

Donald Ryan Gaffney

Owen Graduate School of Management
Vanderbilt University
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ACADEMIC POSITIONS

Owen Graduate School of Management, Vanderbilt University

Marketing Instructor, 2023 – *present*.

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, **Committee:** Dr. Robert S. Wyer, Jr., Dr. Susan Powell Mantel, Dr. Peter Chiu.

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

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

RESEARCH INTERESTS

- Artificial Intelligence.
- Consumer Inference.
- Uncertainty Variants.
- Judgment and Decision Making.

JOURNAL PUBLICATIONS

Posavac, Steven S., **Donald R. Gaffney**, and Frank R. Kardes (*in press*), “On the Robustness of the Brand Positivity Effect: Is Impulsivity a Moderator of Overly Favorable Judgments and Choices of Focal Options,” *Journal of Behavioral Decision Making*.

Wu, Ruomeng, **Donald R. Gaffney**, Frank R. Kardes, Shaobo Li, and Meng Liu (*in press*), “As Good as New: Embarrassment and Consumers’ Preference for Used versus New Products,” *Journal of International Consumer Marketing*.

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,” *Judgment and Decision Making*.

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

Posavac, Steven 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**, “Consumer Inference and the Illusion of Knowledge,” in *Handbook of Social Psychology and Consumer Behaviour*, eds. Eric R. Spangenberg and Katie (Quinn) Spangenberg, London, U.K.: Elgar.

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, "A Tale of Two Theories: The Role of Need for Cognitive Closure in Defining Conservatism and Political Extremism," under review at *Science Advances*.

*Media coverage: The Rachel LaForce Show.

SELECT WORKS IN PROGRESS

Gaffney, Donald R., Bryan M. Buechner, Emma Neybert, Yaodong Wu⁺, Catherine Touchton⁺, Susan Powell Mantel, Steven S. Posavac, and Frank R. Kardes (preparing for submission), "A Gricean Explanation for AI Aversion," Target: *Journal of Consumer Research*. ⁺Students mentored.

***Gaffney, Donald R.**, Frank R. Kardes, and Steven S. Posavac (collecting data), "Whose Bias do you Seek? An Epistemic Inference Theory Explanation of Base-Rate Neglect" Target: *Journal of Consumer Research*.

***Gaffney, Donald R.**, Bryan M. Buechner, and Noah VanBergen (collecting data), "Subjective Uncertainty on COVID-19 Countermeasure Perceptions and Compliance," Target: *Journal of Public Policy and Marketing*.

*Dissertation

SELECTED CONFERENCE PRESENTATIONS

Gaffney, Donald R., Joshua J. Clarkson, and Frank R. Kardes (2023), "In Uncertain Terms: Distinguishing Ideology & Uncertainty Avoidance," presented at the Annual Association for Consumer Research Conference, Seattle, WA.

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 Annual Association for Consumer Research Conference, Denver, CO.

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., 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, Jr. (2019), "Seeing the Unseen: The Role of Distrust in Considering Missing Information," presented at the Annual Association for Consumer Research Conference, Atlanta, GA.

INVITED TALKS AND FORUMS

Vanderbilt University: Faculty Research Forum (2021, 2022, 2023).

University of Louisville: Consumer Behavior Research Forum (2019).

University of Cincinnati: University of Cincinnati Bicentennial Community Day (2018).

HONORS, AWARDS AND GRANTS

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 Grant (2016-2021).

STUDENTS MENTORED

Y. David Wu | Undergraduate Student (2022 – present).

Interest: Privacy Disclosure and Consumer Post-Consumption Experience.

Catherine Touchton | Undergraduate Student (2022 – present).

Interest: Artificial Intelligence and Social Norms.

Rohit Dongre | Graduate Student (2022 – 2023).

Interest: The Role of Education in Economic Sustainability. | **Placed:** University of Chicago Research Fellow.

Stephanie Flout | Graduate Student (2018 – 2020).

Interest: Aesthetics and Donation Behavior. | **Placed:** The Ohio State Marketing Ph.D. Program.

TEACHING

In the corporate world, marketers often need extensive training to apply complex scholarly science to their work. In immersing students in groundbreaking marketing science, we are able to facilitate the acceleration of marketing theory into practice. Thus, students can differentiate themselves from their peers. Instead of teaching students to be proficient in their respective fields, we equip them with the tools to disrupt the marketing industry.

