

Joshua T. Beck

Associate Professor

Judy and Hugh Oliphant Research Scholar
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EDUCATION

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| University of Washington, Foster School of Business, Seattle, WA | 2009–2014 |
| Ph.D. , Marketing, June 2014 | |
| M.S. , Business Administration, January 2012 | |
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| California State University, Fullerton, CA | 2003–2007 |
| B.A. , Business Administration and Psychology, University Honors, Cum Laude | |

RESEARCH

Article Publications:

1. Wang, Cindy (Xin), Joshua T. Beck, and Hong Yuan, "The Effort-Control Tradeoff in Participative Pricing: How Easing Pricing Decisions Maximizes Pricing Performance," conditionally accepted at *Journal of Marketing*
2. Dugan, Riley, Joshua J. Clarkson, and Joshua T. Beck, "When Cause-Marketing Backfires: Differential Effects of One-for-One Promotions on Hedonic and Utilitarian Products," conditionally accepted at *Journal of Consumer Psychology*
3. Bhagwat, Yashoda, Nooshin Warren, Joshua T. Beck, George F. Watson, IV, "Corporate Sociopolitical Activism and Firm Value," *Journal of Marketing*, 84 (5), 1–21.
 - Media coverage: Los Angeles Times
4. Dagogo-Jack, Sokiente W., Joshua T. Beck, Alex Kaju (2020), "The Effect of Duration Metrics on Consumer Satisfaction," *Psychology & Marketing*, 37 (3), 441–56.
5. Beck, Joshua T., Ryan Rahinel, and Alexander Bleier (2020), "Company Worth Keeping: Personal Control and Preferences for Brand Leaders," *Journal of Consumer Research*, 46 (5), 871–86.
6. Mazodier, Marc, Conor M. Henderson, and Joshua T. Beck (2018), "The Long Reach of Sponsorship: How Fan Isolation and Identification Strength Jointly Shape Sponsorship Performance," *Journal of Marketing*, 82 (6), 28–48; *equal authorship with authors listed in reverse alphabetical order.*
 - Published as an MSI working paper (17-123)

- Winner of the "Paper of the Year" award by the American Marketing Association's (AMA) Sport & Sponsorship-Linked Marketing Special Interest Group (SportSIG)
7. Reich, Brandon J., Joshua T. Beck, and John Price (2018), "Food as Ideology: Measurement and Validation of Locavorism," *Journal of Consumer Research*, 45 (4), 849–68.
 - Media Coverage: The Conversation, Salon.com, LA Times, Chicago Tribune, Seattle Post-Intelligencer, San Francisco Chronical/SF Gate, EcoWatch, Business Insider
 8. Beck, Joshua T., Kelly J. Chapman, and Robert W. Palmatier (2015), "Understanding Relationship Marketing and Loyalty Program Effectiveness in Global Markets," *Journal of International Marketing*, 23 (3), 1–21.
 9. Watson, George F., Joshua T. Beck, Conor M. Henderson, and Robert W. Palmatier (2015), "Building, Measuring, and Profiting from Customer Loyalty," *Journal of the Academy of Marketing Science*, 43 (6), 790–825.
 - Published as an MSI working paper (13-120).
 10. Samaha, Stephen A., Joshua T. Beck, and Robert W. Palmatier (2014), "The Role of Culture in International Relationship Marketing," *Journal of Marketing*, 78 (5), 78–98.
 - Published as an MSI working paper (13-117).
 11. Henderson, Conor M., Joshua T. Beck, and Robert W. Palmatier (2011), "Review of the Theoretical Underpinnings of Loyalty Programs," *Journal of Consumer Psychology*, 21 (3), 25–76.

Book Chapters:

12. Clarkson, Joshua J., Joshua T. Beck, Ashley S. Otto, and Riley G. Dugan (2019), "Methods of Public Influence," in Frank R. Kardes, Paul M. Herr, and Norbert Schwarz (Eds.), *Handbook of Research Methods in Consumer Psychology*, New York: Routledge, 192–207.
13. Beck, Joshua T., and Robert W. Palmatier (2012), "Relationship Marketing," in *Handbook of Business-to-Business Marketing*, ed. Gary L. Lilien and Rajdeep Grewal, Northampton, MA: Edward Elgar, 293–310.

Under Review or Revision:

14. Clarkson, Joshua J., Joshua T. Beck, and Mary Murphy, "To Repeat or to Diversify? The Impact of Implicit Self-Theories and Preference Forecasting on Anticipated Consumption Variety," under second-round review at *Journal of Consumer Research*
15. Edelblum, Andrew, Joshua T. Beck, Sokiente W. Dagogo-Jack, and Lea Dunn, "Expanding Your Moral Universe: How Self-Brand Connection Shapes Consumer Responses to Brand Activism," under second-round review at *Journal of Consumer Research*

Research Presentations:

