

Donald R. Gaffney
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ACADEMIC POSITIONS

Owen Graduate School of Management, Vanderbilt University

Senior Researcher, 2022 - *present*

Postdoctoral Scholar, 2021 – 2022

EDUCATION

Ph.D., Marketing, 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
- Consumer Inference
- Judgment and Decision Making
- Public Policy

JOURNAL PUBLICATIONS

Hernandez, José Mauro C., Murilo Carrazedo, **Donald R. Gaffney**, and Frank R. Kardes (2023), "The effects of delaying the purchase decision on choice deferral, omission detection, and decision confidence," *Journal of Judgment and Decision Making*.

Posavac, Steve S., Heidi D. Posavac, **Donald R. Gaffney**, and Frank R. Kardes (2022), "Toward a Clinical Consumer Psychology," *Frontiers in Psychology*.

Posavac, Steve S., Frank R. Kardes, Heidi D. Posavac, and **Donald R. Gaffney** (2022), "The Utility of Clinical Psychology Concepts for Judgment and Decision Making Research: The Case of Histrionic Features," *Personality and Social Psychology Bulletin*.

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*.

BOOK CHAPTERS

Kardes, Frank R., Steven S. Posavac, and **Donald R. Gaffney** (2022), "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.

EDITORSHIP

***Gaffney, Donald R.**, and Susan Powell Mantel* (2023), "Sustainable Consumption in the Digital World: The Role of Social Media and Technology in Consuming towards a More Sustainable Society," *Sustainability*. *Equal co-editors.

UNDER REVIEW

Gaffney, Donald R., Joshua J. Clarkson, and Frank R. Kardes, "Epistemic Motivations of Ideological Extremism," *Science*.

Posavac, Steve S., **Donald R. Gaffney**, and Frank R. Kardes, "On the Ubiquity of the Brand Positivity Effect: Impulsivity is not a Moderator of Overly Favorable Consumer Judgments of Focal Options," *Journal of Behavioral Decision Making*.

SELECT WORKS IN PROGRESS

- ***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 Personality and Social Psychology*.
- ***Gaffney, Donald R.**, Frank R. Kardes, and Steven S. Posavac (collecting data), "In Defense of All that is Nobel: The Role of Uncertainty Variant in Systematic Biases," *Target: Journal of Consumer Research*.
- Krishnan, Vijaykumar, James J. Kellaris, and **Donald R. Gaffney**, (preparing for submission). Sonic Branding: Designing Distinctive Auditory Identities. *Target: Journal of Marketing*.
- Gaffney, Donald R.***, Ruomeng Wu*, and Frank R. Kardes, "When Less is More: The Role of Purity Belief in Consumer Attribute Inferences," *Target: Journal of Consumer Psychology*. *Equal authorship.
- Gaffney, Donald R.**, Bryan Buechner, Emma Neybert, Yaodong Wu⁺, Catherine Touchton⁺, Susan Powell Mantel and, Frank R. Kardes, "A Gricean Explanation on the Acceptance and Influence of Artificial Intelligence." *Target: Sustainability*. ⁺Students I have mentored.
- Wu, Ruomeng, **Donald R. Gaffney**, Li Shaobo, and Frank R. Kardes, "As Good as New: Embarrassment and Consumers' Preference for Used versus New Products," *Target: Journal of Consumer Psychology*.

*Dissertation

SELECTED CONFERENCE PRESENTATIONS

- Gaffney, Donald R.**, Bryan M. Buechner, and Noah VanBergen (2022), "Inference in Times and Types of Uncertainty: The Case of COVID-19 and Free Will," presented at the Association for Consumer Research, Denver, CO.
- Gaffney, Donald R.**, Emma Neybert, Frank R. Kardes, and Robert S. Wyer, Jr. (2022), "The Biasing Role of Trust on Missing Information," presented at the 94th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.
- 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.**, 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.
- [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.

TEACHING

Marketing personnel in the corporate world often require years of training before they are capable of practicing the rigorous and rigorously tested science that scholars are dedicated to. By immersing our students in breakthrough marketing science, we have the opportunity to facilitate the acceleration of marketing theory into practice. In turn, this allows students to be distinctive. In lieu of training students to be good at their fields, we give them tools to disrupt the marketing industry.

Through this lens, I aim to teach marketing theory derived from consumer behavior research through example. My students are challenged to exemplify these core ideas in case studies and peer-to-peer discussions in order to facilitate the learning of key concepts. This dual approach, of concept learning and application through analogy, allows students to not only learn content that will set them apart from other students, but also how and when to apply this industry knowledge.

