

Jennifer K. D'Angelo

CONTACT INFORMATION

Neeley School of Business
Texas Christian University
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jennifer.dangelo@tcu.edu

CURRENT POSITION

Texas Christian University, Neeley School of Business

2020 - Present

Assistant Professor of Marketing
(2023: Maternity Leave)

EDUCATION

Ph.D. Business Administration, Marketing 2020
Marshall School of Business, University of Southern California

B.S. Business Administration, Concentration: Marketing 2013
Marshall School of Business, University of Southern California (with Honors)

RESEARCH INTERESTS

Product Design, Product line extensions, Customization, Consumer co-creation

PUBLICATIONS

1. Jennifer K. D'Angelo, Lea Dunn, and Francesca Valsesia (2025), "Is This for Me? Differential Responses to Skin Tone Inclusivity Initiatives by Underrepresented Consumers and Represented Consumers", *Journal of Marketing*, 89 (2), 25 – 42.
2. Jennifer K. D'Angelo and Gretchen Ross (2025), "The model-sizing dilemma: The use of varied female model sizes helps the impressions of brand values but hurts shopping ease", *Journal of Consumer Psychology*, 35 (3), 475 – 483.
3. Jennifer K. D'Angelo and Francesca Valsesia (2023), "You Should Try These Together: Combinatory Recommendations Signal Expertise and Improve Product Attitudes", *Journal of Marketing Research*, 60 (1), 155 – 169.
4. Jennifer K. D'Angelo, Kristin Diehl, and Lisa A. Cavanaugh (2019), "Lead by Example? Custom-Made Examples Created by Close Others Lead Consumers to Make Dissimilar Choices", *Journal of Consumer Research*, 46 (4), 750 – 773.

BOOK CHAPTERS

1. Francesca Valsesia and Jennifer K. D'Angelo (forthcoming), "Impression Management in the Digital Age", Handbook of Social Psychology and Consumer Behaviour, Ed. Eric R. Spangenberg and Katie Spangenberg, Elgar Publishing.

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

"You're More Expendable: Consumers' Usage of Products Made from Repurposed Materials", with Sylvia Chang and Francesca Valsesia. Under review at *Journal of Consumer Research*.

"Seeing Sizes: How Visual Representation and Product Range Affect Brand Reputation", with Gretchen Ross and Lidan Xu. *Working Paper*.

"Exploring Identity Signals through Emoji Use", with Francesca Valsesia, Verena Schoenmueller, and Davide Proserpio. *Working Paper*.

"Customization Buffers Post-Purchase Loyalty Following Negative Outcomes", with Lidan Xu and Franziska Krause. *Working Paper*.

SELECTED RESEARCH IN PROGRESS

"Relational Information Processing Inhibits Customization Choices", with Kristin Diehl, and Lisa A. Cavanaugh.

"Preferences for Universal Versus Differentiated Product Line Extensions", with Autumn Jilek, Olamide Olajuwon-Ige, and Francesca Valsesia.

SELECTED HONORS AND AWARDS

TCU Neeley School of Business Research Excellence Stipend	2024, 2025
American Marketing Association CBSIG Small Research Grant	2020
Marshall Global Branding Center Fellowship	2019
University of Southern California Marshall Dean's Fellowship	2019
Marshall PhD Excellence in Teaching Award (Marketing)	2019
AMA-Sheth Doctoral Consortium Fellow	2019
University of Southern California Marshall Dissertation Grant	2018
Marketing Science Institute (MSI) Digitized Customer Grant	2017
Society for Judgment and Decision-Making Best Student Poster Award (1 st place)	2017
James S. Ford Fellowship Winner	2017

CONFERENCE PRESENTATIONS/PROCEEDINGS

*denotes presenter

Lidan Xu and Jennifer D'Angelo* (2024), "That's My Bad: Customization Helps Firms Retain Loyalty Following Negative Product Outcomes", Association for Consumer Research, September.

Jennifer K. D'Angelo*, Lea Dunn, and Francesca Valsesia (2024), "Differential Responses to Inclusive Product Lines", American Marketing Association Celebrating 30 Years of The PhD Project, August.

Jennifer K. D'Angelo and Gretchen Ross* (2024), "The Model Sizing Inclusivity Dilemma", Society for Consumer Psychology "Consumer Psychology of Brands" Boutique Conference, June.

Sylvia Chang*, Jennifer K. D'Angelo, and Francesca Valsesia (2022), "You're More Expendable: Consumers' Perceptions and Usage of Repurposed Products", Association for Consumer Research, October.

