

Donald R. Gaffney
Owen Graduate School of Management
Vanderbilt University
Donald.R.Gaffney@Vanderbilt.edu

Academic Positions

Owen Graduate School of Management, Vanderbilt University
Postdoctoral Scholar, 2021- Present

Education

Ph.D., Business, University of Cincinnati, 2021

Dissertation Title: "The Duality of Subjective Uncertainty," (Chair: Dr. Frank R. Kardes)

M.Sc., Marketing, University of Cincinnati, 2017

B.B.A., Marketing, International Business, University of Cincinnati, 2016

Research Interests

- Uncertainty
- Inference
- Knowledge
- Information Processing

Publications

Kardes, Frank R., Steven S. Posavac, and **Donald R. Gaffney** (forthcoming), "Omission Neglect and Consumer Judgment and Inference Based on Limited Evidence," in *APA Handbook of Consumer Psychology*, eds. Lynn Kahle, Tina M. Lowrey, and Joel Huber, Washington, D.C.: APA.

Accepted on February 2nd, 2021. Inferences made in the consumer domain are often constructed differently contingent on many factors such as the depth and amount of knowledge a consumer perceives they hold. This chapter investigates the link between hidden or omitted information and the inference-making process for consumer judgment.

Posavac, Steve S., Frank R. Kardes, Heidi D. Posavac, and **Donald R. Gaffney**, (2021), "The Utility of Clinical Psychology Concepts for Judgment and Decision Making Research: The Case of Histrionic Features," *Personality and Social Psychology Bulletin*.

Accepted on November 21st, 2020. Published on January 29th, 2021. This article answers the call for bridging clinical psychological research with judgment and decision-making consequences. Specifically, we show that those with Histrionic tendencies seek out and are willing to pay more for products with attributes that increase status and satisfy attention-seeking motives even if these attributes come at a cost.

Kellaris, James J., Karen A. Machleit, and **Donald R. Gaffney** (2020), "Sign Evaluation and Compliance Under Mortality Salience: Lessons from a Pandemic," *Interdisciplinary Journal of Signage and Wayfinding*, 4 (2), 51-66.

Accepted on July 3rd, 2020. Published on August 21st, 2020. The central theme to this article is to further understand the implications of COVID-19 compliance signage and to provide evidence of what types of signage work best for compliance.

Working Papers

- Gaffney, Donald R.**, Joshua J. Clarkson, and Frank R. Kardes (preparing for submission), "Epistemic Motivations of Ideological Extremism," *Target: Science*.
- Gaffney, Donald R.**, Bryan M. Buechner, and Noah VanBergen (preparing for submission), "Death and Free Will: Subjective Uncertainty on COVID-19 Countermeasure Perceptions and Compliance," *Target: Journal of Public Policy & Marketing*.
- Krishnan, Vijaykumar, James J. Kellaris, and **Donald R. Gaffney**, (preparing for submission). Sonic Branding: Designing Distinctive Auditory Identities. *Target: Journal of Marketing*.
- Wu, Ruomeng, Shaobao Li, **Donald R. Gaffney**, and Frank R. Kardes (under review), "As Good as New: Embarrassment and Consumers' Preference for Used versus New Products," *Journal of Business Research*.
- Hernandez, José Mauro C., Murilo Carrazedo M. C. Fillho, Annaysa S. M. Kamiya, **Donald R. Gaffney**, and Frank R. Kardes, (preparing for submission). The effects of delaying the purchase decision on choice deferral, omission detection, and decision confidence. *Target: Journal of Consumer Psychology*.
- Gaffney, Donald R.**, Emma Neybert, Frank R. Kardes, and Robert S. Wyer, Jr. (collecting data), "The Veil of Trust: Media Effects on Hidden Information," *Target: Psychological Science*.
- Gaffney, Donald R.**, Emma Neybert, Frank R. Kardes, and Susan Powell Mantel (collecting data), "Grice in the 21st Century: Product Reviews and their Authors," *Target: Journal of Consumer Research*.

Selected Conference Presentations

- Gaffney, Donald R.**, Bryan M. Buechner, and Noah VanBergen (2021), "Subjective Uncertainty and the Belief-Behavior Link for COVID-19 Countermeasure Compliance" presented at the 33rd Annual Meeting of the Association for Psychological Science, Digital.
- Posavac, Steven S., Frank R. Kardes, Heidi D. Posavac, and **Donald R. Gaffney** (2021), "Decision Motives and Judgment Tendencies of the Histrionic Personality," presented at the Society of Personality and Social Psychology, Digital.
- Gaffney, Donald R.**, Emma Neybert, Susan Powell Mantel, and Frank R. Kardes (2021), "Grice in the 21st Century: Product Reviews and their Authors," presented at the 93rd Annual Meeting of the Midwestern Psychological Association, Digital.
- Kardes, Frank R. and **Donald R. Gaffney** (2020), "Omission Neglect: Out of Sight, Out of Mind," presented at TEDxUCincinnati, Cincinnati, OH.
- Gaffney, Donald R.**, Emma Neybert, Frank R. Kardes, and Robert S. Wyer, Jr. (2020), "Encounters of Distrust on Hidden Information," accepted for the 92nd Annual Meeting of the Midwestern Psychological Association, Chicago, IL.
- Gaffney, Donald R.**, Ruomeng Wu, Meng Liu, and Frank R. Kardes (2020), "Cross-Cultural Differences in New versus Used Products," accepted for the 92nd Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Gaffney, Donald R. (2020), "Can Donald Trump Make you Smarter?" presented at the Three Minute Thesis Competition, Cincinnati, OH.

