

Aparna Sundar

Assistant Professor of Marketing

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Background

Academic Positions

Assistant Professor of Marketing, 2015–Current

University of Oregon, *Lundquist College of Business*

Visiting Assistant Professor of Marketing, 2014–2015

Virginia Tech, *Pamplin College of Business*

Adjunct Instructor of Marketing, 2009–2010

University of Cincinnati, *Carl H. Lindner College of Business*

Non-Profit Leadership Position

Board of Director, 2018–Present

Academic Advisory Council for Signage Research & Education, Cincinnati, OH

Professional Background

Marketing Consultant, 2008–2009

IPSOS, Cincinnati, OH

Architect, 2005–2007

FRCH Design Worldwide and *PFB Architects*, Cincinnati, OH

Architect and Designer, 2001–2005

DRS Architects, *Enviroplan Architects*, *City of Austin*, Austin, TX

Education

Ph. D. (Marketing), 2014 (Advisor: Frank R. Kardes)

Carl H. Lindner College of Business, University of Cincinnati

M. S. (Marketing), 2008

Carl H. Lindner College of Business, University of Cincinnati

M. S. (Architecture), 2008

College of Design, Architecture, Art, and Planning, University of Cincinnati

B. S. (Architecture), 2002

Bangalore University, India

Awards

- *Best Paper Award (Consumer Behavior Track)* American Marketing Association, Summer Conference, (2018)
- *Robin & Roger Best Awards for Doctoral Research & Teaching Excellence*, (2018)
- *Emerging Research Fellow*, The Academic Advisory Council for Signage Research and Education (2017-2019)
- *Doctoral Consortium Fellow*, PDMA-UIC Innovation (2014)

- *Doctoral Consortium Fellow*, 48th Annual AMA-Sheth (2013)
- *Doctoral Symposium Fellow*, 22nd Annual Robert Mittelstaedt (2013)
- *Doctoral Symposium Fellow*, 43rd Annual Haring (2013)
- *University Graduate Scholarship*, Carl H. Lindner College of Business (2010–2014)
- *Kelly-Siddall Fellowship*, University of Cincinnati (2010–2014)
- *University of Memphis Graduate Student Travel Award*, University of Memphis (2008)
- *Innovation in Sustainable Design Award*, Barton Springs Edwards Aquifer Conservation District, Austin, TX (2005)

Research

*M*y research program explores design issues in marketing. This includes investigation of visual and verbal elements of style as it influences consumer inferences. I am specifically interested in studying branding, product, packaging, graphics, and visual arts. My work contributes to theories in consumer behavior by adopting a multi-method approach in business-to-consumer, prosocial, service, data visualization and sponsorship contexts.

Peer-reviewed Publications (*FT 50 publications*)

12. Henderson, M. Conor, Marc Mazodier and Aparna Sundar (equal authorship; 2019), “The Color of Support: The Effect of Sponsor-Team Visual Congruence on Sponsorship Performance,” *Journal of Marketing*, forthcoming.
11. Bublitz, M. Bublitz, Tracy Rank Christman, Luca Cian, Xavier Ignacio Cortada, Adriana Madzharov, Vanessa M. Patrick, Laura A. Peracchio, Maura Scott, Aparna Sundar, Ngoc Minh To and Claudia Townsend (2019), “Collaborative Art: A Transformational Force Within Communities,” *Journal of Association for Consumer Research*, 4(4), forthcoming.
10. Sundar, Aparna, Ruomeng Wu and Frank R. Kardes (2019), “Faded Fonts: Difficulty in Information Processing Promotes Sensitivity to Missing Information,” *Interdisciplinary Journal of Signage and Wayfinding*, forthcoming.
9. Sundar, Aparna and Edita S. Cao (2018), “Punishing Politeness: The Role of Language in Promoting Brand Trust,” *Journal of Business Ethics*, DOI: 10.1007/s10551-018-4060-6.
8. Sundar, Aparna, Flavia Gonsales and Gracie Schafer (2018), “Synchronicity in Signage Promotes a Sense of Belonging,” *Interdisciplinary Journal of Signage and Wayfinding*, 2(2), 30–40, DOI: <https://doi.org/10.15763/issn.2470-9670.2018.v2.i2.a30>.
7. Sundar, Aparna, and James J. Kellaris (2017), “How Logo Colors Influence Shoppers’ Judgments of Retailer Ethicality: The Mediating Role of Perceived Eco-Friendliness,” *Journal of Business Ethics*, 146(3), 685–701, DOI: <http://dx.doi.org/10.1007/s10551-015-2918-4>.

