

# ANDREW B. EDELBLUM

School of Business Administration, University of Dayton  
300 College Park, Dayton, OH 45469

aedelblum1@udayton.edu  
(937) 229-5210

---

## Education and Academic Positions

### University of Dayton, School of Business Administration

Assistant Professor of Marketing (2022 –)

### University of Oregon, Lundquist College of Business

Ph.D., Marketing (2022)

M.S., Marketing (2019)

### The College of New Jersey

B.A. with Highest Honors, Psychology (2016)

---

## Research Interests

**Theoretical:** identity, morality and ethics, political ideology

**Substantive:** branding, social media, advertising, technology

**Methodological:** experiments, ethnography, applied econometrics

---

## Publications

1. **Edelblum, Andrew B.** and Nathan B. Warren (equal authorship), “Real Men Don’t Share (Online): Perceived Neediness and the Frequent-Posting Femininity Stereotype” (2023), *European Journal of Marketing*, 58(2), 572-589 [[link](#)].
    - Original press release: “Why guys who post a lot on social media are seen as less manly” (*The Conversation*, July 2023; 30,000+ reads).
    - Covered on NPR’s “[The Academic Minute](#)” (2/6/2024).
    - Received further coverage in *Fast Company*, *Slate*, and *The Miami Herald*.
  2. Loyka, Caitlin, John R. Ruscio, **Andrew B. Edelblum**, Brittany Wetreich, Lindsay Hatch, and Amanda Zabel (2020), “Weighing People Rather than Food: A Framework for Examining External Validity,” *Perspectives on Psychological Science*, 15(2), 483-496 [[link](#)].
    - Featured as #1 trending article on *Obesity and Energetics Offerings* (12/13/19).
-

## Working Papers

1. Dugan, Riley, **Andrew B. Edelblum**, Ashish Kalra, Na Young Lee, and Sangsuk Yoon, “How Social Media and Flexible Work Arrangements Harden Salespeople to Abusive Supervision,” under third-round review at *Industrial Marketing Management* for special issue: “Mental Health and Well-being in Business-to-Business Markets.”
  2. **Edelblum, Andrew B.** and Markus Giesler, “How Will the Metaverse Affect Social Movements? A Vision for Collective Action on Extended Reality Platforms,” revising for second-round review at the *Journal of the Association for Consumer Research* for special issue: “Metaverse: Consumer Behavior and Well-being.”
  3. **Edelblum, Andrew B.**, Sokiente W. Dagogo-Jack, Lea Dunn, and Joshua T. Beck, “The Prosocial Impact of Brand Activism,” under review at the *Journal of Consumer Psychology*.
  4. Lundberg, Josh, John Peloza, and **Andrew B. Edelblum**, “Vicarious Consumption in the Digital Age,” preparing for submission to the *Journal of Marketing Research*.
  5. Lee, Na Young, **Andrew B. Edelblum**, and Kevin H. Park, “The Sound of Silence: A Single-Modality Approach to Digital Sensory Experience,” preparing for submission to the *Journal of the Academy of Marketing Science*.
- 

## Select Research in Progress

1. Warren, Nathan B., **Andrew B. Edelblum**, and Annie Wilson, “Sharing Is Glaring: Frequent Social Media Posting Reduces Perceived Status,” data collection in progress, preparing for submission to the *Journal of Consumer Psychology*.
  2. **Edelblum, Andrew B.** and Noelle Nelson, “What Is Cancel Culture, Anyway? Cancellation as a Stigmatized and Politicized Form of Consumer Protest,” data collection in progress, preparing for submission to the *Journal of Consumer Psychology*.
- 

## Other Projects in Development

1. Cha, Hyeonjin, **Andrew B. Edelblum**, and Chi Tran, “Destigmatizing Gaming in the Age of the Metaverse,” data collection in progress, preparing for submission to the *Journal of Marketing*.
  2. **Edelblum, Andrew B.** and Nate Martin, “The Identifiable Savior Effect,” data collection in progress, preparing for submission to the *Journal of Consumer Psychology*.
- 

