

GRETCHEN R. ROSS

Assistant Professor of Marketing
Neeley School of Business, Texas Christian University
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ACADEMIC POSITIONS

Texas Christian University, Neeley School of Business
Assistant Professor of Marketing, 2020-present

EDUCATION

The Pennsylvania State University, Smeal College of Business
Ph.D. Marketing (Consumer Behavior), May 2020

The College of William and Mary, Mason School of Business
MAcc Master of Accounting, May 2010

University of Virginia
B.A. Bachelor of Arts, May 2009
Majors: Economics and Sociology; Minor: Religious Studies

RESEARCH INTERESTS

Judgment and decision-making by consumers; consumer preferences; consumer financial decisions; second-hand markets; sensory marketing

JOURNAL PUBLICATIONS

Ross, Gretchen R., Eunice Kim, and Margaret G. Meloy (2025), "Owners' Willingness to Accept in the Sharing Economy," *Journal of Marketing*, *forthcoming*.

D'Angelo, Jennifer K. and Gretchen R. Ross (2024), "The Model Sizing Dilemma: The Use of Varied Female Model Sizes Helps Impressions of Brand Values but Hurts Shopping Ease," *Journal of Consumer Psychology*, 00, 1-9.

Cheng, Andong and Gretchen R. Ross (2023), "Tiered Discounts as Multiple Reference Points for Spending," *Journal of Consumer Psychology*, 33 (2), 424-431.

Ross, Gretchen R., Lisa E. Bolton, and Margaret G. Meloy (2023), "Disorder in Secondhand Retail Spaces: The Countervailing Forces of Hidden Treasure and Risk," *Journal of Retailing*, 99 (1), 136-148.

Ross, Gretchen R., Margaret G. Meloy, and Lisa E. Bolton (2021), "Disorder and Downsizing," *Journal of Consumer Research*, 47 (6), 959-977. *Ferber Award winner (2021)*.

Ross, Gretchen R., Margaret G. Meloy, and Kurt A. Carlson (2020), "Preference Refinement after a Budget Contraction," *Journal of Consumer Research*, 47 (3), 412-430.

SELECT RESEARCH IN PROGRESS

1. "Exploring Product Waste Aversion Throughout the Consumer Journey," with Haiyue (Felix) Xu and Andong Cheng. Under review at the *Journal of Consumer Research*.
2. "Beyond the Thermostat: A Research Agenda for Distinguishing Consumer Thermoregulation from Retail Temperature Interventions Across the Customer Journey," with Margaret G. Meloy and Simon Blanchard. Under review at the *Journal of Retailing*.
3. "The Role of Post-Purchase Communications on Product Returns and Downstream Consequences in Online Apparel Retail," with Punya Chatterjee, Susana Jaramillo, and Ganga Urumutta Hewage. Under review at *Production and Operations Management*.
4. "Seeing Sizes: How Visual Representation and Product Range Affect Brand Reputation," with Jennifer D'Angelo and Lidan Xu. *Working Paper*.
5. "Inflation's Effect on Preference Stability," with Kurt A. Carlson and Margaret G. Meloy. *Working Paper*.
6. "Governance Issues in Supplier-Platform Relationships," with Yashoda Bhagwat and Mark B. Houston. Invited chapter for the *Handbook of Interorganizational Research* (R. Grewal, ed.).

CONFERENCE PRESENTATIONS

* denotes presenter

Ross, Gretchen R., Yashoda Bhagwat, and Mark B. Houston*, "Governing Relationships Between Sharing Economy Platforms and Service Suppliers," Lightning Talk, presented at the Organizational Frontline Research (OFR) Symposium, Phoenix, AZ, February 2025.

Cheng, Andong, Felix Xu*, and Gretchen R. Ross*, "Waste Aversion in the Consumption Journey," Poster, presented at the SCP Conference, Las Vegas, NV, February 2025.

Cheng, Andong*, Felix Xu, and Gretchen R. Ross, "Waste Aversion as an Individual Difference," Poster, presented at the SJDM Conference, New York, NY, November 2024.

D'Angelo, Jennifer and Gretchen R. Ross*, "The Size Inclusivity Dilemma: The Use of Size-Inclusive Models Helps Brand Impressions But Hurts Shopping Ease," Competitive Paper, presented at the Society for Consumer Psychology Boutique conference, Leeds, UK, June 2024.

Cheng, Andong* and Gretchen R. Ross, "Tiered Discounts as Multiple Reference Points for Spending," Special Session, presented at the Society for Consumer Psychology conference, Puerto Rico, March 2023.

Ross, Gretchen R.*, "Rethinking Consumer Health and Well-being in a New Reality," special virtual panel discussion at AMA Winter Academic Conference, February 2023.

Cheng, Andong* and Gretchen R. Ross, "Tiered Discounts as Multiple Reference Points for Spending," Competitive Paper, presented at the Association for Consumer Research conference, Denver, CO, October 2022.