6. Sundar, Aparna, and Theodore J. Noseworthy (2016), “Too Exciting to Fail, Too Sincere to Succeed: The Effects of Brand Personality on Sensory Disconfirmation,” *Journal of Consumer Research*, 43(1), 44–67, DOI: <https://doi.org/10.1093/jcr/ucw003>.
5. Sundar, Aparna, John Dinsmore, Sung-Hee Paik, and Frank Kardes (2016), “Metaphorical Communication, Self-Presentation, and Consumer Inference in Service Encounters,” *Journal of Business Research*, 72(1), 136–146, DOI: <http://dx.doi.org/10.1016/j.jbusres.2016.08.029>.
4. Sundar, Aparna, Frank R. Kardes and Scott A. Wright (2015), “The Influence of Repetitive Health Messages and Sensitivity to Fluency on the Truth Effect in Advertising,” *Journal of Advertising*, 44(4), 375–387, DOI: <http://dx.doi.org/10.1080/00913367.2015.1045154>.
3. Sundar, Aparna, and Frank R. Kardes (2015), “The Role of Perceived Variability and the Health Halo Effect in Nutritional Inference and Consumption,” *Psychology & Marketing*, 32(5), 512–521, DOI: <http://dx.doi.org/10.1002/mar.20796>.
2. Sundar, Aparna, and Theodore J. Noseworthy (2014), “Place the Logo High or Low? Using Conceptual Metaphors of Power in Packaging Design,” *Journal of Marketing*, 78(5), 138–151, DOI: <http://dx.doi.org/10.1509/jm.13.0253>.
1. Wright, Scott, Jose Hernandez, Aparna Sundar, John Dinsmore, and Frank Kardes (2013), “If it Tastes Bad it Must Be Good: Consumer Naïve Theories and the Marketing Placebo Effect,” *International Journal of Research in Marketing*, 30(2), 197–198, DOI: <http://dx.doi.org/10.1016/j.ijresmar.2012.11.002>.

Research Grants

- Transformative Consumer Research Funding 2018–19 (August 2018; \$5,625)
- Kageyama Endowment Fund (May 2018; \$1,500)
- Global PDX Seed Grant, Office of Internal Affairs, University of Oregon (2017; \$4,500)
- Marketing Science Institute Research Grant #4000165 (2017; \$5,000)
- Kageyama Endowment Fund (2017; \$2,500)
- The Academic Advisory Council for Signage Research and Education Award (2017-18 and 2018-19; \$20,000)
- Marketing Science Institute Research Grant #4000012 (2017; \$3,000)
- UO Marketing Department Fund (2017; \$1,000)
- Kageyama Endowment Fund (May 2016; \$1,000)
- Faculty Research Award, Office of the Vice President for Research & Innovation (March 2016; \$10,000)
- UO, Office of Research & Innovation, New Junior Faculty Research Award (2015; \$2,000)
- UO, Lundquist College of Business, Dean’s Research Grant (2015, \$2,500)
- UC Globalization Grant by University of Cincinnati International Programs (2008; \$1,000)

Other Publications**Book, Book Chapter, Case**

Sundar, Aparna and H  l  ne Deval (2019). "Make-A-Ball My Ball," *Sage Business Cases*.

Sundar, Aparna (2018). *Brand Touchpoints*, Hauppague, New York: Nova Science Publishers, Inc.

Sundar, Aparna, and James J. Kellaris. "Blue-Washing the Green Halo." In the *Psychology of Design: Creating Consumer Appeal*, edited by Rajeev Batra, Colleen M. Seifert, and Diann Brei, 63–74. New York: Routledge, 2016.

Invited Papers & Practitioner-Oriented Pieces

Sundar, Aparna and Theodore J. Noseworthy (May 2016), "When Sensory Marketing Works and When it Backfires." *Harvard Business Review*, Digital Article.

Sundar, Aparna (May 2016), "When Should Your Packaging Should Surprise Consumers—And When it Should not." *Packaging Digest*.

Sundar, Aparna (January 2016), "Under Armour's Success." *Sportswear International*.

Sundar, Aparna (December 2015). "Color Cues in Branding." *Retail TouchPoints*.

