

KATHERINE M. DU

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ACADEMIC APPOINTMENTS

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

EDUCATION

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”

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

RESEARCH INTERESTS

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

PUBLICATIONS

* Equal first authors.

1. **Katherine M. Du*** and Rebecca Ponce de Leon* (Forthcoming), “Organizations Espousing an Authenticity Ideology Repel Stigmatized Job Seekers,” *Journal of Applied Psychology*.
2. Rosanna K. Smith and **Katherine M. Du**, (Forthcoming), “Authenticity as Fact or Feeling: A Dual-Process Framework of Consumer Authenticity Judgments,” *Journal of Consumer Psychology*.
3. Melissa G. Bublit, Laura A. Peracchio, Brennan Davis, **Katherine M. Du**, Jennifer Edson Escalas, Íñigo Gallo, Alexei Gloukhovtsev, Jonathan Hansen, Elizabeth G. Miller, and Hillary J. D. Wiener (2026), “Cultivating a Collaborative Giving Mindset,” *Journal of the Association for Consumer Research*, 11(1).
4. Melissa G. Bublit, Laura A. Peracchio, Brennan Davis, **Katherine M. Du**, Jennifer Edson Escalas, Íñigo Gallo, Alexei Gloukhovtsev, Jonathan Hansen, Tyrha M. Lindsey-Warren, Elizabeth G. Miller, and Hillary J. D. Wiener (2026), “We’ll Stand by You: Understanding Community-based Philanthropic Giving,” *Journal of Public Policy & Marketing*, 45(1), 50–69.

5. **Katherine M. Du***, Lingrui Zhou*, and Keisha M. Cutright (2025), “Bunch of Jerks: How Brands Can Benefit by Reappropriating Insults,” *Journal of Consumer Psychology*, 35(4), 617–626.

6. 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.

7. Melissa G. Bublitz*, **Katherine M. Du***, Jonathan Hansen*, Elizabeth G. Miller*, and Laura A. Peracchio* (2023), “Ending Hunger: How COVID-19 Revealed a Path to Food Access for All,” *Journal of the Association for Consumer Research*, 8(2), 207–219.

8. 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.

9. **Katherine M. Du***, Jacqueline R. Rifkin*, and Jonah Berger (2021), “Penny for Your Preferences: Leveraging Self-Expression to Encourage Small Prosocial Gifts,” *Journal of Marketing*, 85(3), 204–219.

10. 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** (2025), “Authentic Self-Expression in Consumption: Misalignments in Feeling and Seeming,” in *Routledge Handbook of Identity & Consumption*, Second Edition, ed. Ayalla Ruvio and Russell Belk, Taylor & Francis Group, 27 – 37.

ADVANCED RESEARCH IN PROGRESS

Titles shorted and journals excluded to promote anonymity in the review process.

1. **Katherine M. Du***, Rosanna K. Smith*, and Kaia Choi, “Producer Identity, Experience, and Product Authenticity,” Revise and Resubmit.

2. Jacqueline R. Rifkin, **Katherine M. Du**, and Keisha M. Cutright, “Spontaneity in Public Apologies,” Revise and Resubmit.

3. Denny Huynh, Jacqueline Pan, **Katherine M. Du**, and Keisha Cutright, “How Repeated Consumption Shapes Performance Expectations,” Drafting for Submission.

MEDIA MENTIONS AND APPEARANCES

MIT Sloan Management Review – “When Brands Wear an Insult...” (March 2026)

Wall Street Journal – “Why Brands Should Stop Fighting Negative Reviews...” (February 2026)

The Decision Lab – “When Haters Hand You an Insult...” (October 2025)

Duke Fuqua Business Insights – “How Companies Can Turn Insults Into Assets” (October 2025)

UWM Report – “...How Brands Can Benefit From Reclaiming Insults” (August 2025)

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

Presenting author denoted by *.

Katherine M. Du*, Rosanna K. Smith, and Kaia Choi (2026), “How Producer Experience versus Essence Shape Product Authenticity,” Presentation at the *Society for Consumer Psychology Conference*, San Diego, CA.

Jacqueline R. Rifkin*, **Katherine M. Du**, and Keisha M. Cutright (2025), “Spontaneous Apologies,” Presentation at the *Association for Consumer Research Conference*, Washington, DC.

Katherine M. Du, Rosanna K. Smith, and Kaia Choi* (2025), “How Producer Experience versus Essence Shape Product Authenticity,” Presentation at the *Association for Consumer Research Conference*, Washington, DC.

Katherine M. Du, Rosanna K. Smith*, and Kaia Choi (2025), “How Producer Experience versus Essence Shape Product Authenticity,” Presentation at the *Authenticity Boutique Conference*, Berkeley, CA.

Jacqueline R. Rifkin*, **Katherine M. Du**, and Keisha M. Cutright (2025), “Spontaneous Apologies,” Presentation at the *Authenticity Boutique Conference*, Berkeley, CA.

