

AARON M. GARVEY

Associate Professor & Bloomfield Professor of Marketing
Gatton College of Business and Economics
University of Kentucky
Lexington, KY 40506

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EDUCATION

Ph.D. in Business Administration, Concentration in Marketing
Pennsylvania State University, Smeal College of Business (2008 – 2012)

Master of Business Administration
University of Kentucky, Gatton College of Business and Economics (2001 – 2002)

Bachelor of Arts, Geography, Minor Computer Science, National Merit Scholar
University of Kentucky (1995 – 1999)

PUBLICATIONS

Usman, Umair, Tae Woo Kim, Aaron M. Garvey, and Adam Duhachek (*Forthcoming*), “The Persuasive Power of AI Ingratiation: A Persuasion Knowledge Theory Perspective,” *Journal of the Association for Consumer Research*

Costello, John, Aaron M. Garvey, Frank Germann, and Wilke, James E.B. (2024), “The Uptrend Effect: Encouraging Healthy Behaviors Through Greater Inferred Normativity,” *Journal of Marketing Research* 61(1), 110-127.

Kim, Tae Woo, Umair Usman, Aaron M. Garvey, and Adam Duhachek (2023), “Artificial Intelligence in Marketing and Consumer Behavior Research,” *Foundations and Trends in Marketing*, 18(1), 1-93.

Garvey, Aaron M., Tae Woo Kim, and Adam Duhachek (2023), “Bad News? Send an AI. Good News? Send a Human.” *Journal of Marketing*, 87(1), 10–25.

Finalist (decision pending): 2024 AMA/Marketing Science Institute/H. Paul Root Award
Select media mentions: *Harvard Business Review*, *The Wall Street Journal*

Kim, Tae Woo, Li Jiang, Adam Duhachek, Hyejin Lee, and Aaron Garvey (2022), “Do You Mind if I Ask You a Personal Question? How AI Service Agents Alter Consumer Self-Disclosure,” *Journal of Service Research*, 25(4), 649-666.

Germann, Frank, and Aaron M. Garvey (2022), “It’s Gotta Be the Shoes! Performance Enhancement Effects of Novel Brand Advertising,” *Journal of Advertising*, 51(4) 469-485.

Mende, Martin, Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton (2019), “The Marketing of Love: How Attachment Styles Affect Romantic Consumption Journeys,” *Journal of the Academy of Marketing Science*, 47(2), 255-273.

Garvey, Aaron M., Margaret G. Meloy, and Baba Shiv (2017), “The Jilting Effect: Antecedents, Mechanisms, and Consequences for Preference,” *Journal of Marketing Research*, 54 (October), 785-798.

Select media mentions: *AMA Scholarly Insights*, *Phys.org*

Garvey, Aaron M. and Lisa E. Bolton (2017), “Eco-product Choice Cuts Both Ways: How Pro-Environmental Licensing versus Reinforcement is Contingent upon Environmental Consciousness,” *Journal of Public Policy & Marketing*, 36 (Fall), 284–298.

Select media mentions: *The Lane Report*

Garvey, Aaron M. and Lisa E. Bolton (2017), “The Licensing Effect Revisited: How Virtuous Behavior Heightens the Pleasure Derived from Subsequent Hedonic Consumption,” *Journal of Marketing Behavior*, 2 (4), 291-298.

Select media mentions: *NPR Morning Edition*, *NPR Hidden Brain*

Garvey, Aaron M., Simon J. Blanchard, and Karen P. Winterich (2017), “Turning Unplanned Overpayment into a Status Signal: How Mentioning the Price Paid Repairs Satisfaction,” *Marketing Letters*, 28 (March), 71-83.

Garvey, Aaron M., Frank Germann, and Lisa E. Bolton (2016), “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” *Journal of Consumer Research*, 42 (April), 931-951.

Select media mentions: *NPR Morning Edition*, *The Today Show*, *The Economist*

WORKING MANUSCRIPTS

Usman, Umair, and Aaron M. Garvey, “Blockchain Augmented Marketing Claims: Evidence for Enhanced Legitimacy and Preference versus Traditional Practices”

Ross, Gretchen, Hyodo, Jamie, Aaron M. Garvey, James D. Abbey, and Margaret G. Meloy, “Emotionally Enriched or Sentimentally Sullied: The Influence of Emotional Contagion on Previously Owned Product Attractiveness”

SELECTED WORKS IN PROGRESS

Garvey, Aaron M., and Michael Barone “Generative AI.” (working title withheld)

Garvey, Aaron M., and Jonathan Hasford “Generative AI.” (working title withheld)

Garvey, Aaron M., and Simon J. Blanchard “Generative AI.” (working title withheld)

Barone, Michael, Aaron M. Garvey, and Mina Kwon, “Parting with the Self.”