## Research Presentations

\* = denotes presenter

1. Palmer, Justin\* and **Andrew B. Edelblum** (April 2024), “‘Fitspirational’ or Overhyped? How the Physical Persona of Fitness Influencers Affects Following Intentions,” *Stander Symposium*, Dayton, OH.
2. Farrar, Jonah\*, Jacob Salzman\*, and **Andrew B. Edelblum** (April 2023), “Toward a Conceptualization of Historical Nostalgia,” *Stander Symposium*, Dayton, OH.
3. **Edelblum, Andrew B.\***, Joshua T. Beck, and Nooshin L. Warren (February 2023), “An Institutional View of Investor Response to Corporate Sociopolitical Activism,” *American Marketing Association*, Nashville, TN.
4. **Edelblum, Andrew B.\***, Joshua T. Beck, and Nooshin L. Warren (May 2022), “An Institutional View of Investor Response to Corporate Sociopolitical Activism,” *Theory + Practice in Marketing*, Atlanta, GA.
5. **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.
6. **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,” *JCR Future of Brands Conference*, New York, NY.
7. **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.
8. 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.
9. **Edelblum, Andrew B.\***, Yan Bernardes, Sada Gopan Sekar, and Felix Xu (October 2018), “VR and Transformative Consumer Research,” *Association for Consumer Research*, Dallas, TX.
  - Winners of inaugural “Shark Tank” competition (Societal Impact track) at ACR Doctoral Symposium.
10. **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.
11. **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.
12. Spanola, Nicholas, Rachel Dickler, Erin Largey, **Andrew B. Edelblum\***, Thomas Weiss, Alexa Nagasue, and Christian Sabella (March 2016), “The Role of Cognitive Individual Differences in the Experience of Magic,” *Eastern Psychological Association*, New York, NY.

13. **Edelblum, Andrew B.\***, Kiran Patel, and Flavie Guitard (Oct. 2015), “Assessing Student Compliance to the Trayless Cafeteria,” *Eastern Communication Association*, Philadelphia, PA.
14. 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.

## Teaching

\* = as per university policy, no quantitative teaching evaluations received during remote terms

### University of Dayton

COURSE	SEMESTER	SCORE
Market Analysis and Buyer Behavior	Fall 2023	4.79/5.00
	Spring 2023	4.70/5.00
	Fall 2022	4.84/5.00

### University of Oregon

COURSE	SEMESTER	SCORE
Marketing: Creating Value for Customers	Spring 2022	4.78/5.00
Integrated Marketing Communications	Summer 2020*	N/A
	Spring 2020*	N/A
	Summer 2018	4.81/5.00

## Academic Service

### Ad Hoc Reviewer

*Journal of Business Research*

*European Journal of Marketing*

### *Journal of Consumer Research*

Social Media Manager [[Facebook](#), [Twitter](#)] (2018–2022)

Reviewer Trainee (2018)

### Business Research Institute, University of Oregon

Lab Co-Manager (2019–2020)

## Honors & Awards

Harold & Muriel Berkman Charitable Foundation Grant (2021)

AMA-Sheth Doctoral Consortium Fellow (2021)

Robin and Roger Best Research Awards (2019, 2020)

Robin and Roger Best Teaching Award (2019)

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

---

## Professional Memberships

American Marketing Association  
Association for Consumer Research  
American Psychological Association  
Phi Beta Kappa Society  
Psi Chi Psychology Honor Society

---

## Media Appearances and Mentions

“Threads: UD professor discusses the possibilities of social media’s newest platform” ([\*WDTN\*](#); July 2023)

“Divide and Conquer?” (Featured in [\*Contagious’s\* Most Contagious Report 2020](#); December 2020)

---

## Prior 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)