

Brianna Escoe Strotman

Owen Graduate School of Management
Vanderbilt University
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ACADEMIC POSITIONS

Owen Graduate School of Management, Vanderbilt University
Senior Lecturer of Marketing, 2021- Present

EDUCATION

Ph.D. Marketing, University of Cincinnati, 2021
B.S. Neuroscience, Ohio State University, 2016

RESEARCH INTERESTS

- Emotion
- Compensatory Consumption
- Information Processing

PUBLICATIONS AND MANUSCRIPTS UNDER REVISION

(See Dissertation Research and Appendix sections for abstracts of publications and working papers)

Escoe, Brianna, Nathanael Martin, and Anthony Salerno, "That's So Cringeworthy: Understanding What Cringe Is and Why We Want to Share It," under review at the *Journal of Marketing Research*. **(Dissertation Essay 1)**

Salerno, Anthony and Brianna Escoe (2020), "Resource Scarcity Increases the Value of Pride," *Journal of the Association for Consumer Research*, 5(4), 458-69.

Kardes, Frank, Brianna Escoe, and Ruomeng Wu (2019), "Response Latency Methodology in Consumer Psychology" in *Handbook of Research Methods in Consumer Psychology*, ed. Frank R. Kardes, Paul M. Herr, and Norbet Schwarz, New York: Routledge, 132-42.

MANUSCRIPTS IN PREPARATION AND SELECTED WORKS IN PROGRESS

Escoe, Brianna, Noah Van Bergen, and Caglar Irmak, "To Err is (Not) Human: Examining Beliefs About Errors Made by Artificial Intelligence," manuscript in preparation for the *Journal of Consumer Research*.

Escoe, Brianna, Frank Kardes, and Daniel Grossman, "The Effects of Omission Neglect on Surprise and Regret."

"Examining Cringe and Cool Products," with Anthony Salerno

"Emotions and Product Materiality," with Anthony Salerno, Julio Sevilla, and Kevin Sample

"When People Seek Out Utilitarian Forms of Escapism," with Noah Van Bergen

CONFERENCE PRESENTATIONS

(Presenting author in **bold**)

Salerno, Anthony and Brianna Escoe (2021), "Resource Scarcity Increases the Value of Pride," Paper to be presented at the Society for Consumer Psychology Boutique Conference on Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior, Honolulu, Hawaii.

Salerno, Anthony and **Brianna Escoe** (2019), "To Feel Better or to Become Better? Resource Scarcity Enhances the Value of Pride," Paper presented at the Association for Consumer Research, Atlanta, Georgia.

Escoe, Brianna, Noah Van Bergen, Caglar Irmak, Bryan Buechner, and Daniel Grossman (2019), "To Err is (Not) Human: Examining Beliefs About Errors Made by Artificial Intelligence," Poster presented at the Association for Consumer Research, Atlanta, Georgia.

Escoe, Brianna, Daniel Grossman, and Frank Kardes (2018), "Blindsided by Omissions: Effects of Hidden Fees on Surprise and Regret," Paper presented at the Summer Society for Consumer Psychology, San Francisco, California.

Ruomeng Wu, **Brianna Escoe**, and Frank Kardes (2017), “You Are Not as Smart as You Think You Are: Effects of Self-Perceived Knowledge on Consumer Information Processing and Decision Making,” Paper presented at the Association for Consumer Research, San Diego, California.

INVITED TALKS

University of Cincinnati; Marketing Department Research Camp (event canceled due to COVID-19, April 2020)

University of Cincinnati; Marketing Research Seminar Series (October 2019)

GRANT FUNDING AND AWARDS

*(*award not offered after 2018)*

Dean’s Dissertation Award, 2021

Lindner Summer Research Grant, 2020

AMA-Sheth Doctoral Consortium Fellow, 2020, attending August 2021

University of Cincinnati Dean’s Excellence in Teaching Award: 2018*

Whiting Doctoral Scholarship, 2016

TEACHING INTERESTS

- Consumer Behavior
- Advertising
- Branding

TEACHING EXPERIENCE

Undergraduate Courses

Consumer Behavior, 2 sections, Spring 2021

Branding, Fall 2020

Advertising Management, 2 sections, Fall 2019

Introduction to Marketing, Spring 2019

Consumer Behavior, Fall 2018

Retailing, University of Cincinnati, Spring 2018

Academic Research Assistant Course, Fall 2017

REVIEWING

Journal of Consumer Research (Trainee Reviewer): 2020

Society for Consumer Psychology (SCP) Conference: 2017

SERVICE TO THE UNIVERSITY

Lab Manager, Consumer Market Insights (CMI), Lindner College of Business, University of Cincinnati, Summer and Fall 2017

Treasurer, Lindner Graduate Student Association, University of Cincinnati, Fall 2017 and Spring 2018

OTHER PROFESSIONAL EXPERIENCE

2020 – 2021, Consultant, Cincinnati Innovation District, Cincinnati, OH