Sundar, Aparna. (December 2015). "The Daily Dose of Sports: Athleisure Has Become a New Fashion Trend Growing at a Rapid Pace." *Sportswear International*.

Sundar, Aparna. (October 2015). "How Logo Location on Packaging Influences Customer Perception." *Packaging Digest*.

Sundar, Aparna. (July 2015). "Localizing Product Mix." *Retail TouchPoints*.

Sundar, Aparna. (June 2012). "Next Wave of Social Networking: Integrating Visual Thinking in the Home-Buying Process." *Keller Center Research Report*.

Published Conference Proceedings (* = presenter; † = graduate student)

Sundar, Aparna, Flavia Gonsales†* and Sung-Hee Paik†. "Role of Color Hues in Signaling Healthiness." In *2017 American Academy of Advertising Annual Conference*, Boston, MA. (March 2017).

Sundar, Aparna*, Frank R. Kardes, Theodore J. Noseworthy and Joshua J. Clarkson. "Inferences on Negative Labels and the Horns Effect." In *NA –Association for Consumer Research*, 42 eds. June Cotte and Stacy Wood, Baltimore, MD: *Association for Consumer Research*. (October, 2014).

Sundar, Aparna*. "Visual Brand Language: A Metaphorical Approach to Integrative Marketing." In *AMA Winter Educators' Conference Proceedings*, 25, Orlando, FL. (February 2014).

Sundar, Aparna*, Theodore J. Noseworthy, and Karen A. Machleit. "Beauty in a Bottle: Product Aesthetics Cues Efficacy Beliefs of Product Performance." In *NA - Association for Consumer Research*, 41 eds. Simona Botti and Aparna Labroo, Duluth, MN: *Association of Consumer Research*. (October 2013).

Sundar, Aparna*, Drew Boyd, and Sara Baskentli†. "Power of Patterns: Effectiveness of Systematic Inventive Thinking in Teaching Creativity in Higher Education." In *AMA Winter Marketing Educators' Conference Proceedings*, 24, Las Vegas, NV. (January 2013).

Wright, Scott*, Jose Hernandez, Aparna Sundar, John Dinsmore and Frank Kardes. "Effects of Set Size, Scarcity, Packaging, and Taste on the Marketing Placebo Effect." In *NA - Association for Consumer Research*, 40 eds. Zeynep Gurhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: *Association for Consumer Research*. (October 2012).

Sundar, Aparna*, and Frank R. Kardes. "Don't Follow the Crowd: Effects of Prototypicality, Perceived Quality, and Uniqueness on Willingness to Pay." In *Leading Innovation through Design*, 2012. Boston, MA.

Research Presentations and Symposiums

Invited Research Talks

Rawls College of Business. "Effects of Formality on Charitable Donations." Texas Tech, Lubbock, TX (2018).

Albers School of Business and Economics. "Color Congruity on Fans' Attributions and Sponsor Evaluations." Seattle University, Seattle, WA (2018).

Regional Accelerator and Innovation Network (RAIN). "The Effects of Color on Branding." University of Oregon. Sustainable Invention Immersion Week, Eugene, OR (2017).

Bauher College of Business. "Semantic Association of Packaging." University of Houston, Houston, TX (2017).

Conference Session Chair and Panelist

Sundar, Aparna and Charles R. Taylor. "Transformation Through Policy: Signage and Communities." In *2019 Transformative Consumer Research Conference*, Miami, FL: (May 2019; *proposal accepted*) <http://tcr.business.fsu.edu/track-1/transformation-through-policy-signage-and-communities>.

Patrick, Vanessa and Aparna Sundar. Round Table Session: "Everyday Consumer Aesthetics." In *NA - Association for Consumer Research*, 45 eds. Ayelet Gneezy, Vlad Griskevicius and Patti Williams, San Diego, CA: *Association for Consumer Research*. (October 2017).

American Academy of Advertising. "Tracking Sports & Event Marketing Analytics for Marketing Effects: Relevant Research Questions the Industry Knows and Needs." Chair: James Pokrywczynski, Seattle, WA (2016).

Invited Conference and Symposiums

Academic Advisory Council for Signage Research and Education (AACRSRE). "Synchronicity in Signage Promotes a Sense of Belonging" Texas A&M, College Station, TX (2018).

Pop-up Transformative Consumer Research Conference. "Aesthetics: A Transformational Force Within Communities," University of Miami, Miami, FL (2018).

