

ZACHARY ARENS

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Education

University of Maryland, Robert H. Smith School of Business	Doctor of Philosophy in Marketing, 2012
University of Maryland	Master of Science in Survey Methodology, 2004
James Madison University	Bachelor of Business Administration in Marketing, 2000

Employment

Oklahoma State University	Assistant Professor of Marketing, August 2013
Rice University	Visiting Assistant Professor, July 2012 – June 2013
The Gallup Organization, San Francisco, CA	Lead Methodologist for The Gallup Panel, 2005 – 2007
The Gallup Organization, Washington, DC	Management Consultant & Data Analyst, 2000 – 2005

Research Interests

Broadly I am interested in on how consumers react when they do not get what they want. Specifically my research covers how consumers substitute one alternative for another, how they perceive the similarity between brands and how they view a desirable alternative forgone in favor of another. My other research interests include customer metrics and measurement.

Publications

- Arens, Zachary G. and Rebecca W. Hamilton (2016), "Why Focusing on the Similarity of Substitutes Leaves a Lot to Be Desired," *Journal of Consumer Research*, 43 (3), 448-459.
- Hamilton, Rebecca W., Debora V. Thompson, Zachary G. Arens, Simon J. Blanchard, Gerald Häubl, P.K. Kannan, Uzma Khan, Donald R. Lehmann, Margaret Meloy, Neal J. Roese, Manoj Thomas (2014) "Consumer Substitution Decisions: An Integrative Framework," *Marketing Letters*, 25 (3), 305-317.
- Arens, Zachary G. and Roland T. Rust (2012), "The Duality of Decisions and the Case for Impulsiveness Metrics," *Journal of the Academy of Marketing Science*, 40 (3), 468-479.
- Kopetz, Catalina E., Arie W. Kruglanski, Zachary G. Arens, Jordan Etkin, and Heather M. Johnson (2011), "The Dynamics of Consumer Behavior: A Goal Systemic Perspective," *Journal of Consumer Psychology*, 22 (2), 208-223.
- Tourangeau, Roger, Frederick G. Conrad, Zachary Arens, Scott Fricker, Sunghee Lee, and Elisha Smith (2006), "Everyday Concepts and Classification Errors: Judgments of Disability and Residence," *Journal of Official Statistics*, 22 (3), 385-418.
- Arens, Zachary G. and Darby Miller-Steiger (2006), "Time in Sample: Searching for Conditioning Effects in a Consumer Panel," *Public Opinion Pros*, (August/September).

Working Papers

Arens, Zachary and Rebecca Hamilton, “The Rebound of the Forgone Alternative”

Matherly, Ted, Zachary G. Arens, and Todd Arnold, “Big Brands, Big Cities: How the Population Penalty Affects Common Brands in Densely Populated Areas”

Arens, Zachary, “Dynamic Similarity: The Effect of Attribute Changes on Brand Similarity”

Arens, Zachary and Rebecca Hamilton, “Making Product Substitutions More Effective”

Arens, Zachary, “Asymmetric Contrasts”

Conference Presentations

Arens, Zachary G. and Rebecca Hamilton (2012), “Effective Substitution,” Association for Consumer Research, Vancouver, BC.

Arens, Zachary G. and Rebecca Hamilton (2011), “The Rebound of the Forgone Alternative,” Association for Consumer Research, St. Louis, MO.

Arens, Zachary G. and Rebecca Hamilton (2010), “The Rebound of the Forgone Alternative,” working paper presented at Association for Consumer Research, Jacksonville, FL.

Arens, Zachary G. and Rebecca Hamilton (2009), “Effects of Evaluability on Goal Fulfillment and Satisfaction,” working paper presented at Association for Consumer Research, Pittsburgh, PA.

Arens, Zachary G., Janet Wagner, and Sabine Moeller (2008), “Driving Civic Engagement: The Effect of Attitude toward E-Government on Government-to-Citizen Relationships,” Frontiers in Service Conference, University of Maryland, College Park, MD.

Arens, Zachary G., Darby Miller-Steiger, and Jeffrey M. Jones (2007), “The Dynamics of Presidential Approval: Gross Versus Net Changes of Bush’s Approval,” American Association for Public Opinion Research, Anaheim, CA.

Arens, Zachary G. and Darby Miller-Steiger (2006), “RDD vs. RDD Recruited Panel: A Comparison,” American Association for Public Opinion Research, Montréal, Quebec.

Arens, Zachary G. (2005), “Nonresponse Bias in Reliability and Validity Estimates for Attitude Items,” American Association for Public Opinion Research, Miami Beach, FL.

Honors and Awards

Richard W. Poole Research Excellence Award, 2015-2106

Marvin A. Jolson Outstanding Marketing Doctoral Student Award, 2011

AMA-Sheth Doctoral Consortium Fellow, Oklahoma State University, 2011

Top 15% Teaching Award, Robert H. Smith School of Business, 2010

Marketing Science Institute \$8,000 Research Grant for “The Duality of Decisions and the Case for Impulsiveness Metrics,” 2008

Robert H. Smith School \$3,000 Research Grant for “The Duality of Decisions and the Case for Impulsiveness Metrics”, 2008

James W. Prothro Best Student Paper Award at the Southern Association for Public Opinion Research Conference for “Nonresponse Bias in Reliability and Validity Estimates for Attitude Items,” 2005

Teaching Experience

Consumer Behavior (Undergraduate & MBA)

New Products (MBA)

Global Marketing (Undergraduate)