Katherine M. Du and Rebecca Ponce de Leon* (2025), “Organizational Authenticity Ideology Frustrates Stigmatized Job Seekers,” Presentation at the *Authenticity Boutique Conference*, Berkeley, CA.

Katherine M. Du* and Rebecca Ponce de Leon (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.

Rosanna K. Smith*, **Katherine M. Du**, and Kaia Choi (2025), “How Producer Experience versus Essence Shape Product Authenticity,” Presentation at the *Society for Personality and Social Psychology Convention*, Virtual.

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.

Tracy Rank-Christman and **Katherine M. Du*** (2023), “Express Yourself: How Identity Categorization Impacts Stigmatized Identity Expression,” Presentation at the *American Marketing Association Summer Conference*, San Francisco, CA.

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*, 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> Undergraduate Course Cumulative Mean Instructor Rating = 4.93 (maximum 5.00)
2025	Approaches to Marketing Research <i>University of Wisconsin-Milwaukee, Lubar College of Business</i> Doctoral Seminar Preliminary Doctoral Exam Committee Member <i>University of Wisconsin-Milwaukee</i>
2025	Ensieh Alidadiani (Marketing)
2025	Khalandar Badrulla Kammur (Marketing)
	Doctoral Dissertation Committee Member <i>University of Wisconsin-Milwaukee</i>
2023	Milad Hour (Marketing)
2026	Khalandar Badrulla Kammur (Marketing)
2026	Reza Jazemi (Engineering)

HONORS, AWARDS, AND GRANTS

2026	V. Kanti Prasad Scholarly Achievement Award for Junior Faculty <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>
2025	Business Advisory Council Teaching Excellence Award <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>
2025	V. Kanti Prasad Scholarly Award for Junior Faculty <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>
2024	Hugh G. Wales Faculty Advisor of the Year <i>American Marketing Association</i>
2024	Izzet Sahin Research Award <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>
2024	V. Kanti Prasad Scholarly Award for Junior Faculty <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>
2024	Research Assistance Grant (\$2,000) <i>University of Wisconsin-Milwaukee</i>
2023	Distinguished Undergraduate Teaching Award <i>University of Wisconsin-Milwaukee</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 <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>
2019 – Present	Seven-Time Recipient, Gold Star Teaching Award <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)
 University of Chicago

SERVICE TO ACADEMIC FIELD

Ad Hoc Reviewer *Journal of Consumer Research*
 Journal of Marketing Research
 Journal of Marketing
 Journal of the Association for Consumer Research
 Journal of Public Policy & Marketing
 Psychology & Marketing

2026 Doctoral Symposium, Lead Faculty Panelist (Invited)
 Association for Consumer Research Conference

2026 Job Market Faculty Mentor (Invited)
 Society for Consumer Psychology

2025 Doctoral Symposium, Faculty Mentor (Invited)
 Society for Consumer Psychology Conference

2023 Consumer Behavior Track Co-Chair (Invited)
 American Marketing Association Summer Academic Conference

SERVICE TO UNIVERSITY/COLLEGE

2025 – Present Faculty Senator (Elected), Social Sciences Division
 University of Wisconsin-Milwaukee

2026 – Present Faculty Senate Rules Subcommittee
 University of Wisconsin-Milwaukee

2025 – Present PhD Program Taskforce (Invited)
 University of Wisconsin-Milwaukee, Lubar College of Business

2024 Search and Screen Committee for the Director of the Center for Excellence
 in Teaching and Learning (“CETL”) (Invited)
 University of Wisconsin-Milwaukee

2023 – 2025 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/Professional Internship Advisor
 University of Wisconsin-Milwaukee, Lubar College of Business

2021 – 2023	Scholarship Committee <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>
2020 – Present	Doctoral Student Teaching Mentor <i>University of Wisconsin-Milwaukee, Lubar College of Business</i>

COMMUNITY AND INDUSTRY ENGAGEMENT

2022 – 2025	Research Collaborator, <i>Hunger Task Force</i>
2022	Behavioral Science Consultant, <i>Wisconsin Saltwise</i>

INVITED TALKS

2025	Tulane
2024	<i>Society for Personality and Social Psychology Convention</i> Featured Speaker, Existential Psychology Preconference
2023	Consumer Behavior Doctoral Seminar <i>University of Georgia</i>
2022	Interdisciplinary Authenticity Early Career Researchers Forum
2021	Better Marketing for a Better World Forum on Prosocial Behavior <i>Journal of Marketing</i>
2020	Collegiate Entrepreneurs Organization <i>University of Wisconsin-Milwaukee</i>
2018	University of Toronto University of Wisconsin-Milwaukee Loyola Marymount University

CURRENT/RECENT PROFESSIONAL AFFILIATIONS

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