
Bailey Halpin, 2019-2021  
Maura Cox, 2019-2021  
Hannah Johnson, 2019-2020  
Ward Klein, 2020-2020  
Addison Childs, 2020-2020  
Emily Lampert, 2016-2019  
McKenzie Wood, 2017-2019  
Michael Bowling, 2018-2019  
Bhadon Shalakin, 2015 -2017  
Britney Turner, 2016-2017  
John Hurt, 2016-2017  
Lauren Incotoria, 2016-2017  
Allison Cooper, 2016-2017  
Anne Piatt, 2016-2018  
Colby Minear, 2017-2018  
Reganne Tate, 2017-2018