

## Lan Anh N. Ton

Department of Marketing  
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### EMPLOYMENT

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Texas Christian University, Neeley School of Business, Assistant Professor, 2023 – present

### EDUCATION

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Ph.D. Marketing, Terry College of Business, University of Georgia, 2023

M.S. Marketing, Marshall School of Business, University of Southern California, 2018

B.B.A. International Marketing, SolBridge International School of Business, Woosong University, 2016

### RESEARCH INTERESTS

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Purity, Aesthetics, Authenticity, Consumer Well-Being

### MANUSCRIPTS UNDER REVIEW

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Ton, Lan Anh N., Rosanna K. Smith, and Ernest Baskin, “Authenticity and Social Class,” *under review at the Journal of Experimental Social Psychology*.

### JOURNAL PUBLICATIONS

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Ton, Lan Anh N., Rosanna K. Smith, and Julio Sevilla (2025), “Morality and Continuity Authenticity Tradeoffs in the Removal of Unethical Founders,” *Journal of the Association for Consumer Research*, 10 (1), 36-46.

Ton, Lan Anh N., Rosanna K. Smith, and Julio Sevilla (2024), “Symbolically Simple: How Simple Packaging Design Influences Willingness to Pay for Consumable Products,” *Journal of Marketing*, 88 (2), 121–140.

- 2021 William O. Bearden Doctoral Student Research Award, winner
- Selected Media Coverage: [Ariyh](#), [Wall Street Journal](#), [Harvard Business Review](#), [Olson Zaltman](#)

Smith, Rosanna K., Elham Yazdani, Pengyuan Wang, Saber Soleymani, and Lan Anh N. Ton (2022), “The Cost of Looking Natural: Why the No-Makeup Movement May Fail to Discourage Cosmetic Use,” *Journal of the Academy of Marketing Science*, 50 (2), 324–337.

- Selected Media Coverage: [Chicago Booth Review](#)

Smith, Rosanna K., Michelle R. vanDellen, and Lan Anh N. Ton (2021), “Makeup Who You are: Self-Expression Enhances the Perceived Authenticity and Public Promotion of Beauty Work,” *Journal of Consumer Research*, 48 (1), 102–122.

## PRACTITIONER PUBLICATIONS

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Ton, Lan Anh N. (2023), “Why more food, toiletry and beauty companies are switching to minimalist package designs,” *The Conversation*, <https://theconversation.com/why-more-food-toiletry-and-beauty-companies-are-switching-to-minimalist-package-designs-215215>

- Selected Media Coverage: [Fast Company](#)

## RESEARCH IN PROGRESS

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Ton, Lan Anh N., Rosanna K. Smith, and Shih-Chun (Daniel) Chin, “Material and Moral Purity,” *four studies completed and archival data collection in progress*.

Yoo, Boonghee, Kiwoong Yoo, Lan Anh N. Ton, Heeyoung Yoo, “Customer Animosity,” *revising for resubmission to the Journal of Marketing (received reject & resubmit decision)*.

Ton, Lan Anh N. and Kiwoong Yoo, “Small Firm Expansion,” *data collection in progress*.

Ton, Lan Anh N. and Kiwoong Yoo, “K-Pop,” *data collection in progress*.

Ton, Lan Anh N., “Kinds of Purity,” *data collection in progress*.

## CONFERENCE PRESENTATIONS (\*PRESENTER)

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Yoo, Boonghee\*, Kiwoong Yoo, Lan Anh N. Ton, Heeyoung Yoo (2024), “Development and Validation of a Multidimensional Consumer Animosity Scale,” *American Marketing Association Summer Academic Conference*, Boston, MA.

Ton, Lan Anh N., Rosanna K. Smith,\* and Julio Sevilla (2024), “Should They Stay or Should They Go? Morality and Authenticity Tradeoffs in the Removal of Unethical Founders,” *Association for Psychological Science*, San Francisco, CA.

Ton, Lan Anh N.\*, Rosanna K. Smith, and Julio Sevilla (2024), “Does Removing an Unethical Founder Improve Brand Evaluations?,” *The Society for Personality and Social Psychology Preconference*, San Diego, CA (Virtual).

Ton, Lan Anh N.\* and Rosanna K. Smith (2022), “Does Removing an Unethical Founder Improve Brand Evaluations?,” *Society for Consumer Psychology* (Virtual).

Ton, Lan Anh N.\*, Rosanna K. Smith, and Julio Sevilla (2021), “Packaging Design Simplicity: When and Why Simple Packaging Designs Enhance the Valuation of Consumable Products,” *Southeast Marketing Symposium*, Oxford, Mississippi (Virtual).

Ton, Lan Anh N.\*, Rosanna K. Smith, and Julio Sevilla (2020), “Purity Packaging: How and When Simple Packaging Designs Enhance Product Evaluations and Choice,” *Association for Consumer Research*, Paris, IDF (Virtual).

Ton, Lan Anh N.\* and Rosanna K. Smith (2020), “Firing Founders that Behave Badly: Effects of Morality versus Authenticity on Brand Evaluation,” *Association for Consumer Research*, Paris, IDF (Virtual).

Whitley, Sarah C., Anindita Chakravarty, Lan Anh N. Ton\*, and Pengyuan Wang (2020), “The Influence of User Emotion on Search Engine Queries and Advertisement Preferences,” *ISMS Marketing Science Conference*, Durham, NC (Virtual).

Ton, Lan Anh N.\* and Rosanna K. Smith (2019), “Firing Founders that Behave Badly: Effects of Moral versus Type Authenticity on Brand Evaluations,” *Association for Consumer Research’s Poster Session*, Atlanta, GA.