Garvey, Aaron M., and Leah Smith, “AI Anthropomorphism Reconsidered.”

Garvey, Aaron M., “Consumer Response to Randomly Allocated NFTs.”

Johnson, Bryan R., Aaron M. Garvey, and Margaret G. Meloy, “Social Distance Alters Product Outcome Uncertainty and Anxiety.”

INVITED ARTICLES

Garvey, Aaron (2018), “The ‘Jilting’ Effect: How Dashing Consumers’ Hopes Isn’t Always a Bad Thing,” *Marketing News: American Marketing Association*, February, 18-20.

CONFERENCE PRESENTATIONS (Presenting author underlined)

Garvey, Aaron M., “Understanding Consumer-AI Interactions,” *University of Kentucky Artificial Intelligence and Machine Learning Hub*, Lexington, KY. March 2024

Costello, John, Aaron M. Garvey, Frank Germann, and Wilke, James E.B. “The Uptrend Effect: Encouraging Healthy Behaviors Through Greater Inferred Normativity,” *2023 Society for Consumer Psychology Conference*. March 2023.

Usman, Umair and Aaron M. Garvey “Blockchain Augmented Marketing Claims: Evidence for Enhanced Legitimacy and Preference versus Traditional Practices,” *2022 CLIK Behavioral Symposium*. August 2022.

Usman, Umair and Aaron M. Garvey “Blockchain Augmented Marketing Claims: Evidence for Enhanced Legitimacy and Preference versus Traditional Practices,” *2022 Southeast Marketing Symposium*. March 2022.

Tae Woo Kim, Adam L. Duhachek, and Aaron M. Garvey “Bad News? Send a Robot. Good News? Send a Human. AI Marketing Agents Alter Consumer Responses to Expectancy Disconfirmation.” *2020 NYU-Temple Conference on AI and Machine Learning*. November 2020.

Tae Woo Kim, Adam L. Duhachek, and Aaron M. Garvey, Hyejin Lee, and Li Jiang, “Disclosure of Private Information to Artificially Intelligent Agents.” *2020 Society for Consumer Psychology Conference*. Huntington Beach, CA. March 2020.

Aaron M. Garvey, Tae Woo Kim, and Adam L. Duhachek, “Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents.” *2019 Association for Consumer Research Conference*. Atlanta, GA. October 2019.

Aaron M. Garvey, Tae Woo Kim, and Adam L. Duhachek, “Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents.” *2019 INFORMS Marketing Science Conference*. Rome, Italy. July 2019.

Aaron M. Garvey, Tae Woo Kim, and Adam L. Duhachek, “Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents.” *2019 CLIK Behavioral Forum*. Louisville, KY. May 2019.

Scott, Maura L., Martin Mende, Aaron M. Garvey, and Lisa E. Bolton, “The Influence of Romantic Attachment Style upon Consumer Decision Making” *2016 Association for Consumer Research Conference*. Berlin, Germany. October 2016.

Garvey, Aaron M., Frank A. German, and Lisa E. Bolton, “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” *2015 Association for Consumer Research Conference*. New Orleans, LA. October 2015.

Garvey, Aaron M. “The Push and Pull of Progress: How Benefit Distribution Determines Perseverance in Consumer Loyalty Programs,” *2014 Association for Consumer Research Conference*. Baltimore, MD. October 2014. (Session chair)

Garvey, Aaron M., Simon J. Blanchard and Karen P. Winterich, “When and How Price-Dropping Serves as a Coping Mechanism for Unintentional Overpayment,” *2014 Society for Consumer Research Conference*. Miami, FL. March 2014.

Garvey, Aaron M., and Lisa E. Bolton, “Hedonic-Utilitarian Goal Balancing as the Result of Functional Innovation Consumption,” *2013 Association for Consumer Research Conference*. Chicago, IL. October 2013.

