

# Andrew B. Edelblum

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## Education

**University of Oregon, Lundquist College of Business**  
Ph.D. Candidate, Marketing (expected 2022)  
M.S., Marketing, 2019

**The College of New Jersey**  
B.A. with Highest Honors, Psychology (2016)

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## Research Interests

*Theoretical:* identity, morality and ethics, political ideology and consumption  
*Substantive:* branding, consumer-brand relationships, digital marketing, communications  
*Methodological:* behavioral experiments, event studies, applied econometrics

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## Refereed Journal Articles

1. Loyka, Caitlin, John R. Ruscio, **Andrew B. Edelblum**, Brittany Wetreich, Lindsay Hatch, and Amanda Zabel (2019), "Weighing People Rather than Food: A Framework for Examining External Validity," *Perspectives on Psychological Science*, 15(2), 483-496.
    - Featured as #1 trending article on [Obesity and Energetics Offerings \(12/13/19\)](#).
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## Select Research in Progress

1. **Edelblum, Andrew B.**, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn, "Supporting 'Our' Cause: How Brand Activism Shapes Moral Behavior," preparing for third-round review at the *Journal of Consumer Research*.
  - Media coverage: [Contagious](#) (2020, 2021)

2. **Edelblum, Andrew B.**, Joshua T. Beck, and Nooshin Warren, “An Institutional View of Investor Response to Corporate Sociopolitical Activism”; data analysis complete, preparing for submission to the *Journal of Marketing*.
  3. **Edelblum, Andrew B.** and Joshua T. Beck, “Toward a Theory of Brand Purpose”; data collection in progress, preparing for submission to the *Journal of the Academy of Marketing Science*.
  4. **Edelblum, Andrew B.** and Noelle Nelson, “Political Ideology and Cancel Culture”; data collection in progress, preparing for submission to the *Journal of the Association of Consumer Research*.
  5. Warren, Nathan B. and **Andrew B. Edelblum**, “New Masculinity and Consumption.”
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## Research Presentations

\* denotes presenter

1. **Edelblum, Andrew B.\***, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (November 2020), “Supporting ‘Our’ Cause: How Brand Activism Shapes Moral Behavior,” *Lundquist College of Business Inaugural Research Slam*, Eugene, OR.
2. **Edelblum, Andrew B.\***, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (December 2019), “Expanding Your Moral Universe? How Self-Brand Connection Shapes Consumer Responses to Brand Activism,” *Future of Brands Conference*, New York, NY.
3. **Edelblum, Andrew B.\***, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (March 2019), “Sit Back or Act? How Self-Brand Connection Shapes Response to Brand Activism,” *Robert Mittelstaedt Doctoral Symposium*, Lincoln, NE.
4. Loyka, Caitlin\*, John R. Ruscio, **Andrew B. Edelblum**, Brittany Wetreich, Lindsay Hatch, and Amanda Zabel (March 2019), “Weighing People Rather than Food: A Framework for Examining External Validity,” *Society of Behavioral Medicine*, Washington D.C.
5. **Edelblum, Andrew B.\***, Yan Bernardes, Sada Gopan Sekar, and Felix Xu (October 2018), “Virtual Reality and Transformative Consumer Research,” *Association for Consumer Research*, Dallas, TX.
  - Winners of inaugural “Shark Tank” competition (Societal Impact track) at ACR Doctoral Symposium.
6. **Edelblum, Andrew B.\***, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (August 2018), “Money Where Their Mouth Is? How Self-Brand Connection Turns Brand Tokenism into Meaningful Brand Action,” *American Marketing Association*, Boston, MA.

7. **Edelblum, Andrew B.\***, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn (May 2018), "Money Where Their Mouth Is? How Self-Brand Connection Turns Brand Tokenism into Meaningful Brand Action," *Northwest Marketing Research Symposium*, Portland, OR.
  8. Spanola, Nicholas, Rachel Dickler, Erin Largey, **Andrew B. Edelblum\***, Thomas Weiss, Alexa Nagasue, and Christian Sabella (March 2016), "It's Magic! The Role of Cognitive Individual Differences in the Experience of Magic," *Eastern Psychological Association*, New York, NY.
  9. **Edelblum, Andrew B.\***, Kiran Patel, and Flavie Guitard (October 2015), "Assessing Student Compliance to a Trayless Cafeteria Proposal," *Eastern Communication Association*, Philadelphia, PA.
  10. Loyka, Caitlin, **Andrew B. Edelblum\***, Brittany Wetreich, and Lindsay Hatch (May 2015), "Proof Over Practice: An External Validity Review of the Health Psychology Literature," *Celebration of Student Achievement*, Ewing, NJ.
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## Teaching

**Teaching interests:** marketing communications, digital marketing, consumer behavior, marketing research, social media marketing

### University of Oregon

Instructor, Integrated Marketing Communications (summer 2018; in-person): 4.8/5.0

Instructor, Integrated Marketing Communications (spring, summer 2020; remote): no score

TA, Marketing Research for MBAs (with Hong Yuan; spring 2018, fall 2018, winter 2019)

- "[Integrated Marketing Communications] has by far been one of my favorite classes I have ever taken at the University of Oregon. I absolutely love the content and topics discussed in Andrew's lectures and often find many of the theories discussed to be trends I notice and can see in play on an everyday basis! I love that Andrew is an aware professor who regularly engages with social media, pop culture trends, fashion, and entertainment."
- "Andrew is fun and excited about advertising and marketing. I loved how he incorporated tons of advertisements and commercials into his lectures. If I wasn't graduating, I would definitely try to get into one of his other marketing classes."
- "I applaud Andrew for continuously putting so much effort into making this class engaging and exciting as possible. It's refreshing to see a professor actually in love with what they're teaching and show that. We could definitely hear the enthusiasm in his voice in the lecture videos, and it really is a shame that the class wasn't in person. By far

one of my favorite classes and have already been telling my other business classmates to take his course!”