Ton, Lan Anh N.\* and Sung Tae Kim (2015), “Consumers’ Evaluation on Green Products: The Moderating Effects of Information Transparency,” *American Marketing Association Summer Conference’s Poster Session*, Chicago, IL.

Ton, Lan Anh N. (2015), “Knowledge Adoption Among SME Owners in E-Commerce: The Moderating Effects of Technology Readiness,” *Young SolBridge Business Scholar at SolBridge International School of Business*, Daejeon, South Korea.

Ton, Lan Anh N.\* and Sung Tae Kim (2014), “Downstream Management: Customer Relationship Management, Customer Knowledge Enhancement, and Co-Product Innovation,” *The 31st Pan-Pacific Conference*, Osaka, Japan.

## INVITED TALKS

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- University of Cincinnati, September 2022
- St. Mary’s University – San Antonio, TX, September 2022
- Texas Christian University, October 2022
- University of Denver, October 2022
- University of Notre Dame, October 2022

## HONORS AND AWARDS

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- AMA-Sheth Foundation Early Career Consortium Fellow, 2025
- Woosong Alumni of the Year, Woosong University, 2023
- AMA Mathew Joseph Emerging Scholar Award, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2022
- Thank-a-Teacher Program (Recognized by students for teaching excellence), University of Georgia, Fall 2021
- William O. Bearden Doctoral Student Research Award Winner, Southeast Marketing Symposium, 2021
- Thank-a-Teacher Program (Recognized by students for teaching excellence), University of Georgia, Spring 2021
- Thank-you Note from the Lambda Sigma Chapter of Alpha Omicron Pi (Nominated by students for making a difference in their collegiate careers), University of Georgia, Spring 2021

- Graduate Assistantship, University of Georgia, 2018 – 2023
- Dean’s List, University of Southern California, 2018
- Chancellor’s List, Woosong University, 2015
- Young SolBridge Business Scholar of the Year, Woosong University, 2015
- SolBridge Scholarship on Academic Excellence (100% Tuition Waiver), Woosong University, 2015
- Asian Business Case Study Competition Winner, Woosong University, 2014
- Woosong Global Honor’s Scholarship (70% Tuition Waiver), Woosong University, 2014
- Global Korea Scholarship Exchange Program Winner, 2013
- Business Case Competition Runner Up, Woosong University, 2012
- Toastmaster National Table Topics Second Runner Up, Ho Chi Minh, Vietnam, 2012

## TEACHING INTERESTS

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Consumer Behavior, Services Marketing, Marketing Aesthetics, Marketing Analytics, Experimental Design

## TEACHING EXPERIENCE

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Please click [here](#) for details of teaching evaluations.

Texas Christian University

*Customer Insights* (undergraduate)

Spring 2025 (26 students), Instructor Rating: TBD

Spring 2025 (24 students), Instructor Rating: TBD

Fall 2024 (33 students), Instructor Rating: **4.97/5.00**

Spring 2024 (13 students), Instructor Rating: **4.97/5.00**

Spring 2024 (24 students), Instructor Rating: **4.86/5.00**

Fall 2023 (35 students), Instructor Rating: **4.71/5.00**

University of Georgia

*Services Marketing* (undergraduate)

Fall 2021 (29 students), Instructor Rating: **4.91/5.00**

Fall 2021 (43 students), Instructor Rating: **4.89/5.00**

Spring 2021 (40 students), Instructor Rating: **4.77/5.00**

## ACADEMIC SERVICE (RESEARCH)

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Ad-Hoc Reviewer

*Journal of Consumer Research*

*Journal of the Academy of Marketing Science*

*Journal of Business Research*

*Journal of Consumer Behavior*

*Journal of Consumer Marketing*

*Marketing Letters*

Conference Reviewer

- Association for Consumer Research (ACR) Conference
- Association for Consumer Research Latin America (ACRLA) Conference
- Society for Consumer Psychology (SCP) Conference
- American Marketing Association Consumer Behavior SIG (AMA CBSIG) Conference

Conference Host

- Association for Consumer Research (ACR) Conference, 2021

Trainee Reviewer

- Journal of Consumer Research, 2021

**ACADEMIC SERVICE (UNIVERSITY)**

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- Department Chair Search Committee Member, Texas Christian University, Spring 2025
- Department Chair Search Committee Member, Texas Christian University, Fall 2024

**MENTORSHIP**

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The Society for Consumer Psychology Conference

- SCP-Sheth Foundation Doctoral Symposium
  - 2025: Serving as a faculty mentor
- Job Market Buddy Program Mentor
  - 2024: Serving as a faculty mentor to Liang Shen (University of Cincinnati)

Texas Christian University

- Independent Research Study Advisor
  - 2024 – present: Serving as an advisor to Jake Burdette
- Neeley Departmental Honors Project Advisor
  - 2023 – 2024: Serving as an advisor to Kiana Nemati

**EMPLOYMENT HISTORY**

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- Graduate Research Assistant, University of Georgia, Athens, GA, 2018 – 2023
- Research Assistant, Woosong University, Daejeon, South Korea, 2013 – 2017
- Market Research Analyst Assistant Intern, Axis Research, Ho Chi Minh, Vietnam, February 2013

**PROFESSIONAL AFFILIATIONS**

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- American Marketing Association (AMA)
- The Association of Consumer Research (ACR)
- The Society for Consumer Psychology (SCP)
- The Society for Personality and Social Psychology (SPSP)