

# KATHERINE M. DU

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## ACADEMIC APPOINTMENTS

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

## EDUCATION

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2019      **Ph.D.**, Business Administration, Marketing  
**Duke University, Fuqua School of Business**  
Advisors: James (Jim) Bettman and Mary Frances Luce  
Dissertation: “Antecedents and Consequences of Authenticity in the Marketplace”

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

## RESEARCH INTERESTS

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

## PEER-REVIEWED PUBLICATIONS

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1. 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
2. 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
3. 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

4. **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

5. 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**

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Rosanna K. Smith and **Katherine M. Du** (2025)

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

*Routledge Handbook of Identity & Consumption*

Editors: Ayalla Ruvio and Russell Belk

## **RESEARCH IN PROGRESS**

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

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

\* Equal first author

“When Brands Reappropriate Insults”

Revise and Resubmit at *Journal of Consumer Psychology*

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

\* Equal first author

“Authenticity Advice Aversion”

Revise and Resubmit at *Organizational Behavior and Human Decision Processes*

3. 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”

Revise and Resubmit at *Journal of Public Policy & Marketing*

4. Melissa G. Bublitz, Brennan Davis, **Katherine M. Du**, Jennifer Escalas, Inigo Gallo, Alexei

Gloukhovtsev, Jonathan Hansen, Hillary J. D. Wiener, and Laura Peracchio

“Collaborative Mindsets in Grassroots Philanthropy”

Revise and Resubmit at *Journal of the Association for Consumer Research*

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

“Spontaneous Apologies”

Drafting for Submission

6. Denny Huynh, Jacqueline Pan, **Katherine M. Du**, and Keisha Cutright  
“Repeated Consumption and Observer Expectations of Performance”  
Drafting for Submission

7. **Katherine M. Du**\* and Rosanna K. Smith\*

\* Equal first author

“How Producer Experience versus Essence Shape Product Authenticity”  
Data Collection in Progress

## **SELECT MEDIA MENTIONS AND APPEARANCES**

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*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**

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Presenting author denoted by \*.

**Katherine M. Du**\*, Rebecca Ponce de Leon, and Kyle S. H. Dobson (2025)

“Promoting Authenticity Repels Stigmatized Talent”

Presentation at the *Society for Consumer Psychology Conference*, Las Vegas, NV

**Katherine M. Du**\*, Lingrui Zhou, and Keisha M. Cutright (2025)

“Bunch of Jerks: When Brands Reappropriate Insults”

Presentation at the *Society for Consumer Psychology Conference*, Las Vegas, NV

**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**

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- 2019 – Present      Consumer Behavior  
University of Wisconsin-Milwaukee, Lubar College of Business  
Undergraduate Course  
Cumulative Mean Instructor Rating = **4.92** (maximum 5.00)
- 2025                      Approaches to Marketing Research (*Scheduled*)  
University of Wisconsin-Milwaukee, Lubar College of Business  
PhD Student Seminar
- 2023                      Dissertation Committee, Milad Hour

## **HONORS, AWARDS, AND GRANTS**

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- 2024                      Hugh G. Wales Faculty Advisor of the Year  
*American Marketing Association*
- 2024                      Izzet Sahin Research Award (\$1,500)  
*University of Wisconsin-Milwaukee, Lubar College of Business*
- 2024                      V. Kanti Prasad Scholarly Achievement Award for Junior Faculty  
*University of Wisconsin-Milwaukee, Lubar College of Business*
- 2024                      Student Org Advisor of the Year, Nominee  
*University of Wisconsin-Milwaukee*
- 2024                      Research Assistance Grant (\$2,000)  
*University of Wisconsin-Milwaukee*
- 2023                      Distinguished Undergraduate Teaching Award (\$1,500)  
*University of Wisconsin-Milwaukee*
- 2023                      Office of Research Award, Nominee  
*University of Wisconsin-Milwaukee, Lubar College of Business*
- 2019 – Present      Five-Time Recipient, Gold Star Teaching Award  
*University of Wisconsin-Milwaukee, Lubar College of Business*

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**

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2025	Doctoral Symposium, Faculty Mentor ( <i>Invited</i> ) <i>Society for Consumer Psychology Conference</i>
2024 – Present	Reviewer, <i>Journal of Consumer Research</i>
2024 – Present	Reviewer, <i>Journal of the Association for Consumer Research</i>
2024 – Present	Reviewer, <i>Psychology &amp; Marketing</i>
2023	<i>American Marketing Association, Summer Academic Conference</i> Consumer Behavior Track Co-Chair ( <i>Invited</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 Conference</i>

### **SERVICE TO UNIVERSITY/COLLEGE**

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2024	Search and Screen Committee for the Director of the Center for Excellence in Teaching and Learning (CETL) <i>University of Wisconsin-Milwaukee</i>
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- 2023 – Present      Diversity, Equity, and Inclusion Committee  
*University of Wisconsin-Milwaukee, Lubar College of Business*
- 2021 – Present      American Marketing Association Chapter Advisor  
*University of Wisconsin-Milwaukee, Lubar College of Business*
- 2021 – Present      Marketing Internship Advisor  
*University of Wisconsin-Milwaukee, Lubar College of Business*
- 2021 – 2023        Scholarship Committee  
*University of Wisconsin-Milwaukee, Lubar College of Business*
- 2020 – Present      Doctoral Student Teaching Mentor  
*University of Wisconsin-Milwaukee, Lubar College of Business*

## **COMMUNITY AND INDUSTRY ENGAGEMENT**

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

## **INVITED TALKS**

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- 2025                  Tulane (*Scheduled*)
- 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/RECENT PROFESSIONAL AFFILIATIONS**

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