Cheng, Andong and Gretchen R. Ross,* "Tiered Discounts as Multiple Numeric Anchors," Poster presentation, presented at the Society for Consumer Psychology virtual conference, March 2022.

Ross, Gretchen R.*, Margaret G. Meloy, and Lisa Bolton, "Disorder and Downsizing," Competitive Paper, presented at Association for Consumer Research conference, Atlanta, GA, October 2019.

Ross, Gretchen R.*, Margaret G. Meloy, and Simon J. Blanchard, "Is Warm Always Trusting? The Conditional Effect of Ambient Temperature on Retailer Trust," Competitive Paper, presented at Association for Consumer Research conference, Dallas, TX, October 2018.

Ross, Gretchen R.*, Margaret G. Meloy, and Kurt A. Carlson, "Preference Refinement After a Budget Contraction," Competitive Paper, presented at Behavioral Decision Research in Management conference, Boston, MA, June 2018.

Ross, Gretchen R.*, Margaret G. Meloy, and Kurt A. Carlson, "Preference Refinement After a Budget Contraction," Competitive Paper, presented at Association for Consumer Research conference, San Diego, CA, October 2017.

TEACHING EXPERIENCE

Instructor

2020-present Department of Marketing, Texas Christian University
 Course: Customer Insights - Undergraduate and MBA
 Marketing Management- MBA

2018-2020 Department of Marketing, The Pennsylvania State University

Course: Consumer Behavior - Undergraduate

Teaching Assistant

2016-2018 Department of Management and Organization, The Pennsylvania State University
Course: Strategy Implementation and Organizational Change- MBA and EMBA
Instructor: Donald Hambrick, Evan Pugh Professor and the Smeal Chaired Professor of Management

MEDIA MENTIONS

Neeley News, Penn State Smeal News, Pittsburgh Post-Gazette

AWARDS AND HONORS

- Neeley Faculty Research Award, 2025
- JAMS Best Reviewer, 2024
- Faculty Fellow, Marketing Strategy Consortium, University of Georgia, Athens, GA, 2023
- Faculty participant at the Professors Institute, SMU, Dallas, TX, 2022
- *Journal of Consumer Research* Ferber Award, 2021
- Peter E. Liberti and Judy D. Olian Scholarship, 2019
- AMA Sheth Doctoral Consortium Fellow, 2019
- Jerome E. Scott Memorial Scholarship, 2018
- Paul F. Anderson Dissertation in Marketing Award, 2017
- Haring Symposium Discussant, 2017

SERVICE

- *Student Mentorship*
 - Undergraduate Department Honors Project Chair
 - Alysa Morrison (BA Honors, TCU)- 2024
 - Undergraduate Department Honors Project Member
 - Rachel Lynch (BA Honors, TCU) -2024
 - Ashley Gemoets (BA Honors, TCU) -2025
- *Reviewing*
 - Editorial Board Member
 - *Journal of the Academy of Marketing Science* (2022-present)
 - Ad Hoc Reviewer
 - *Journal of Consumer Research*
 - *Journal of Retailing*
 - *Journal of Marketing Research*
 - John A. Howard/AMA Doctoral Dissertation award
 - Association for Consumer Research conference
 - AMA CBSIG 2024 Conference

- *Service to Department/University*
 - Undergraduate Marketing Curriculum Subcommittee Chair (Fall 2024- present)
 - Teaching Effectiveness Committee (Fall 2023- present)
 - Behavioral Lab Team (2021- present)
 - College 101 Mentor (2021- present)
 - Dean recruitment committee member for Neeley School of Business Dean (Spring 2024)
 - Volunteer at First Gen Graduation Celebration (Spring 2025)
 - Volunteer at Business Attire Pop-Up Shop (Fall 2023, Fall 2024)
 - Neeley Undergraduate Admissions Committee member (Spring 2023)
 - Silver Frogs instructor (program for individuals in the greater community aged 50+) (Spring 2023, 2024, 2025)
 - Faculty recruitment outside committee member for the Department of Accounting (Spring 2023, 2024)
 - Faculty recruitment committee member for the Department of Marketing (Fall 2022, Fall 2024, Spring 2025)
 - Faculty recruitment committee co-chair for the Department of Marketing (Fall 2025)
 - PhD Resource Committee for the Department of Marketing (Summer 2025)
 - Neeley Undergraduate Curriculum Committee (Fall 2025)
- *Service to Local Community*
 - Texas DECA volunteer judge (2023)
 - Benbrook Library volunteer (2023-present)

INDUSTRY EXPERIENCE

Hedge Accounting Specialist, Smithfield Foods, Smithfield, VA (March 2013-July 2015)

Assurance Associate, Dixon Hughes Goodman, Newport News, VA (Nov. 2012-Feb. 2013)

Staff Accountant, CliftonLarsonAllen, Arlington, VA (Aug. 2010-Nov. 2012)

PROFESSIONAL CERTIFICATIONS

Certified Public Accountant, Virginia