- Expanding Your Moral Universe? How Brand Activism Shapes Consumers' Moral Beliefs," Future of Brands Conference hosted by Journal of Consumer Research and Columbia University (December 2019), with Andrew Edelblum*, Sokiente Dagogo-Jack, Lea Dunn
- "Living on the Edge? Political Extremeness and Normalizing Consumption," Association for Consumer Research Conference (October 2019), with Aaron Charlton* and Joshua J. Clarkson
- "Economic Inequality and Niche Entrepreneurship: Evidence from the Brewery Industry," Academy of Management Conference (August 2019), with J. Jeffrey Gish* and Lauren Lanahan
- "Economic Inequality and Niche Entrepreneurship: Evidence from the Brewery Industry," Sustainability, Ethics, and Entrepreneurship Conference (March 2019), with J. Jeffrey Gish* and Lauren Lanahan; *winner of best submission award*
- "Brand Activism and Firm Value," American Marketing Association Winter Conference (February 2019), with Yashoda Bhagwat, Nooshin Warren*, and George F. Watson IV
- "Money Where Their Mouth Is? How Self-Brand Connection Turns Token Brand Statements into Meaningful Brand Action" (student poster presentation), American Marketing Association Summer Conference (August 2018), with Andrew Edelblum*, Sokiente Dagogo-Jack, Lea Dunn
- "Brand Activism and Firm Value," MIT Sloan / ISBM (August 2018), with Yashoda Bhagwat, Nooshin Warren*, and George F. Watson IV
- "The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance," invited talk at Florida State University (June 2018), with Marc Mazodier and Conor Henderson
- "Nomadic Consumption," invited talk at the 2018 IDEA Conference, Georgia Tech (June 2018)
- "Pricing-based Engagement: How Participative Pricing Shapes Attitude and Purchases," Academy of Marketing Science Conference (May 2018), with Cindy Wang* and Hong Yuan; *winner of Stanley C. Hollander Award for Best Retailing Paper*
- "Money Where Their Mouth Is? How Self-Brand Connection Turns Token Brand Statements into Meaningful Brand Action," NW Research Symposium (May 2018), with Andrew Edelblum*, Sokiente W. Dagogo-Jack, and Lea Dunn
- "Brand Activism and Firm Value," Theory + Practice in Marketing Conference (May 2018), with Yashoda Bhagwat, Nooshin Warren*, and George F. Watson IV
- "Brand Leadership in the Inequality Era," invited talk at the 2018 Payne Research Symposium, University of Arizona (January 2018) with Colleen Harmeling, Yashoda Bhagwat, and Conor M. Henderson
- "When Variety Isn't Life's Spice: The Impact of Implicit Self-theories and Preference Forecasting on Anticipated Consumption Variety," Association for Consumer Research Conference (October 2017), with Joshua J. Clarkson and Mary C. Murphy
- "How Comparison Standards Influence Tradeoffs between Absolute and Relative Outcomes," Association for Consumer Research Conference (October 2017), with Sokiente W. Dagogo-Jack

- "The Role of Identification Needs in Shaping the Efficacy of the One-for-One Promotional Model," American Marketing Association Summer Conference (August 2017), with Riley Dugan* and Joshua Clarkson
- "Marketing to Fans All Over the World: How Fan Identification and Social Context Jointly Shape Brand Sponsorship Effectiveness," American Marketing Association Summer Conference (August 2017), with Marc Mazodier and Conor Henderson*
- "Soapbox Profits: How Brand Activism Impacts Abnormal Stock Returns," INFORMS Society for Marketing Science Conference (June 2017), with Yashoda Baghwat*, Nooshin Warren, and George F. Watson
- "By the Grace of Brands: The Role of Brand Leadership in the Process of Restoring Control," Association for Consumer Research Conference (October 2016), with Alexander Bleier* and Ryan Rahinel
- "Economic Inequality and Brand Performance," American Marketing Association Summer Conference (August 2016), with Colleen Harmeling, Yashoda Bhagwat*, and Conor M. Henderson
- "Economic Inequality, Trust, and Brand Leadership," Theory + Practice in Marketing Conference (May 2016), with Colleen Harmeling*, Yashoda Bhagwat, and Conor M. Henderson
- "Brands as Stewards: The Role of Brand Leadership in the Process of Restoring Control," European Marketing Academy (EMAC) Conference (May 2016), with Alex Bleier* and Ryan Rahinel
- "Winning Me (Us) Back: How Self-Construal Shapes the Efficacy of Targeted Brand Apologies." American Marketing Association Winter Conference (February 2016), with Roseann V. Hassey*
- "Norms as Standards vs. Self-Descriptions: How Dynamic Information Shifts Interpretation of Normative Messages," Association for Consumer Research North American Conference (October 2014), with Sokiente W. Dagogo-Jack* and Nidhi Agrawal
- "Culture's Impact on Relationship Marketing in BRIC Countries," Special Session (chair) with Jag Sheth, Olga Tretyak, and Aurea Ribeiro, American Marketing Association Summer Conference (August 2012), with Stephen A. Samaha
- "Unpacking Loyalty: A Meta-analytic Review for B2B Relationships," Special session: Emerging Interorganizational Issues, American Marketing Association Summer Conference (August, 2012), with George F. Watson IV*, Conor M. Henderson, and Robert W. Palmatier
- "Relationship Marketing," B2B Authors' Conference, Harvard University, hosted by Edward Elgar Publishing, Ltd. (August 2010) with Robert Palmatier
- "Leveraging Groups," American Marketing Association Summer Conference (August 2010) with Robert W. Palmatier and Conor M. Henderson

