

# Donald Ryan Gaffney

Owen Graduate School of Management  
Vanderbilt University  
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## ACADEMIC POSITIONS

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### Owen Graduate School of Management, Vanderbilt University

Marketing Instructor, 2023 – *present*.

Senior Researcher, 2022 – *present*.

Postdoctoral Scholar, 2021 – 2022.

## EDUCATION

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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

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

## JOURNAL PUBLICATIONS

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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*. \*Media coverage: LinkedIn Live with Drew Boyd.

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

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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. \*Media coverage: LinkedIn Live with Drew Boyd.

## EDITORSHIP

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\***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

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**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

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**Gaffney, Donald R.**, Bryan M. Buechner, Emma Neybert, Y. David Wu<sup>+</sup>, Catherine Touchton<sup>+</sup>, 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

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**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

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**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

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### The City of Nashville:

- The Nashville Public Library's Eskind Family Writer's Room award (2022).

### 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

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**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 STATEMENT

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The journey from marketing theory to its application in the corporate world is often a lengthy one. Marketing scholars dedicate years to developing robust, rigorously tested theories. In this endeavor, we as Owen professors are presented with a unique opportunity to bridge this theory-practice gap. Ryan is deeply committed to this cause, focusing on immersing students in the most current and impactful marketing science. He believes that this immersion not only accelerates the application of theoretical knowledge in real-world settings but also positions students to excel and stand out in their field through the adept application of these theories. Ryan's overarching goal is to cultivate not just skilled marketers but true pioneers in the field of marketing. He strives to equip students with an understanding and practical application of marketing principles, enabling them to navigate and influence the industry.

## TEACHING INTERESTS

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- Consumer Behavior
- Market Research
- International Marketing

## TEACHING EXPERIENCE

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### Vanderbilt University – Owen Graduate School of Management

- Experiential Learning (Modules [Quarters] 1, 2, 3 & 4).  
\* Highest rated Professor at the Owen Graduate School of Business, Vanderbilt University (Mod I, 2023).

### University of Cincinnati – Carl H. Lindner College of Business

- Consumer Behavior (Summer 2019; Summer 2021).  
\* Highest rated Professor at the Carl H. Lindner College of Business, University of Cincinnati (Summer, 2021).
- Marketing Research (Summer 2020).
- Introduction to Marketing (Summer 2018).

## SERVICE TO THE FIELD

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### 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

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### 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

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- 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

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### 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.