Academic Advisory Council for Signage Research and Education (AACRSRE). "Dynamic Signage: The Value of Brand or Logo as Depicted on a Sign." University of Cincinnati, Cincinnati, OH (2017).

Oregon Marketing Symposium. “Luxury Branding and Innovation.” University of Oregon, Eugene, OR (2017).

22nd *Annual Robert Mittelstaedt Doctoral Symposium*. “Beauty in a Bottle: Product Aesthetics Cues Efficacy Beliefs of Product Performance.” University of Nebraska–Lincoln, Lincoln, NE (2013).

43rd *Annual Haring Symposium*. “When Do Consumers Trust Their Feelings? The Role of Faith in Intuition and Need for Affect on the Truth Effect.” Kelley School of Business, Bloomington, IN (2013).

Graduate Student Symposium. “The Politics of Design—Global to Regional: Social Relevance of Building Sustainably.” University of Memphis, Memphis, TN (2008).

Competitive Peer-reviewed Conference Presentations (* = presenter; † = graduate student)
Sundar, Aparna, Edita Cao† and Rebecca Rabino*. “The Language Style that Fits Deservingness Beliefs: The Role of Affective Expression in Charitable Appeals,” *Society of Consumer Psychology*, Atlanta, GA (March 2019).

Paik, W. Sung-Hee†*, Jiao Zhang and Aparna Sundar. “The Neutral Face of Blue: How Color Can Make Consumers Stay Sensitive,” *Association for Consumer Research*, Dallas, TX (October 2018).

Sundar, Aparna, Rebecca Rabino* and Frank R. Kardes. “New Moderators of the Halo Effect: Consumer Inferences on Negative Packaging Labels,” *American Marketing Association*, Boston, MA (August 2018).

Sundar, Aparna, Edita Cao† and Rebecca Rabino*. “When Fairness is Formal: The Effect of Language Formality and Just World Beliefs on Charitable Behavior,” *JACR Botique Conference on Prosocial Consumer Behavior*, Whistler, British Columbia, Canada (June 2018).

Sundar, Aparna* and Sung-Hee Paik†. “Punishing Politeness: Moderating Role of Belief in Just World on Severity.” *In NA – Association for Consumer Research*, 45 eds. Ayelet Gneezy, Vlad Griskevicius and Patti Williams, San Diego, CA: *Association for Consumer Research* (October 2017).

Conor Henderson*, Aparna Sundar and Marc Mazodier. “The Role of Team-Sponsor Logo Color Congruity in Sponsorship Effectiveness.” *Academy of Marketing Science*, San Diego, CA (May 2017).

Hingston, T. Sean*†, Aparna Sundar, and Theodore J. Noseworthy. “Judging a Book by its Cover: How Packaging Biases Health-Related Inferences.” *Society of Consumer Psychology*, San Francisco, CA (February 2017).

Sundar, Aparna*, and Nora Moran†. “Save Heavily: Weight as a Cue to Consumers’ Willingness to Save.” *Society of Consumer Psychology*, Denver, CO (August 2016).

Sundar, Aparna, John Price†, and Sung-Hee Paik*†. “Role of Authenticity in Luxury Branding: How Novelty in Design is Preferred as Much as Typicality in Luxury Brands.” *Global Marketing Conference at Hong Kong: “Bridging Asia and the World: Global Platform for Interface between Marketing and Management,”* Conrad, Hong Kong (July 2016).

Sundar, Aparna*, Theodore J. Noseworthy, and Frank R. Kardes. “The Role of Self-presentational Motives in the Use of the Verticality-power Metaphor in Product Preference.” *SARMAC XI: Society for Applied Research in Memory and Cognition,* Victoria, Canada (June 2015).

Sundar, Aparna*, and Frank R. Kardes. “Effect of Health Halo on Nutritional Inferences and Consumption.” *Society of Consumer Psychology,* Miami, FL (March 2014).

Sundar, Aparna*, Inigo Arroniz, and Karen A. Machleit. “Consumer Knowledge of Product Aesthetics: Moderating Role of Category on Purchase Intention.” *AMA Winter Marketing Educators’ Conference,* Orlando, FL (February 2014).

Sundar, Aparna*, “The Facebook Effect: Does it Harm or Hurt WOM? Influence of Underlying Motivations in Determining Favorable Word-of-Mouth.” *World Social Marketing Conference,* Toronto, Canada (April 2013).