Garvey, Aaron M., and Lisa E. Bolton, “Hedonic-Utilitarian Goal Balancing as the Result of Functional Innovation Consumption,” *2013 Public Policy and Marketing Conference*. Washington, DC. June 2013.

Garvey, Aaron M., and Lisa E. Bolton, “Hedonic-Utilitarian Goal Balancing as the Result of Functional Innovation Consumption,” *2013 Society for Consumer Research Conference*. San Antonio, TX. February 2013.

Garvey, Aaron M., Margaret M. Meloy, and Baba Shiv, “‘Dashed Hopes’ in Consumer Choice.” *2012 Association for Consumer Research Conference*. Vancouver, BC. October 2012.

Garvey, Aaron M., Simon J. Blanchard and Karen P. Winterich, “I Can Afford It: How Telling Others about Overpayment Helps Recover Satisfaction,” *2012 Association for Consumer Research Conference*. Vancouver, BC. October 2012.

Garvey, Aaron M., “Sticking to It? How Goal Progress Affects Goal Perseverance,” *2011 Association for Consumer Research Conference*. St. Louis, MO. October 2011. (Session chair)

Garvey, Aaron M., “Sticking to It? How Goal Progress Affects Goal Perseverance,” *2011 Haring Symposium, Indiana University*. Bloomington, IN. May 2011.

Garvey, Aaron M., Margaret M. Meloy, and Baba Shiv, “When Hopes Are Dashed: Sour Grapes or Pining Away for Greener Pastures?” *2011 Society for Consumer Psychology Conference*. Atlanta, GA. February 2011.

Garvey, Aaron M., and Lisa E. Bolton, “Hedonic-Utilitarian Goal Balancing as the Result of Functional Food Consumption,” *2010 Society for Consumer Psychology Conference*. Tampa, FL. February 2010.

INVITED PRESENTATIONS

Garvey, Aaron M., Tae Woo Kim, and Adam L. Duhachek, “Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents.” *Georgetown University*. Washington, DC. November 2019.

Garvey, Aaron M., Tae Woo Kim, and Adam L. Duhachek, “Ghost in the Marketing Machine: Consumer Susceptibility to Exploitative Offerings from Humanlike versus Machinelike Artificial Agents.” *University of Illinois at Chicago*. Chicago, IL. October 2019.

Garvey, Aaron M., Frank A. German, and Lisa E. Bolton, “Performance Enhancement Effects of Owned Brands: Marketer Invocation and Consumer Acclimation,” *University of Louisville*. Louisville, KY. May 2017.

Garvey, Aaron M., Frank A. German, and Lisa E. Bolton, “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” *Mendoza College of Business, University of Notre Dame*. South Bend, OH. June 2015.

Garvey, Aaron M., Frank A. German, and Lisa E. Bolton, “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” *Carl H. Linder College of Business, University of Cincinnati*. Cincinnati, OH. April 2015.

Garvey, Aaron M., Frank A. German, and Lisa E. Bolton, “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit,” *Smeal College of Business, Pennsylvania State University*. State College, PA. February 2015.

Garvey, Aaron M., Simon J. Blanchard, and Karen P. Winterich, “I Can Afford It: How Telling Others about Overpayment Helps Recover Satisfaction,” *McDonough School of Business, Georgetown University*. Washington, DC. December 2012.

Garvey, Aaron M., “Sticking to It? How Goal Progress Affects Goal Perseverance,” *Gatton College of Business and Economics, University of Kentucky*. Lexington, KY. September 2011.

MEDIA COVERAGE

- “Bad News? Send an AI. Good News? Send a Human.”
 - Harvard Business Review (Jan-Feb 2023 Issue, p. 23)
 - The Wall Street Journal (April 7th, 2022)
 - SyFy Wire (March 21th, 2022)
- “Artificial Intelligence and the Future of Business” NPR Station WRFL
 - Interview exploring AI implications for consumers and businesses (April 3rd, 2019)
- “The Licensing Effect Revisited: How Virtuous Behavior Heightens the Pleasure Derived from Subsequent Hedonic Consumption”
 - NPR Morning Edition, Hidden Brain Segment (July 10th, 2017)
- “Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit”
 - NPR Hidden Brain (July 1st, 2019)
 - NPR Morning Edition (May 11th 2016)
 - The Today Show (Feb 19th 2016)
 - Bloomberg Business (Feb 18th, 2016), Psychology Today (July 5th, 2016), Fast Company (Jan 22nd 2016), Daily Mail (Feb 18th 2016), Canadian Broadcasting Corporation (Feb 4th 2016), Business Standard (Jan 22nd 2016), Phys. Org (Jan 20th 2016), Science Daily (Jan 20th, 2016)
- “The Jilting Effect: Antecedents, Mechanisms, and Consequences for Preference”
 - AMA Scholarly Insights (Sept 24th, 2017)
 - Phys.org (Nov 9th, 2016)
- “The Double-Edged Sword of Eco-Products: How Pro-Environmental Licensing versus Reinforcement is Contingent upon Environmental Consciousness”
 - The Lane Report (April 28th, 2017)

