

# Ted Matherly

August 23, 2012

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## Employment

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Assistant Professor, August 2012-present.

Spears School of Business, Oklahoma State University, Stillwater, OK.

## Education

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Ph.D., Marketing, University of Maryland, College Park, MD, 2012 (expected).

Dissertation Title: Observer Interpretation of Signaling in Consumer Decision Making

Dissertation Co-Chairs: Amna Kirmani and Roland Rust

B.S., Communications, University of Michigan, Ann Arbor, MI, 2006.

Undergraduate Research: Automobiles, Advertising, Autocracy?: The Impacts of Advertiser-Sponsored Automotive Industry Coverage on Editorial Content in Newspapers

Research Advisor: Nojin Kwak (Communications)

## Research Interests

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Signaling, identity construction, social influence, consumer inferences

## Working Papers

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Ferraro, Rosellina, Amna Kirmani, and Ted Matherly, "Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Dilution," preparing for resubmission at *Journal of Marketing Research*.

Matherly, Ted, and Roland T. Rust, "Matching the Motive to the Market: Advertising for Socially Consumer Decisions," preparing for submission to *Journal of Marketing Research*.

Matherly, Ted, and Amna Kirmani, "Carrying the Torch for the Brand: The Extended Self and Inferences of Attachment'," preparing for submission to *Journal of Marketing Research*.

Matherly, Ted and Anastasiya Pocheptsova, "Is What You See What They Feel? Fluency and Identity Signaling," preparing for submission to *Journal of Consumer Psychology*.

## Research in Progress

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Arens, Zac and Ted Matherly, "Standing Out in the Crowd: Business Diversity and Population Density," collecting data, targeted to *Journal of Marketing*.

Tseng, Peggy and Ted Matherly, "Social Influence in Deal-Of-The-Day Website Sales," analyzing data, targeted to *Marketing Science*.

## Presentations

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Matherly, Ted and Amna Kirmani (2012), "Carrying the Torch for the Brand: Inferring Brand Attachment From Logo Signals," paper to be presented at *Association for Consumer Research*, Vancouver, BC, Canada.

Ferraro, Rosellina, Amna Kirmani and Ted Matherly (2012), "Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Dilution," paper presented at *Marketing Academic Research Colloquium*, Pittsburgh, PA.

Ferraro, Rosellina, Amna Kirmani and Ted Matherly (2011), "Are They Who They Claim? Intentionality and Authenticity in Identity Signaling with Brands," paper presented at *Association for Consumer Research*, St. Louis, MO.

Matherly, Ted and Anastasiya Pocheptsova (2011), "Is What You See What They Feel? Fluency and Identity Signaling," poster presented at *Marketing Academic Research Colloquium*, College Park, MD.

Matherly, Ted and Roland Rust (2011), "Safety in Numbers," paper presented at *Senior Students Research Colloquium*, University of Maryland, College Park, MD.

Matherly, Ted and Anastasiya Pocheptsova (2010), "Is What You See What They Feel? Fluency and Identity Signaling," paper presented at *Association for Consumer Research*, Jacksonville, FL.

Matherly, Ted and Anastasiya Pocheptsova (2010), "Is What You See What They Feel? Fluency and Identity Signaling," paper presented at *Society for Consumer Psychology*, St. Pete Beach, FL.

\*Session Co-Chair

Matherly, Ted and Anastasiya Pocheptsova (2009), "Is What You See What They Feel? Fluency and Identity Signaling," poster presented at *Society for Judgment and Decision Making*, Boston, MA.

Ferraro, Rosellina, Amna Kirmani and Ted Matherly (2009), "Signaling Identity Through Brands," paper presented at *Association for Consumer Research*, Pittsburgh, PA.

Ferraro, Rosellina, Amna Kirmani and Ted Matherly (2009), "Signaling Identity Through Brands," paper presented at *Society for Consumer Psychology*, San Diego, CA.

Matherly, Ted (2008). "Impacts of Motivation on Socially Influenced Product Choice," poster presented at *Association for Consumer Research*, San Francisco, CA.

## Teaching Experience

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Marketing Research (Undergraduate), Fall 2012, Oklahoma State University.

Marketing Research Methods (Undergraduate), Fall 2009, Instructor, University of Maryland.

Marketing Management (MBA), Spring 2009, Teaching Assistant, University of Maryland, Washington, DC.

Marketing Research Methods (Undergraduate), Fall 2008, Instructor, University of Maryland, Shady Grove.

## Honors and Awards

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2011 Nomination for Nash Award for Outstanding Doctoral Student, College Park, MD.

2009 AMA-Sheth Doctoral Consortium Fellow, Atlanta, GA.

2006 Michigan Men's Crew, Team Spirit Award, Ann Arbor, MI.

2003 ECAC Rowing National Championship, 1st place, Second Freshmen Eight, Cherry Hill, NJ.

## Reviewing

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*European Journal of Marketing*

*Social Influence*

*Journal of Consumer Research*, trainee reviewer

Association for Consumer Research conference

Society for Consumer Psychology conference

## Professional Affiliations

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Association for Consumer Research

Society for Consumer Psychology

## Professional Experience

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**re:group Agency**, 2006, Ann Arbor, MI.

Account Coordinator and Media Planning

Developed database system for management and traffic for \$980K advertising account.

Managed advertising accounts within organization, established workflows from creative to media outlets.

Analyzed market data and developed media plans for clients.

## Professional IT Skills

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Languages:  $\LaTeX$ , SQL, Perl, PHP, R, C++

Databases: MySQL, Access

## Service

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### *Professional*

Behavioral Lab, Robert H. Smith School of Business, University of Maryland, College Park.

1. Lab Manager (2008-2009)

Association of Doctoral Students, Robert H. Smith School of Business, University of Maryland, College Park.

1. President (2009-2010)
2. Social Chair (2007-2009)

## *Community*

Michigan Rowing Association.

1. Board Member (2006-Present)

Men's Crew, University of Maryland, College Park.

1. Head Coach (2008-2010)
2. Assistant Coach (2006-2008)

Last updated: August 23, 2012

[http://www.tedmatherly.com/vita/matherly\\_cv.pdf](http://www.tedmatherly.com/vita/matherly_cv.pdf)