Through this lens, I aim to teach marketing theory derived from consumer behavior research through real-world marketing examples. To facilitate the learning of these key concepts, my students are challenged to explore these core concepts through case studies and peer-to-peer discussions. By combining concept learning and application through analogy, students are able to not only learn content that will set them apart from other students but also how and when to apply this knowledge to the workplace.

Student Evaluation Summary

Course Title	Term	Instructor Excellence		Course Excellence	
		Mean	Median	Mean	Median
Experiential Learning	Module 2, 2023	4.5/5	5/5	4.5/5	5/5
Experiential Learning	Module 1, 2023	5/5	5/5	5/5	5/5
Consumer Behavior	Summer, 2021	8/8	8/8	7.75/8	8/8
Marketing Research	Summer, 2020	7.4/8	8/8	7.23/8	8/8
Consumer Behavior	Summer, 2019	7.25/8	8/8	7.25/8	8/8
Intro to Marketing	Summer, 2018	7.42/8	8/8	7.12/8	8/8

Courses Taught

Vanderbilt University – Owen Graduate School of Management

- Experiential Learning (Modules [Quarters] 1, 2, 3 & 4).

University of Cincinnati – Carl H. Lindner College of Business

- Consumer Behavior (Summer 2019; Summer 2021).
- Marketing Research (Summer 2020).
- Introduction to Marketing (Summer 2018).

Selected Student Quotes

- “I find Dr. Gaffney's willingness to help explore our internships and find a perfect fit to support our future careers one of the best aspects of this course.” (Experiential Learning, 2023).
- “Really appreciate how he takes the time to meet with the students and just get to know them during the first meeting! Really meant a lot and can tell he has enthusiasm and support for his students even with the unique nature of the class.” (Experiential Learning, 2023).
- “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 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).

SERVICE TO THE FIELD

Ad Hoc Reviewer (Conferences)

- Society for Judgment and Decision Making (SJDM): 2022 – *present*.
- Society for Consumer Psychology (SCP): 2019, 2021.

SERVICE TO THE DEPARTMENT, COLLEGE, AND UNIVERSITY

Vanderbilt University

- Advisor for Owen's American Marketing Association, 2023 – *present*.
- Owen Behavioral Insights Laboratory Manager, 2022 – *present*.

University of Cincinnati

- Behavioral Lab Manager, 2020-2021.
- Grievance Review Committee, 2019-2021.
- College Hearing Panel, 2019-2021.
- Behavioral Lab Supervisor, 2016-2017.

AFFILIATIONS

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

SELECT INDUSTRY WORK EXPERIENCE

Academy of Cinematic Arts | Cincinnati, Ohio

Consumer Insight Analyst and Lead Website Design. Leveraged consumer insights from platforms like Google Analytics and Wix to create a streamlined and visually appealing website. Responsibilities encompassed a range of tasks including website development, optimization, design, user testing, and search engine optimization (SEO), among others.

Hope For Kabingo | Cincinnati, Ohio

Consumer Insight Analyst and Lead Website Design. Leveraged consumer insights from platforms like Google Analytics and Wix to create a streamlined and visually appealing website. Responsibilities encompassed a range of tasks including website development, optimization, design, user testing, and search engine optimization (SEO), among others.

Academic Advisory Council for Signage Research and Education | Cincinnati, Ohio

Consumer Insight Analyst and Lead Website Design. Crafted a comprehensive marketing strategy for a young non-profit organization and translated its objectives and tactics into an engaging, interactive website. Played a pivotal role in website development, optimization, design, user testing, and search engine optimization (SEO), while also contributing to the formulation and execution of the overarching marketing strategy.

Idealine | Cincinnati, Ohio

Consumer Research Analyst. Served as the lead market research analyst for six startup ventures, specializing in market penetration strategies and quantitative consumer insights. Core responsibilities encompassed diverse areas such as website development, devising market penetration strategies, providing consultation, identifying potential investors, conducting both external (secondary) and internal (primary) research, and leveraging insights gleaned from research findings to drive actionable outcomes.

**References provided upon request.*