

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
Dissertation Advisors: James (Jim) Bettman and Mary Frances Luce

2013 **B.A.**, Psychology with Honors
University of Chicago
Thesis Advisor: Katherine (Katie) Kinzler

RESEARCH INTERESTS

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

PEER-REVIEWED PUBLICATIONS

Jacqueline R. Rifkin, **Katherine M. Du**, and Keisha M. Cutright (2023)
“The Preference for Spontaneity in Entertainment”
Journal of Consumer Research, 50(3), 597–616

Melissa G. Bublitz*, **Katherine M. Du***, Jonathan Hansen*, Elizabeth G. Miller*, and Laura Peracchio* (2023)

*** Equal first authors**

“Ending Hunger: How COVID-19 Revealed a Path to Food Access for All”
Journal of the Association for Consumer Research, 8(2), 207–219

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, 86(4), 57–72

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, 85(3), 204–219

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, 148(12), 2091–2103

BOOK CHAPTERS

Rosanna K. Smith and **Katherine M. Du** (Forthcoming)

“Authentic Self-Expression in Consumption: Misalignments in Feeling and Seeming”

Routledge Handbook of Identity & Consumption

Editors: Ayalla Ruvio and Russell Belk

ADVANCED RESEARCH IN PROGRESS

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

Katherine M. Du*, Lingrui Zhou*, and Keisha M. Cutright

*** Equal first author**

“When Brands Reappropriate Insults”

Invited Revision

Katherine M. Du*, Rebecca Ponce de Leon*, and Kyle S. H. Dobson

*** Equal first author**

“Authenticity Advice Aversion”

Under Review

Melissa G. Bublitz, Brennan Davis, **Katherine M. Du**, Jennifer Escalas, Inigo Gallo, Alexei Gloukhovtsev, Jonathan Hansen, Hillary J. D. Wiener, and Laura Peracchio

“Supporting Grassroots Nonprofits”

Under Review

Jacqueline R. Rifkin, **Katherine M. Du**, and Keisha Cutright

“Spontaneous Apologies”

Advanced Data Collection in Progress

SELECT MEDIA MENTIONS AND APPEARANCES

National Public Radio (WPR) – “Stanley Cup Craze” (January 2024)

Fortune – “People Can’t Get Enough of Spontaneous Moments...” (June 2023)

The Conversation – “The Allure of the Ad Lib...” (June 2023)

Cornell Johnson Business Feed – “Viewers Favor Spontaneity...” (March 2023)

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)

CONFERENCE PRESENTATIONS AND CHAIRED SYMPOSIA

Presenting author denoted by *.

Katherine M. Du, Rebecca Ponce de Leon*, and Kyle S. H. Dobson (2024)
“Workplace Advice to “Just Be Yourself!” Repels Stigmatized Employees”
Presentation at the *Academy of Management Annual Meeting*, Chicago, IL.

Katherine M. Du*, Lingrui Zhou, and Keisha M. Cutright (2023)
“Taking It Back: How Brands Can Benefit by Reappropriating Insults”
Presentation at the *Association for Consumer Research Conference*, Seattle, WA

Katherine M. Du*, Rebecca Ponce de Leon, and Kyle S. H. Dobson (2023)
“When and How Stigma Makes Authenticity Advice Aversive”
Presentation at the *Society for Personality and Social Psychology Convention*, Virtual

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

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”

Forum Chair 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, 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* 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

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

TEACHING AND DOCTORAL ADVISING

2019 – Present	Consumer Behavior <i>University of Wisconsin-Milwaukee, Lubar College of Business</i> Cumulative Mean Instructor Rating = 4.92 (maximum 5.00)
2022 – 2023	Dissertation Committee, Milad Hour

HONORS, AWARDS, AND GRANTS

2024	Hugh G. Wales Faculty Advisor of the Year <i>American Marketing Association</i>
2024	Izzet Sahin Research Award (\$1,500) <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>
2024	V. Kanti Prasad Scholarly Achievement Award for Junior Faculty <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>

2024	Student Org Advisor of the Year, Nominee <i>University of Wisconsin-Milwaukee</i>
2023	Distinguished Undergraduate Teaching Award (\$1,500) <i>University of Wisconsin-Milwaukee</i>
2023	Office of Research Award, School-Designated Nominee <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>
2019 – Present	Four-Time Recipient, Gold Star Teaching Award <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>
2022	Advancing Research and Creativity Grant (\$11,726) <i>University of Wisconsin-Milwaukee</i>
2021	Research Assistance Grant (\$3,888) <i>University of Wisconsin-Milwaukee</i>
2021	Business Advisory Council Teaching Excellence Award (\$1,000) <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>
2018	Doctoral Consortium Fellow <i>American Marketing Association, Sheth Foundation</i>
2016	Marketing Area Research Grant (\$1,000) <i>Duke University, Fuqua School of Business</i>
2013	Honors in Psychology <i>University of Chicago</i>
2012	Earl R. Franklin Research Fellowship and Grant (\$3,000) <i>University of Chicago</i>

SERVICE TO ACADEMIC FIELD

2024 – Present	Reviewer, <i>Journal of Consumer Research</i>
2023	Consumer Behavior Track Co-Chair <i>American Marketing Association, Summer Academic Conference</i>
2020 – Present	Reviewer, <i>Journal of Marketing Research</i>
2019 – Present	Reviewer, <i>Journal of Marketing</i>
2014 – Present	Reviewer, <i>Association for Consumer Research</i>

SERVICE TO UNIVERSITY/COLLEGE

2024	Search and Screen Committee for the Director of the Center for Excellence in Teaching and Learning
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2023 – Present Diversity, Equity, and Inclusion Committee
2021 – Present American Marketing Association Chapter Advisor
2021 – Present Marketing Internship Advisor
2021 – 2023 Scholarship Committee
2020 – Present Doctoral Student Teaching Mentor

COMMUNITY AND INDUSTRY ENGAGEMENT

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

INVITED TALKS

2024 *Society for Personality and Social Psychology* Convention
Featured Speaker, Existential Psychology Preconference

2023 Diversity Scholars Research Group
University of Wisconsin-Milwaukee, Lubar College of Business

2023 Consumer Behavior Doctoral Seminar
University of Georgia

2022 Interdisciplinary Authenticity Early Career Researchers Forum

2021 Marketing Doctoral Seminar
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

CURRENT PROFESSIONAL AFFILIATIONS

Association for Consumer Research
American Marketing Association
Society for Personality and Social Psychology