

KATHERINE M. DU

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ACADEMIC APPOINTMENTS

2019 – Present Assistant Professor of Marketing
University of Wisconsin-Milwaukee, Lubar College of Business

EDUCATION

2019 **Ph.D.**, Business Administration, Marketing
Duke University, Fuqua School of Business

2013 **B.A.**, Psychology with Honors
University of Chicago

RESEARCH INTERESTS

Consumer Identity and Self-Expression Authenticity in the Marketplace
Branding Consumer and Societal Well-Being

PEER-REVIEWED PUBLICATIONS

Jacqueline R. Rifkin, **Katherine M. Du**, and Keisha M. Cutright (forthcoming)
“The Preference for Spontaneity in Entertainment”
Journal of Consumer Research

Melissa G. Bublitz*, **Katherine M. Du***, Jonathan Hansen*, Elizabeth G. Miller*, and Laura Peracchio* (forthcoming)

*** Equal first authors**

“Ending Hunger: How COVID-19 Revealed a Path to Food Access for All”
Journal of the Association for Consumer Research

Lingrui Zhou, **Katherine M. Du**, and Keisha M. Cutright (2022)

“Befriending the Enemy: The Effects of Observing Brand-to-Brand Praise on Consumer Evaluations and Choices”

Journal of Marketing

Katherine M. Du*, Jacqueline R. Rifkin*, and Jonah Berger (2021)

*** Equal first authors**

“Penny for Your Preferences: Leveraging Self-Expression to Encourage Small Prosocial Gifts”
Journal of Marketing

Jasmine M. DeJesus, **Katherine M. Du**, Kristin Shutts, and Katherine D. Kinzler (2019)
“How Information About What Is ‘Healthy’ Versus ‘Unhealthy’ Impacts Children’s
Consumption Of Otherwise Identical Foods”
Journal of Experimental Psychology: General

RESEARCH IN PROGRESS

Titles are shortened/edited to promote anonymity in the peer-review process.

Katherine M. Du, Rebecca Ponce de Leon, and Kyle S. H. Dobson
“Authenticity Advice Aversion”
Data collection in progress

Katherine M. Du*, Lingrui Zhou*, and Keisha M. Cutright
* Equal first authors
“When Brands Reappropriate Insults”
Working paper

Katherine M. Du, James R. Bettman, and Mary Frances Luce
“Goldilocks Signaling and Consumer Authenticity”
Working paper

Tracy Rank-Christman and **Katherine M. Du**
“Identity Categorization”
Working paper

Katherine M. Du and James R. Bettman
“Authenticity in Evaluations of Creative Adaptations”
Working paper

SELECT MEDIA MENTIONS

Certain titles are truncated for space

Harvard Business Review – “...Praising the Competition Benefits Your Brand” (March 2022)
UWM Research Report – “For businesses, it pays to be nice to competitors...” (April 2022)
Ariyh – “Praise Your Competitors” (February 2022)
National Public Radio (WUWM) – “Dogs or Cats?...” (November 2021)
Contagious – “Why Brands Should Praise Competitors” (November 2021)
National Public Radio (The Indicator) – “Brand New Friends” (October 2021)
International Business Times – “Brand-To-Brand Praise...” (October 2021)
Forbes India – “Brands Can Boost Their Own Sales by Praising Rivals” (October 2021)
Wheeler Institute – “Leveraging Intrinsic Desires for Self-Expression...” (August 2021)
Advancing Philanthropy – “...Harnessing the Power of Self-Expression” (July 2021)
WISN 12 News - “Budweiser Declares Itself the Official Beer of ‘Up North’” (June 2021)
Knowledge @ Wharton – “Why Self-Expression Increases Giving” (May 2021)
UWM 2021 Research Magazine – “...Having a Choice Boosts Voluntary Giving” (March 2021)
Der Spiegel – “Tricks beim Trinkgeld” (August 2020)

CHAired SYMPOSIA

Katherine M. Du (2021)

“How Authenticity is Created and Perceived in the Marketplace”

Special Session Chair at the *Association for Consumer Research Conference*, Virtual

Katherine M. Du, Danielle J. Brick, June Cotte, Amy N. Dalton, Stacey R. Finkelstein, Mary Frances Luce, Gia Nardini, Laura A. Peracchio, Stefano Puntoni, Tracy Rank-Christman, Julian K. Saint Clair, Maura L. Scott, Broderick L. Turner, and Xiaojing Yang (2021)

“Mitigating the Threat of Resource Strain on Intellectual Diversity in Consumer Behavior: Systemic and Individual Solutions”

Forum Chair at the *Association for Consumer Research Conference*, Virtual

Katherine M. Du, Russ Belk, Silvia Bellezza, Jonah Berger, James R. Bettman, David Gal, Anat Keinan, Amna Kirmani, Ayalla Ruvio, Yajin Wang, Morgan K. Ward, and Caleb Warren (2017)

“Evolution of Signals”

Forum Chair at the *Association for Consumer Research Conference*, San Diego, CA

Katherine M. Du and Michail D. Kokkoris (2017)

“The Role of Authenticity in Consumer Behavior”

Special Session Chair at the *Association for Consumer Research Conference*, San Diego, CA

Katherine M. Du, Alixandra Barasch, Jonah Berger, Jonathan Z. Berman, James R. Bettman, Amit Bhattacharjee, Jennifer Edson Escalas, Kent Grayson, Kirk Kristofferson, Brent McFerran, George E. Newman, Colbey Emmerson Reid, Avni M. Shah, Oleg Urminsky, Caleb Warren, and Hillary J. D. Wiener (2015)

“Who Are You? Exploring Consumer Authenticity”

Forum Chair at the *Association for Consumer Research Conference*, New Orleans, LA