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## Academic Service

### *Journal of Consumer Research*

Social Media Manager [[Facebook](#), [Twitter](#)] (2018–present)

Reviewer Trainee (2018)

### **Business Research Institute, University of Oregon**

Lab Co-Manager (2019–20)

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## Honors & Awards

Harold & Muriel Berkman Charitable Foundation Grant (2021)

AMA-Sheth Doctoral Consortium Fellow (2021)

Robin and Roger Best Research Awards (2019-20)

Robin and Roger Best Teaching Award (2019)

The College of New Jersey, Graduation with Highest Honors (2016)

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## Professional Memberships

American Marketing Association

Association for Consumer Research

American Psychological Association

Phi Beta Kappa Society

Psi Chi Psychology Honor Society

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## Research Positions

### **Duke University**

Research Assistant, Center for Advanced Hindsight (2016)

### **The College of New Jersey**

Researcher, Department of College Advancement (2015–16)

Researcher, MISC Lab (2014–16)

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## Doctoral Coursework

### Marketing (Core)

Marketing Research Process and Methods	Hong Yuan
Development of Marketing Theory	Linda Price
Theory and Research in Consumer Behavior	Jiao Zhang
Experimental and Quasi-experimental Research Methods	Joshua T. Beck
Independent Study [Consumer Identity]	Joshua T. Beck

### Research Methods and Statistical Analysis

Data Analysis	Lou Moses
	Robert Mauro
	Elliott Berkman
Social Science Research Design	Nicole Giuliani
Applied Statistical Design and Analysis	Roland Good
Data Analysis with R	Daniel Anderson
Hierarchical Linear Models	Joseph Stevens
Applied Econometrics	Lauren Lanahan

### Behavioral Sciences

Living the Academic Life	Alan Meyer
Organizational Behavior	David Wagner
New Media History and Theory	Seth C. Lewis

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## References

### Joshua T. Beck

Associate Professor of Marketing  
Charles H. Lundquist College of Business, University of Oregon  
[jbeck2@uoregon.edu](mailto:jbeck2@uoregon.edu)

### Noelle Nelson

Assistant Professor of Marketing  
Charles H. Lundquist College of Business, University of Oregon  
[nmn@uoregon.edu](mailto:nmn@uoregon.edu)

### Markus Giesler

Associate Professor of Marketing, Editor at the *Journal of Consumer Research*  
Schulich School of Business, York University  
[mgiesler@schulich.yorku.ca](mailto:mgiesler@schulich.yorku.ca)

## Dissertation Chapters

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**“Supporting ‘Our’ Cause: How Brand Activism Shapes Moral Behavior”**: in preparation for third-round review at the *Journal of Consumer Research*

Prior work suggests that brand activism should reflect, not affect, consumers’ support for sociopolitical causes and organizations, as brands strategically cater messages to be congruent with their consumers’ existing beliefs. However, the present work finds that brand activism serves as a social cue that can increase or decrease consumer support for activist causes, depending on consumers’ self-brand connection (SBC). Across multiple studies, we find that brand activism for a particular activist cause increases (decreases) its importance among high (low) SBC consumers and increasing (decrease) their financial support for the cause. In turn, we show that brand activism is an effective but particularized catalyst of moral action: It has the potential to both benefit and harm consumers’ engagement with activist causes.

**“An Institutional View of Investor Response to Corporate Sociopolitical Activism”**: in preparation for submission to the *Journal of Marketing*

From an investor’s perspective, corporate sociopolitical activism (CSA) can be a polarizing and hazardous use of firm resources. As a result, CSA tends to elicit a primarily negative effect on investor response and brand preference – but do these risks depend on a firm’s share of its particular market? In the current research, my coauthors and I reason that market leaders (vs. small-share firms) are penalized more for engaging in CSA. However, these effects are mitigated or exacerbated when a given issue has been afforded legitimacy (i.e., widespread social recognition and empowerment). Using a unique dataset containing 370 instances of firms’ LGBTQ+ CSA over a 15-year timespan, we find that when an issue receives institutional approval via the legal (marketplace) system, it decreases (increases) investors’ trepidation in response to market leaders’ issue-related activism.

**“Toward a Theory of Brand Purpose”**: in preparation for submission to the *Journal of the Academy of Marketing Science*

Brands have increasingly alluded to purpose in reference to their core business practices and philosophies. Pundits and leading consulting agencies have described purpose as a metaphorical license to operate in the 21st century. and the U.S. Association of National Advertisers (ANA) selected “brand purpose” as its 2018 Marketing Word of the Year. Yet, in spite of its relative ubiquity in the marketplace, brand purpose lacks a coherent definition among practitioners and researchers alike. This has led some critics to argue that the meaning behind brand purpose is vague and obscured by misrepresentation. In turn, the current research serves takes a grounded theoretical approach to explore, conceptualize, and interrogate the notion of brand purpose as a source of brand equity that exists outside those elements captured in prior branding models.