Sylvia Chang*, Jennifer K. D'Angelo, and Francesca Valsesia (2022), "Further Along in Life: Consumers' Cavalier Usage of Repurposed Products", Society for Consumer Psychology, March.

Jennifer K. D'Angelo, Lea Dunn, and Francesca Valsesia* (2022), "Is this For Me? Differential Responses to Inclusive Product Lines", Society for Consumer Psychology, March.

Jennifer K. D'Angelo*, Lea Dunn*, and Francesca Valsesia* (2021), "Is this For Me? Differential Responses to Inclusive Product Lines", Association for Consumer Research, October.

Jennifer K. D'Angelo* and Francesca Valsesia* (2020), "You Should Try It With This: Recommending Compatible Items Increases Perceptions of Expertise and Persuasiveness", Association for Consumer Research, October.

Jennifer K. D'Angelo*, Kristin Diehl, and Lisa A. Cavanaugh (2018), "Lead by Example: Custom Product Examples from Close Others Lead to Dissimilar Choices", Houston Doctoral Symposium, Houston, TX, April.

Jennifer K. D'Angelo*, Kristin Diehl, and Lisa A. Cavanaugh (2018), "Being Unique Makes Us Similar: Product Examples Linked to Social Others Influence How We Customize", Society for Consumer Psychology, Dallas, TX, February.

Jennifer K. D'Angelo*, Kristin Diehl, and Lisa A. Cavanaugh (2017), "Being Unique Makes Us Similar: Product Examples Linked to Social Others Influence How We Customize", Society for Judgement and Decision Making, Vancouver, BC, November. (Winner of Best Student Poster Award)

Jennifer K. D'Angelo* and Lisa A. Cavanaugh (2017), "Friends Without Benefits: How the Costs of Having a Relationship Influence Risk-taking", Association for Consumer Research, San Diego, CA, October.

Jennifer K. D'Angelo*, Kristin Diehl, and Lisa A. Cavanaugh (2017), "Being Unique Makes Us Similar? How Product Examples and their Creators Influence How We Customize", Association for Consumer Research, San Diego, CA, October.

Lisa A. Cavanaugh and Jennifer K. D'Angelo (2016), "Comfortably Numb: Relationships, Affective Numbing, and Consumption Enjoyment", Society for Consumer Psychology, St. Petersburg, FL, February.

Lisa A. Cavanaugh and Jennifer K. D'Angelo* (2015), "Absence Dulls the Senses: How Relationship Reminders and Affective Numbing Influence Consumption Enjoyment", Association for Consumer Research, New Orleans, LA, October.

INVITED TALKS

Georgetown University, Imperial College, Indiana University, Marketing Science Institute, University of Connecticut, University of Hawaii, University of North Texas, University of Texas at Austin

PROFESSIONAL SERVICE

Ad-hoc Reviewer

International Journal of Research in Marketing
Journal of Business Research
Journal of Marketing
Journal of Marketing Research
Journal of the Academy of Marketing Science

Conference Reviewer

Association for Consumer Research Conference
American Marketing Association CBSIG Conference
American Marketing Association Winter Conference
Society for Consumer Psychology Conference
American Marketing Association Marketing and Public Policy Conference

Conference Committee Member

Chair, Early Career Meetup, American Marketing Association Summer Conference 2024

SERVICE TO UNIVERSITY

TCU Neeley School of Business

Undergraduate Honors Thesis Judge	2024, 2025
Dyess Junior Research Camp Coordinator	2024
Assistant Professor Search Committee	2024
AACSB Peer Review Team	2024
Undergraduate Honors Thesis Committee	2023
Marketing Undergraduate Curriculum Committee	2023 - Present
Provost Postdoctoral Fellow Program Search Committee	2022
Behavioral Lab Team	2021- Present

USC Marshall School of Business

C.O.I. Behavioral Lab Coordinator	2016
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PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology

TEACHING EXPERIENCE

Texas Christian University

<i>Instructor (undergraduate):</i>	2020 - Present
Multimedia Marketing Campaigns, Marketing Management, Principles of Marketing	

<i>Honors Thesis Chair (undergraduate):</i>	2021-2022
Yejin Lim, Neeley College Winner & Boller Competition Finalist	

University of Southern California

<i>Instructor (undergraduate):</i>	
Marketing Fundamentals	2018

<i>Teaching Assistant (undergraduate):</i>	
Advertising and Promotion Management	2017

<i>Teaching Assistant (MBA/MS Business Analytics):</i>	
Marketing Analytics, Marketing Analysis and Strategy	2015 - 2020

<i>Guest Lecturer:</i>	
Marshall Undergraduate Honors Research and Thesis	2017, 2018