Student Evaluation Summary

| Course Title | Term | Instructor Excellence | Course Excellence |
|---------------------------|-------------|-----------------------|-------------------|
| Consumer Behavior | Summer 2021 | 8/8* | 8/8* |
| Marketing Research | Summer 2020 | 7.7/8 | 7.7/8 |
| Consumer Behavior | Summer 2019 | 7.7/8 | 7.7/8 |
| Introduction to Marketing | Summer 2018 | 7.8/8 | 7.7/8 |

*NOTE: Group Medians are reported to account for skew. All evaluations are based on 8-point scales. Full student evaluations are available by request. *Due to a technical issue, student participation was (drastically) low.*

Courses Taught

- Consumer Behavior (Summer 2019, 2021)
- Marketing Research (Online, Summer 2020)
- Introduction to Marketing (Online, Summer 2018)

Teaching Assistant (TA)

- Brand Management (MMark, MBA) (Spring 2023), Dr. Steven S. Posavac
- Selling Strategy (MMark, MBA) (Spring 2023), Dr. Steven S. Posavac
- Selling Strategy (MMark, MBA) (Fall 2022), Dr. Steven S. Posavac
- Branding (MBA) (Fall 2022), Dr. Steven S. Posavac
- Advertising (MBA) (Summer 2021), Dr. Karen Machleit
- Marketing for Managers (MBA) (Fall 2020), Dr. Roseann Hassey
- Marketing for Managers (MBA) (Summer 2020), Dr. James Kellaris
- Consumer Behavior (MBA) (Spring 2017), Dr. Esta Shah
- Introduction to Marketing (UG) (Fall 2017), Dr. Karen Machleit
- Introduction to Marketing (UG) (Spring 2016), Dr. Jane Sojka

Selected Student Quotes

- "Great course! Would recommend Professor Gaffney to anyone and was able to learn a ton! I was already somewhat interested in Market Research before this class but am now even more so. Leaning towards this for my career field post-graduation!" (Marketing Research, 2020).
- "This professor was a good communicator, fair grader, was timely with grading, and open to student questions and concerns." (Marketing Research, 2020).
- "Thank you for making this class challenging, but fun at the same time. I really like how the discussion boards were different. I liked that we used the present time and location-based (Cincinnati) case studies." (Marketing Research, 2020).
- "I really enjoyed this class. Even while doing this survey, I can't help but think about the concepts we learned." (Marketing Research, 2020).
- "I feel that I genuinely learned in this course. I enjoyed learning these materials" (Consumer Behavior, 2019).

- "Overall, one of my favorite subjects and classes." (Consumer Behavior, 2019).
- "[He] Cared about the subject matter and [made] sure we understood what was going on." (Consumer Behavior, 2019).
- "Related well to students and what was going on in the real world outside the classroom." (Consumer Behavior, 2019).
- "Probably one of my favorite classes and favorite professors for online courses. It was really well done." (Introduction to Marketing, 2018).
- "I got to see that he actually read my posts and what he thought of them. It felt more personal in such a large, online class." (Introduction to Marketing, 2018).
- "His comments on our discussion board posts were informative, helpful, and communicated that he cared about our success in the class." (Introduction to Marketing, 2018).
- "As hard as the concepts are for this material, Professor Gaffney was very professional and acute." (Introduction to Marketing, 2018).

AWARDS & GRANT FUNDING

- The City of Nashville:
 - The Nashville Public Library's Eskind Family Writer's Room award (2022-2023).
- University of Cincinnati:
 - Lindner Summer Research Grant (2020-2021).
 - University of Cincinnati Marketing Department Research Grant (2016-2021).
 - Siddall Research Fund awardee (2016-2021).

SERVICE

- Sustainability
 - Guest Co-editor for special issue, "Sustainable Consumption in the Digital World: The Role of Social Media and Technology in Consuming towards a More Sustainable Society," 2023.
- Vanderbilt University
 - Owen Behavioral Lab Manager, 2022 – present
- Society for Judgment and Decision Making
 - Reviewer [*Working Papers*], 2022 - present
- Society for Consumer Psychology
 - Session Coordinator, 2022 [*10 Tracks; Misinformation, Uncertainty, etc.*]
 - Reviewer, 2021 [*Competitive & Working Papers*]
 - Reviewer, 2019 [*Competitive Papers*]
- Lindner Graduate Student Association
 - President, 2019-2021
 - Vice President, 2018-2019
 - Philanthropy Chair, 2017-2018
- University of Cincinnati
 - Behavioral Lab Manager, 2020-2021
 - Grievance Review Committee, 2019-2021
 - College Hearing Panel, 2019-2021
 - Behavioral Lab Supervisor, 2016-2017

AFFILIATIONS

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

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.