Sundar, Aparna*, and Frank R. Kardes. “Intuition, Emotion, and Affectivity: Exaggerating the Truth Effect.” *Association of Business Research,* Atlantic City, NJ (September 2012).

Sundar, Aparna*. “Effects of Packaging on Snack Consumption: A Meta-Analysis.” *The Sixth Annual Conference on Persuasive Technology,* Columbus, OH (May 2011).

Sundar, Aparna*. “Ecological Placemaking by the Supermarket Pastoral.” *EDRA 40 – 2009: The Ethical Design of Places,* Kansas City, MO (June 2009).

Sundar, Aparna*. “Cultural Contexts: A Philosophical House, A Practical Home.” *EDRA 38 – 2007: Building Sustainable Communities,* Sacramento, CA (June 2007).

Poster Presentations (* = presenter; † = graduate student)

Sundar, Aparna*, Frank R. Kardes, Karen A. Machleit and Lauren Flanigan†. “Effects of Harmony in Color on Perceived Variety and Consumption Estimates.” In *NA - Association for Consumer Research*, 42, eds. June Cotte and Stacy Wood, Duluth, MN: *Association for Consumer Research*, 812 (October 2014).

Sundar, Aparna* and Theodore J. Noseworthy. “Branded High: Using Conceptual Metaphors of Power to Enhance Product Positioning.” *33rd Annual Advertising and Consumer Psychology Conference: The Psychology of Design,* Ann Arbor, M. (May 2014).

Sundar, Aparna*, Theodore J. Noseworthy, and Peter Chamberlain. “Parody of Package Design: How Mimicking Package Innovation Hurts the Leader.” *Society of Consumer Psychology,* Honolulu, HI (August 2013).

Sundar, Aparna*, Wei Pan and Sara Baskentli†. Society of Consumer Psychology, "M & M's are Tastier in Mini Packs: Effects of Low Calorie Beliefs and Spontaneous Inferences of Taste on Sub-Packaging Preference." *Society of Consumer Psychology*, San Antonio, TX (February 2013).

Sundar, Aparna*, and Keisha M. Cutright. "The Effect of Belief in a Just World on Visual Appeal: Moderating Roles of Symmetry." *Society of Consumer Psychology*, San Antonio, TX (February 2013).

Sundar, Aparna*, and Frank R. Kardes. "Situation Specific Health and Wellness Claims: Why it is Important to Consider Location for Ad Placement." *American Marketing Association & Public Policy*, Washington, DC (August 2011).

Teaching

University of Oregon, Lundquist College of Business

Assistant Professor (2015-Present)

- MKTG 689 Marketing Management, 1 course (Product Marketing; PhD seminar)
- SBUS 610 Product Marketing, 1 course (MBA course)
- SBUS 410 Product Marketing, 1 course
- MKTG 390 Marketing Research, 12 courses

Virginia Tech, Pamplin College of Business

Visiting Assistant Professor (2014-2015)

- MKTG 4304 Marketing Communications, 4 courses

University of Cincinnati, Carl H. Lindner College of Business

Instructor (2010-2014)

- MKTG 7021 Design Thinking in Business, 1 course (MBA course)
- MKTG 4014 Marketing Innovation Tools, 1 course

Adjunct Instructor (2009–2010)

- MKTG 480 Marketing Research, 1 course
- MKTG 485 Buyer Behavior, 3 courses

Graduate Teaching Assistant (GTA; 2007-2014)

- MKTG 280 Marketing Management, 4 courses
- MKTG 735 Marketing Strategy, 1 course (MBA course)
- ARCH 723 Niehoff Interdisciplinary Graduate Studio, 1 course (DAAP and Lindner College of Business)

Service

Student Mentorship

- 2018-present: Majd Mariam (Dissertation Committee, University of Oregon)
 2018: Haley Bertelsen (Primary Thesis Advisor, University of Oregon)
 2017: Jordan Finci (Dissertation Reader, University of Oregon)
 2016-2017: Flavia Gonsales (Host Supervisor, Fulbright Sandwich Doctorate Scholarship, University of Oregon)
 2015-2017: Lauren Rauen (Dissertation Reader, University of Oregon)
 2015- 2017: John Price (1st and 2nd year paper Reader, University of Oregon)
 2016-2017: Sung-Hee Paik (1st year paper Reader, University of Oregon)
 2015: Rebecca Rabino (PhD mentor, Virginia Tech)
 2014: Nora Moran (PhD mentor, Virginia Tech)

