



Aaron R. Brough

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ACADEMIC POSITIONS

Utah State University	2013 – present
Harry M. Reid Endowed Professor of Research (2019 – present)	<i>Logan, Utah</i>
Distinguished Research Professor in Marketing (2018 – 2019)	
Professor of Marketing	
<i>Assistant (2013 – 2017); Associate (2017 – 2024); Full (2024 – present)</i>	
Pepperdine University	2011 – 2013
Assistant Professor of Marketing	<i>Malibu, California</i>
Business Administration Division, Seaver College	

EDUCATION

Northwestern University	2011
Ph.D., Marketing	<i>Evanston, Illinois</i>
Kellogg School of Management	
Northwestern University	2008
M.S., Marketing	<i>Evanston, Illinois</i>
Kellogg School of Management	
Brigham Young University	2003
B.S., Business Management, <i>magna cum laude</i>	<i>Provo, Utah</i>
Marriott School of Management	

HONORS AND AWARDS

- Faculty of the Year Award, Huntsman ProSales, 2022
- Outstanding Reviewer Award, Journal of Consumer Research, 2018, 2021
- MSI Young Scholar, Marketing Science Institute, 2017
- Researcher of the Year, Jon M. Huntsman School of Business, 2017
- Nominee, Outstanding Professor Award, Utah State University Honors Program, 2017
- Best Paper Award, London Business Research Conference, 2017

- Paper selected as one of 31 articles on Marketing Science Institute’s 2016 Academic Trustees’ Reading List
- Researcher of the Year, Management Department, Jon M. Huntsman School of Business, 2015, 2016
- Audience Choice Award Winner, “Freakonomics: Tell Me Something I Don’t Know!” Game Show, Qualtrics Insight Summit, 2016
- Paper selected as one of 24 articles on Marketing Science Institute’s 2014 Must-Read List
- Respass Research Fellow, Business Division, Pepperdine University, 2012-2013 (\$6,500 award)
- Seaver Fellow in Business Administration, Pepperdine University, 2012-2013 (\$2,000 award)
- Finalist, Mary Kay Doctoral Dissertation Award Competition, Academy of Marketing Science Conference, 2011

JOURNAL ARTICLES

1. Brough, Aaron R., Martin, Kelly D. and Kamleitner, Bernadette (2025), “Advocating for Consumer Privacy Protection in an Era of Widespread Exposure,” *Journal of the Association for Consumer Research*, 10(3), forthcoming.
2. van de Sandt, Julia, Ince, Elise C., Isaac, Mathew S., Brough, Aaron R., and Bagchi, Rajesh (2025), “The Organized Ask: How Categorizing Data Requests Affects Consumers’ Willingness to Disclose Information,” *Journal of the Association for Consumer Research*, 10(3), forthcoming.
 - Featured in the *AACSB Research Roundup* in February 2025
3. Brough, Aaron R., Kamleitner, Bernadette and Martin, Kelly D. (2023), “Physical and Digital Privacy: How Developed and Developing Countries Differ in Both Vulnerability and Protection,” *Journal of International Marketing*, 31(4), 76-79.
4. Brough, Aaron R., Norton, David A., Sciarappa, Shannon L., and John, Leslie K. (2022), “The Bulletproof Glass Effect: Unintended Consequences of Privacy Notices,” *Journal of Marketing Research*, 59(4), 739-754.
 - Featured in the *Wall Street Journal*, *Forbes*, *ABC News*, *Today in Digital Marketing* (podcast with 15,000 subscribers), Scripps Media (television content for 40 U.S. cities)
5. Graul, Antje R. H., Brough, Aaron R., and Isaac, Mathew S. (2022), “How Emotional Attachment Influences Lender Participation in Consumer-to-Consumer Rental Platforms,” *Journal of Business Research*, 139, 1211-1217.
 - Featured in the *Salt Lake Tribune*
6. Canhoto, Ana I. and Brough, Aaron R. (2022), “The Pandemic-Induced Personal Data Explosion,” *Social Marketing Quarterly*, 28(1), 78-86.