- Media Interviews
 - “How inflation will hit your dinner table this Thanksgiving.” Interview for Louisville Courier Journal, Nov 7th, 2022
 - “How Artificial Intelligence will Change Consumer Life” interview for NKY Chamber of Commerce Radio Podcast, July 11th, 2019
 - “The Rise of AI,” interview for NPR station WRFL, April 5th, 2019.
 - “Whole Foods' Price Cuts Creates a New Twist,” Interview for Louisville Courier Journal, April 4th, 2019
 - “Retailers Want you to be Happy while You're Holiday Shopping,” Interview for Louisville Courier Journal Nov 2nd 2018
 - “Pain Before Pleasure Makes the Pleasure Even Better” interview for NPR Morning Edition, Hidden Brain Segment (July 10th, 2017)
 - “UK at the Half” interview for Gatton College during UK basketball halftime (Feb 23rd, 2016)
 - “Consumers on Black Friday,” Interview for CBS Station WKYT (Nov 13th, 2013)

HONORS AND AWARDS

- Professorship: Bloomfield Professor of Marketing (2023-)
- Professorship: Ashland Oil Research Professor of Marketing (2018-2023)
- Research Award, Department of Marketing and Supply Chain (2018)
 - Annually awarded to most research productive (over prior two years) faculty member
- Research Award, Department of Marketing and Supply Chain (2017)
- Gatton Research and Creative Activity Grant Award (2017)
- Frank P. and Mary Jean Smeal Endowment Fund Scholarship, Smeal College of Business (2008-2012)
- Smeal Competitive Dissertation Summer Stipend Award (2012)
- Gerald P. Kessler and Joyce Kessler Graduate Scholarship, Smeal College of Business (2011)
- Scott Award for Outstanding Scholarship in Marketing, Smeal College of Business (2011)
- Haring Symposium Fellow, Presenter, Indiana University (2011)
- Best Working Paper Award, Society for Consumer Psychology Conference (2010)
- Best Candidacy Exam Award, Marketing Department, Smeal College of Business (2009)
- Patent Filing, “Mobile Printing System and Interface Device” (2007)
- Kentucky Scholars Award, Gatton College of Business and Economics (2000-2001)
- National Merit Scholar (1995).

TEACHING EXPERIENCE

2021-23, Gatton College of Business and Economics.

Branding, Marketing Master of Science Program

2022, Gatton College of Business and Economics.

Marketing Research, Marketing Master of Science Program

2014-23, Gatton College of Business and Economics.

Marketing Research, Undergraduate

2020-21, Gatton College of Business and Economics.

Advanced Research Methods, PhD Seminar

2014-18, Gatton College of Business and Economics,.

Marketing Research, MBA Program

2012-13, Gatton College of Business and Economics.

New Product Development, MBA Program

2010-11, The Pennsylvania State University.

Marketing Research, Undergraduate

2010-11, The Pennsylvania State University.

Consumer Behavior, Undergraduate

SERVICE

Marketing Field:

- Executive Review Board, Journal of Marketing Research (2023-)
- Associate Editor, Journal of Business Research (2023-)
- Executive Review Board, Journal of Public Policy & Marketing, (2021-)
- Executive Board for Society for Consumer Psychology: Web & Social Media Committee (2020-2021)
- Behavioral Track Chair, 2020 AMA Summer Academic Conference
- Executive Board for Society for Consumer Psychology: Sponsorship and Fundraising Committee Co-Chair (2019-2020)
- Co-founder, CLIK Consumer Behavior Research Forum, Louisville KY (2017)
- Ad Hoc Reviewer, Journal of Marketing (2019-)
- Ad Hoc Reviewer, Journal of Consumer Research (2016-)
- Ad Hoc Reviewer, Journal of Marketing Research (2018-)
- Ad Hoc Reviewer, Journal of Consumer Psychology (2016-)
- Ad Hoc Reviewer, International Journal of Research in Marketing (2017-)
- Ad Hoc Reviewer, Journal of Public Policy & Marketing (2017-)
- Ad Hoc Reviewer, Marketing Letters (2017-)
- Ad Hoc Reviewer, Production & Operations Management (2023-)