Neybert, Emma, **Donald R. Gaffney**, Liang Shen, Stephanie Flout, Maxwell Richards, and Frank R. Kardes, Sarah Elizabeth Perry, and Zoey Phelps (2020), "Novel Moderators of the Reception and Detection of Pseudo-profound Bullshit," presented at the 41st Annual Conference of Society for Judgment and Decision Making, virtual.

Gaffney, Donald R., Frank R. Kardes, and Robert S. Wyer Jr. (2019), "Does Feeling Ignorant Give Us More Control?" presented at the Annual Association for Consumer Research Conference, Atlanta, GA.

Gaffney, Donald R., Emma Neybert, Frank R. Kardes, and Robert S. Wyer (2019), "Seeing the Unseen: The Role of Distrust in Considering Missing Information," presented at the Annual Association for Consumer Research Conference, Atlanta, GA.

Gaffney, Donald R., Ruomeng Wu, and Frank R. Kardes (2019), "As Good as New: Cross-Cultural Differences in Losing Face and Preference of New versus Used Products," presented at the CLIK Conference, Louisville, KY.

[Invited] **Gaffney, Donald R.** (2019), "Uncertainty within Self: The Impact of Subjective Uncertainty in Marketing," presented at the University of Cincinnati Bicentennial Community Day, Cincinnati, OH.

Gaffney, Donald R. (2019), "It's Not You, It's Me: The Impact of Variants of Uncertainty on Purchase Behavior," presented at the University of Cincinnati Graduate Student Expo, Cincinnati, OH.

Neybert Emma, **Donald R. Gaffney**, Frank R. Kardes, and Robert S. Wyer Jr. (2019), "Fake News: The Impact of a Distrust Mindset on Omission Neglect," presented at the University of Cincinnati Graduate Student Exposition, Cincinnati, OH.

Gaffney, Donald R., Ruomeng Wu, and Frank R. Kardes (2018), "You are What You Buy: An Investigation into Metaphorical Purity and its Effect on Purchase Behavior," presented at the University of Cincinnati Graduate Student Exposition, Cincinnati, OH.

Grant Funding

- Lindner Summer Research Grant (2020-2021): \$2,500 award.
- University of Cincinnati Marketing Department research grant (2016-2021). Lindner College of Business: \$1,000 annual award.
- Siddall Research Fund (2016-2021). Lindner College of Business: \$1,000 annual award.

Research Assistantship

Wyer - Clarkson Lab

Mentors: Frank R. Kardes & Robert S. Wyer, Jr.

- Consumer Marketing Insights Lab Director (2020-2021), Marketing Department
- Research Assistant (2017-2021), Frank R. Kardes, Robert S. Wyer Jr., James J. Kellaris
- Consumer Marketing Insights Lab Supervisor (2016-2017), Marketing Department

Service

- Reviewer: Society for Consumer Psychology Conference
 - 2021 [*Competitive & Working Papers*]
 - 2019 [*Competitive Papers*]
- Committee: Lindner Graduate Student Association
 - 2019-2021 [President]
 - 2018-2019 [Vice President]
 - 2017-2018 [Philanthropy Chair]
- Served on the Grievance Review Committee.
 - 2019-2020
- Served on the College Hearing Panel.
 - 2019-2020

Affiliations

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- American Marketing Association (AMA)
- Society for Judgment and Decision Making (SJDm)
- Midwest Psychological Association (MPA)
- Society for Personality and Social Psychology (SPSP)

Select Industry Work Experience

Hope For Kabingo, 2016-2020

Consumer Insight Analyst and Lead Website Design. Utilized consumer insights (Google Analytics, Wix, etc.) to develop a highly efficient and pleasing website. To date, the website has brought in over \$100,000 in donations for Hope for Kabingo. Responsibilities included: website development, optimization, design, user testing, search engine optimization (SEO) and more.

Academic Advisory Council for Signage Research and Education, 2016-2018

Consumer Insight Analyst and Lead Website Design. Developed a full marketing strategy for this young non-profit and helped manifest the goals and strategies from this marketing strategy into an interactive website. Responsibilities included: website development, optimization, design, user testing, search engine optimization (SEO), marketing strategy and more.

Idealine, 2015

Consumer Research Analyst. Was the chief market research analyst for six start-up companies. Specialized in market penetration and quantitative consumer insight. Responsibilities included: website development, market penetration strategy, consultation, seeking out investors, external (secondary) and internal (primary) research, and the application of findings from the collected insights.