7. Graul, Antje R. H. and Brough, Aaron R. (2021), “Why We Don’t Rent What Others Love: The Role of Product Attachment in Consumer-to-Consumer Transactions,” *Journal of Consumer Psychology*, 31(2), 329-341.
 - Featured in the *Salt Lake Tribune*
8. Brough, Aaron R. and Martin, Kelly D. (2021), “Consumer Privacy During (and After) the COVID-19 Pandemic,” *Journal of Public Policy & Marketing*, 40(1), 108-110.
 - #3 in 2022 Top Cited Articles in *Journal of Public Policy & Marketing*
9. Brough, Aaron R., Donnelly, Grant E., Griskevicius, Vladas, Markowitz, Ezra M., Rami, Kaitlin T., Reeck, Crystal, Trudel, Remi, Waldman, Kurt B., Winterich, Karen P., Wolske, Kim S. (2020), “Understanding How Sustainable Initiatives Fail: A Framework to Aid Design of Effective Interventions,” *Social Marketing Quarterly*, 26(4), 309-324.
10. Brough, Aaron R. and Martin, Kelly D. (2020), “Critical Roles of Knowledge and Motivation in Privacy Research,” *Current Opinion in Psychology*, 31, 11-15.
11. Brough, Aaron R. and Wilkie, James E.B. (2017), “Men Resist Green Behavior as Un-Manly: A Surprising Reason for Resistance to Environmental Goods and Habits,” *Scientific American: Mind Matters*, December 26, <https://www.scientificamerican.com/article/men-resist-green-behavior-as-un-manly/>.
12. Brough, Aaron R., James E.B. Wilkie, Jingjing Ma, Mathew S. Isaac, and David Gal (2016), “Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption,” *Journal of Consumer Research*, 43(4), 567-82.
 - Featured in *Scientific American*, *Forbes*, *NPR*, *FOX News*, *CBSN*, *The Washington Post*, *The Atlantic*, *CBC*, winner of the Audience Choice Award at the Freakonomics “Tell Me Something I Don’t Know” game show at the 2016 Qualtrics Insight Summit, and attention score is ranked in the 99th percentile of roughly 20 million research outputs tracked by Altmetric. Also listed as one of 31 articles on MSI’s 2016 Academic Trustees’ Reading List.
13. Isaac, Mathew S., Aaron R. Brough, and Kent Grayson (2016), “Is Top 10 Better than Top 9? The Role of Expectations in Consumer Response to Imprecise Rank Claims,” *Journal of Marketing Research*, 53(3), 338-53.
 - Featured in *Kellogg Insight*, *Neuromarketing*, and *SmartCompany*
14. Brough, Aaron R. and Mathew S. Isaac (2015), “Why Real Estate Agents Should Care About Buyer Usage Intent,” *Keller Center Research Report*, 8 (3), 12-16.
15. Isaac, Mathew S. and Aaron R. Brough (2014), “Judging a Part by the Size of its Whole: The Category Size Bias in Probability Judgments,” *Journal of Consumer Research*, 41(2), 310-25.
 - Featured in *Forbes*, *KSL’s Deseret News National Edition*, and selected as one of 24 papers on the Marketing Science Institute’s 2014 Must-Read List

16. Brough, Aaron R. and Alexander Chernev (2012), “When Opposites Detract: Categorical Reasoning and Subtractive Valuations of Product Combinations,” *Journal of Consumer Research*, 39(2), 399-414.
 - Featured in *Harvard Business Review* and *TODAY*
17. Brough, Aaron R. and Mathew S. Isaac (2012), “Finding a Home for Products We Love: How Buyer Usage Intent Affects the Pricing of Used Goods,” *Journal of Marketing*, 76(4), 78-91.
 - Featured in *TIME* and *Harvard Business Review*
18. Isaac, Mathew S. and Aaron R. Brough (2012), “*For Sale By Owner* for Less than It’s Worth,” *Graziadio Business Review*, 15(2).
19. DeTienne, Kristen B., Kristie K. Seawright, and Aaron R. Brough (2005), “Cost-Effective Service Recovery: Knowing Which Customers to Keep,” *International Journal of Applied Marketing*, 1(3), 1-24.

OTHER PUBLICATIONS

Brough, Aaron R. (2023), Amicus Curiae Brief in Support of Plaintiffs-Appellants (No. 23-3577) for the United States 9th Circuit Court of Appeals in *James Gray and Scott Horton v. Amazon.com, Inc., and Amazon.com Services LLC*, No. 2:22-cv-00800-BJR.