- Reviewer, MSI Clayton Doctoral Dissertation Award (2018-2019)
- Reviewer, ACR-Sheth Foundation PhD Grants (2016-)
- Reviewer, AMA John A. Howard Doctoral Dissertation Award (2022-)
- Reviewer, SMS Beardon Award (2014-)
- Reviewer, Association for Consumer Research Conference (2011-).
- Reviewer, Society for Consumer Psychology Conference (2010-).
- Reviewer, Society for Consumer Psychology Summer Conference (2017).
- Reviewer, Society for Consumer Psychology Conference on Vice and Virtue Consumption (2017)
- Program committee member: Society for Consumer Psychology Conference (2016-2020)
- Session Chair (Consumer Goal Pursuit), Association for Consumer Research Conference (2014)
- Session Chair (Consumer Goal Pursuit), Association for Consumer Research Conference (2011)
- Session Chair (Goal Oriented Behavior), Society for Consumer Psychology Conference (2010)
- Dissertation committee member: Tae Woo Kim, Indiana University (2019)

University & College:

- University Faculty Senator (2022-)
- University Faculty Senate Disability and Accommodations Committee (2022-)
- Promotion & Tenure Committee (2023-2024)
- Director of Graduate Studies, Department of Marketing & Supply Chain (2020-2021)
- Research Excellence Committee (2020-2022)
- Research Awards Committee (2020)
- Merit Review Committee (2020-2021)
- Gatton Faculty Council (2019-2024)
- Doctoral Program Committee (2019-2024)
- MBA Policy Committee: Representative for Department of Marketing & Supply Chain (2016-2019)
- Seminar series (“CEDAR”), departmental co-chair (2013-2018)
- Dissertation committee member: Pei Wang (2013-14), Niusha Abdollahi (2017), Alex Ziegler (2016-2021), Umair Usman (2018-2023)
- Faculty internship sponsor: Paige Pugh (2013), Evan Brough (2017)
- Library Committee: Departmental Representative (2014-2016)
- Promotional activities: Participate in public relations campaigns (e.g., Behind the Research, UK at the Half) and events (e.g., MBA student recruiting functions) to promote the University of Kentucky, Gatton College, Gatton MBA, and Masters of Science in Marketing programs. (2013-)

Community:

- Volunteer, Dress for Success (2016-2020)
- Volunteer, Destination Imagination (2006-2008)
- Volunteer, United Way of the Bluegrass (2002-2008)

ACADEMIC POSITIONS

Associate Professor & Ashland Oil Research Professor of Marketing
University of Kentucky, Gatton College of Business & Economics (October 2018 – Present)

Associate Professor of Marketing
University of Kentucky, Gatton College of Business & Economics (May 2018 – October 2018)

Assistant Professor of Marketing
University of Kentucky, Gatton College of Business & Economics (August 2012 – May 2018)

INDUSTRY EXPERIENCE

Lexmark International – Lexington, KY

Lexmark International was a \$5B, Fortune 500 Company during my employment that provided digital printing products and services to consumers and businesses.

Marketing Segment Manager: Global P&L responsibility for \$160 million “Home and Student” consumer product portfolio. Managed staff of direct reports.
Oct 2007 – August 2008

Alliance Marketing Manager: Senior marketing manager for \$1.1 billion OEM relationship with Dell Inc.
Feb 2006 – Oct 2007

Senior Market Analyst: Strategic marketing lead for consumer products division.
Nov 2004 – Feb 2006

Global Product Manager: Global marketing responsibility for inkjet cartridge products.
Aug 2003 – Nov 2004

Marketing Research Analyst: Managed primary research projects.
Dec 2002 – Aug 2003

SCB Technologies – Nashville, TN

Geographic Information Systems Analyst: Developed Internet database applications.
March 2000 – April 2001

AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology
- Society for Science and the Public