*Joshua T. Beck presented unless otherwise indicated

ACCOLADES

- 2019 Goulet Research Award for Outstanding Scholarly Achievement
- 2019 Kageyama Research Award
- 2019 Best Reviewer Award, *Journal of the Academy of Marketing Science*
- 2019 Best Paper Award presented by the American Marketing Association's (AMA) Sport & Sponsorship-Linked Marketing Special Interest Group (SportSIG)
- 2019 Sustainability, Ethics, Entrepreneurship (SEE) Conference Best Submission Award (student coauthor)
- 2018 Stanley C. Hollander Award for Best Retailing Paper (student coauthor)
- 2017 Kageyama Research Award
- 2016 Kageyama Research Award
- 2015 UO New Faculty Research Award
- 2015 UC Dean's Teaching Excellence Recognition
- 2014-15 UC International Faculty Study Abroad Program Development Grant
- 2014 UC Dean's Teaching Excellence Recognition
- 2013 Boeing Fellow
- 2013 Evert McCabe Endowed Fellow
- 2013 Michael G. Foster Strategy Fellowship recipient
- 2013 AMA-Sheth Doctoral Consortium Fellow
- 2012 MSI Alden G. Clayton Doctoral Dissertation Honoree
- 2012 ISBM Doctoral Dissertation Award Finalist
- 2012 Michael G. Foster Doctoral Student of the Year
- 2012 Michael G. Foster Strategy Fellowship recipient
- 2011 UW Dean's Achievement Award
- 2005-2007 Dean's Scholar, California State University, Fullerton, Mihaylo College

TEACHING & PROFESSIONAL EXPERIENCE

Teaching Interests: Marketing research, marketing strategy, brand management

Assistant/Associate Professor, University of Oregon	2015–2020
Marketing Research, Undergraduate and MBA	
International Marketing, Undergraduate	
Business Strategy Capstone, Undergraduate	
Experimental and Quasi-experimental Research, Doctoral Seminar	
Assistant Professor, University of Cincinnati	2014–2015
Marketing Strategy, Undergraduate	
Teaching Assistant, University of Washington	2009–2014
Marketing Management & Marketing Strategy, Executive MBA	
Advanced Marketing Strategy, Full-time MBA	

Industry Experience & Consulting: Blackbaud, Google, Kroger, NBC, Nestle, Otsuka, Starbucks, Travelers, World Vision

ACADEMIC SERVICE

Service to the Field

- Editorial review boards: *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of International Marketing*
- Ad hoc reviewer: *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Retailing*, *Business Ethics Quarterly*, *Marketing Letters*, AMA academic conference proceedings
- Conferences:
 - Northwest Research Symposium planning committee member (inaugural; 2017)
 - AMA summer conference track chair (2017)
 - AMA-Sheth Consortium planning committee member (2012)
- 2014 contributor to AMA's "Transitions" guide for doctoral students

Department, College, and University Service:

- Theses and dissertations:
 - Nathan Warren, dissertation committee member (2021)
 - Christopher Nelson, undergraduate honors thesis advisor (2020)
 - Alycia Courey, undergraduate honors thesis advisor (2019)
 - Kathryn Adkisson, undergraduate honors thesis reader (2019)
 - Aaron Charlton, dissertation committee member (2019)
 - Brandon Reich, dissertation committee member (2018)
 - Netsanet Debebe, dissertation (outside member; 2018)
 - Jessica L. D'Agostino, undergraduate honors thesis reader (2018)
 - Simone Smith, undergraduate thesis reader (2017)
- Additional:
 - UO Diversity Committee Chair (2019 to present)
 - UO LGBTQIA+ Faculty and Staff event co-coordinator (2016 to present)
 - UO Marketing Department hiring committee (2017)
 - UO IDEAL Task Force, contributing member (2017)
 - UO Marketing Department hiring committee (2016)
 - UW-Foster Executive Programs Strategic Development Committee (2012–2013)
 - UW Ph.D. Program Media Consultant (2011–2014)
 - UW Ph.D. Program Committee Student Representative (2010–2011)
 - UW Doctoral Business Student Association Officer (2010–2011)
 - CSUF Small Business Institute Relationship Development Officer (2006–2007)

HONORARY APPOINTMENTS & PROFESSIONAL ASSOCIATIONS

- Affiliated Researcher for Sales and Marketing Strategy Institute (2018–present)
- Affiliated Faculty Member for the Center for Sales and Marketing Strategy at the University of Washington (2015–present)
- American Marketing Association
- Marketing Science Institute
- Association for Consumer Research
- American Association for the Advancement of Science