Professional Service

- Research Round Table Mentor, 2017 Association for Consumer Research Doctoral Symposium, San Diego, CA
 Program Committee Member, 2018 Association for Consumer Research Program Committee, Dallas, TX
 Ad Hoc Reviewing for: *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Academy of Marketing Science*, *Journal of Advertising*, *Journal of Business Ethics*, *Journal of Association for Consumer Research*, *Journal of Personality and Social Psychology*, *Journal of Business Research*, *Marketing Letters*, *Psychology & Marketing*, *Psychology of Aesthetics*, *Current Psychology*, *Journal of Consumer Behavior*, *European Journal of Marketing*, *Food Quality and Preference*, *Palgrave Macmillian*

College & University Service

- Faculty Representative, Marketing Research Seminar Series (2018)
 Student Conduct & Community Standards Committee Member (2017)
 Branding and Publicity Committee of the NACADA Conference (2017)
 All-Campus Advising Association Professional Development Committee (2017–2018)
 Marketing PhD Funding Committee Member (2016–2017)
 Research and Development Committee Representative (2013–2014)
 Consumer and Market Insights Lab Web Presence Coordinator (2013-2014)
 Lab Administrator, Marketing Behavioral Lab (May 2013–2014)
 Vice President, Graduate Student Business Association (July 2012–June 2013)
 Treasurer, Graduate Student Business Association (July 2011–June 2012)

Media Mentions

- CoSign Press Release, “CoSign expands its reach across the country and announces the next round of its nationally acclaimed program” October 4th, 2018.
 2018 AMA Summer Academic Conference, “Best Paper Awards-Consumer Behavior Track”, August 8th, 2018.

AACSRE Announces Research Fellows, “Welcome Emerging Fellows,” March 2018.
GlobalPDX Newsweek, July 21st, 2017.
AroundtheO, “Following the signs,” April 19th, 2017.
The Globe and Mail, “Change Isn’t Always a Good Thing,” June 29th, 2016.
Forbes, “The science behind brands’ colors,” May 11th, 2016.
AroundtheO, “Aparna Sundar talks about color and consumer with Forbes,” May 11th, 2016.
AroundtheO, “Innovations by ‘exciting’ brands are more acceptable,” April 25th, 2016.
Science Newsline, ScienceDaily, Beyond, Oyuz, EurekaAlert! “If your favorite brand is sincere, is innovation what you expect?” April 25th, 2016.
AroundtheO, “20 UO researchers earn Faculty Research Award,” April 12th, 2016.
Faculty Research, “*Brand innovation*,” April 26th, 2016.
FastCoDesign, “When innovative design works against you,” March 21st, 2016.
Radio appearance on December 15th, 2015, “Going green by another color,” on *Jefferson Public Radio*.
FastCoDesign, Science News, Science Blog, Science News, Forbidden News, PHYS.org, Oximity, Futurity, Daily Mail, Daily Mail, New York’s Grio, Daily News 724, Yahoo! News, Science Blog, EurekaAlert!, Nyuzer, Ooyuz, The Indian Express, Z News, Research Design Connections, AroundtheO, Carl H. Lindner College of Business News, feature stories, “Color of logo shapes opinion about brand’s eco-friendliness,” “Oregon research suggest color affects ethical judgments of brands,” “Blue logos seen as ‘greener’ than green ones,” “Marketing professor discusses how color affects brand ethics,” “Red logos may make brands seem less ‘green’,” “Color affects ethical judgments of brands,” “Colors linked to Environmental Responsibility,” “Collaborative research suggests color affects ethical judgements of brands,” “New study suggests color affects ethical judgments of brands,” December 3rd, 2015.
AroundtheO, “New study suggests color affects ethical judgments of brands,” December 3rd, 2015.
Faculty Research, “Study suggests green is good; Blue is better,” December 14th, 2015.
Tap Packaging Solutions, feature story, “Hello” Logos: how to get the most mileage out of your logo design,” October 29th, 2015.
CNBC Money News, Yahoo! News, Gainesville Television Network, TD Waterhouse, PR Newswire, Allen Press, KPHO news, StreetInsider, Live Network News, News Money, and WLOX news, Package Design Mag feature story, “Power of logo placement,” September 11th, 2014.