CONFERENCE PRESENTATIONS

Presenting author denoted by *

Katherine M. Du*, Lingrui Zhou, and Keisha M. Cutright (2022)

“Taking It Back: How Brands Can Benefit by Reappropriating Insults”

Poster at the *Association for Consumer Research Conference*, Denver, CO

Tracy Rank-Christman* and **Katherine M. Du** (2022)

“Express Yourself: How Identity Categorization Impacts Stigmatized Identity Expression”

Poster at the *Association for Consumer Research Conference*, Denver, CO

Hillary J. D. Wiener*, **Katherine M. Du**, and Jiwon Kim (2022)

“Identity Distraction: How Stigmatized Consumers Redirect Attention”

Poster at the *Association for Consumer Research Conference*, Denver, CO

Jacqueline R. Rifkin*, **Katherine M. Du**, and Keisha M. Cutright (2021)
“The Preference for Consuming Spontaneity”
Presentation at the *Association for Consumer Research Conference*, Virtual

Lingrui Zhou, **Katherine M. Du**, and Keisha M. Cutright* (2019)
“Befriending the Enemy: The Effects of Observing Brand-to-Brand Praise on Consumer Evaluations”
Presentation at the *Future of Brands Conference*, New York, NY

Katherine M. Du*, James R. Bettman, and Mary Frances Luce (2019)
“Goldilocks Signaling: How the Number of Signaling Items in an Ensemble Affects Perceptions of Consumer Authenticity”
Presentation at the *American Marketing Association Conference*, Austin, TX

Jacqueline R. Rifkin*, **Katherine M. Du**, and Jonah Berger (2018)
“Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving”
Presentation at the *Association for Consumer Research Conference*, Dallas, TX

Jacqueline R. Rifkin, **Katherine M. Du***, and Jonah Berger (2018)
“Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving”
Presentation at the *Society for Consumer Psychology Conference*, Dallas, TX

Katherine M. Du*, James R. Bettman, and Mary Frances Luce (2017)
“Signal with Cost: When and Why Identity Signals Are Perceived to Be Authentic”
Presentation at the *Association for Consumer Research Conference*, San Diego, CA

Katherine M. Du* and James R. Bettman (2017)
“What Drives Liking of Cover Songs? The Opponent Roles of Iconic and Indexical Authenticity”
Presentation at the *Carolina Research in Social Psychology Conference*, Durham, NC

Katherine M. Du*, James R. Bettman, and Mary Frances Luce (2016)
“Signal with Cost: When and Why Identity Signals Are Perceived to Be Authentic”
Poster at the *Association for Consumer Research Conference*, Berlin, Germany

Katherine M. Du*, James R. Bettman, and Mary Frances Luce (2016)
“Signal with Cost: When and Why Identity Signals Are Perceived to Be Authentic”
Poster at the *Society for Consumer Psychology Boutique Conference on Identity and Consumption*, Chicago, IL

Katherine M. Du* and Jacqueline Rifkin* (2016)
“Tip Wars: When and Why Identity Affects Tipping”
Presentation at the *Duke GradX Symposium*, Durham, NC

Katherine M. Du*, James R. Bettman, and Mary Frances Luce (2015)
“The Hazard of Well-Known Brands: Discerning Consumer Authenticity by Inferring Motivation”
Poster at the *Society for Consumer Psychology Conference*, Phoenix, AZ

TEACHING AND ADVISING

2019 – Present Consumer Behavior
University of Wisconsin-Milwaukee, Lubar College of Business
Cumulative Mean Instructor Rating = **4.93** (maximum 5.00)

2022 – 2023 Dissertation Committee, Milad Hour

HONORS, AWARDS, AND GRANTS

2022 Finalist, Distinguished Undergraduate Teaching Award
University of Wisconsin-Milwaukee

2019 – 2022 Four-Time Recipient, Gold Star Teaching Award
University of Wisconsin-Milwaukee, Lubar College of Business

2022 Advancing Research and Creativity Grant (\$11,726)
University of Wisconsin-Milwaukee

2021 Research Assistance Grant (\$3,888)
University of Wisconsin-Milwaukee

2021 Business Advisory Council Teaching Excellence Award (\$1,000)
University of Wisconsin-Milwaukee, Lubar College of Business

2018 Doctoral Consortium Fellow
American Marketing Association, Sheth Foundation

2016 Marketing Area Research Grant (\$1,000)
Duke University, Fuqua School of Business

2013 Honors in Psychology
University of Chicago

2012 Earl R. Franklin Research Fellowship and Grant (\$3,000)
University of Chicago

SERVICE TO ACADEMIC FIELD

2020 – Present Reviewer, *Journal of Marketing Research*
2019 – Present Reviewer, *Journal of Marketing*

2014 – Present Reviewer, *Association for Consumer Research*
2014 – Present Reviewer, *Society for Consumer Psychology*

SERVICE TO UNIVERSITY

2021 – Present Scholarship Committee
2021 – Present American Marketing Association Chapter Advisor
2021 – Present Marketing Internship Advisor
2020 – Present Doctoral Student Teaching Mentor

COMMUNITY AND INDUSTRY ENGAGEMENT

2022 Behavioral Science Consultant, *Wisconsin Saltwise*
2022 Research Collaborator, *Hunger Task Force*

INVITED TALKS

2022 Interdisciplinary Authenticity Early Career Researchers Forum

2021 Doctoral Seminar in Marketing
University of Wisconsin-Milwaukee, Lubar College of Business

2021 Better Marketing for a Better World Forum on Prosocial Behavior
Journal of Marketing

2020 Collegiate Entrepreneurs Organization
University of Wisconsin-Milwaukee

2018 *University of Toronto*
University of Wisconsin-Milwaukee
Loyola Marymount University

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
American Marketing Association