Brough, Aaron R. (2012), “Categorization Effects in Monetary Valuations of Consumer Products,” *UMI Dissertation Publishing*, 1-96.

DeTienne, Kristen B., Aaron R. Brough, and David Blen Nance (2012), “A Model of Profitable Service Recovery,” in *Service Science Research, Strategy and Innovation: Dynamic Knowledge Management Methods* (pp. 49-72), ed. Nejdet Delener, Hershey PA: IGI Global.

ROUNDTABLE PARTICIPATION

“Improving Behavioral Research with Generative Artificial Intelligence,” *Society for Consumer Psychology Conference*, Las Vegas, NV. February 2025.

“A Dialogue on Privacy: Conceptual Approaches, Practical Challenges, and Future Trends,” *Society for Consumer Psychology Conference*, Las Vegas, NV. February 2025.

“Discouraging Discarding: Exploring the Role of Repair, Reuse, Repurposing, Restoration, and Maintenance in Sustainable Consumption,” *Association for Consumer Research Conference*. Seattle, WA. October 2023.

“Journal of the Association for Consumer Research (JACR) Information Session,” *Association for Consumer Research Conference*. Seattle, WA. October 2023.

“Knowledge Forum on Product Disposition: Consumer Research Issues, Opportunities, and Challenges,” *Association for Consumer Research Conference*. Virtual. October 2021.

“How Can Marketing and Public Policy Researchers Help Policy Makers better Understand how to Mitigate Climate Change by Changing Consumer Behaviors?,” *American Marketing Association Marketing and Public Policy Conference*. Virtual. June 2021.

“The Dark Side of Automation in Marketing and Consumption,” *Association for Consumer Research Conference*, Atlanta, GA. October 2019.

CHAired SYMPOSIA

“Expensive or Cheap? Reference Prices and Consumer Perception of Value,” *Association for Consumer Research Conference*, Jacksonville, FL. October, 2010.

“Consumer Disposal Behavior: Retaining, Selling, Discarding, or Donating Used Products,” *Association for Consumer Research Conference*, Jacksonville, FL. October, 2010.

PRESENTATIONS

van de Sandt, J., Ince, E. C., Isaac, M. S., Brough, A. R., and Bagchi, R. The Organized Ask: How Categorizing Data Requests Affects Consumers’ Willingness to Disclose Information.” *Society for Consumer Psychology Conference*, Las Vegas, NV. February 2025.

Brough, A. R., Wang, R., and Moore, A., “AI in Research: Tools, Applications, and Ethics,” *Society for Consumer Psychology Conference Doctoral Symposium Workshop*, Las Vegas, NV. February 2025.

Wang, Y. J., Zhang, T., Meng, M., and Brough, A. R. “Why Product-Benefit Appeals Encourage Participation in the Sharing Economy.” *Judgment and Decision-Making Winter Symposium*. Snowbird, UT. January 2025.

Wang, Y. J., Zhang, T., Meng, M., and Brough, A. R. “Why Product-Benefit Appeals Encourage Participation in the Sharing Economy.” *Association for Consumer Research Conference*, Paris, France. September 2024.

Vinoo, P., Donnelly, G., Isaac, M. S., and Brough, A.R. “Used Enough? The Effect of Categorization on Product Replacement Timing.” *Association for Consumer Research Conference*, Paris, France. September 2024.

Brough, A. R., and Isaac M. S. “Burn Nike and Smash Keurig: When Brand Transgressions Lead to Product Destruction.” *American Marketing Association Consumer Behavior Special Interest Group Conference*, Vienna, Austria. July 2024.

van de Sandt, J., Ince, E. C., Isaac, M. S., Brough, A. R., and Bagchi, R., “The Organized Ask: How Categorizing Data Requests Affects Consumers’ Willingness to Disclose Information,” *2024 Intermountain Research Symposium*, Provo, UT. April 2024.

Brough, A. R., “How Do You Market Privacy?,” *Microsoft*, Seattle, WA. October 2023.

Brough, A. R., and Isaac M. S. “Burn Nike and Smash Keurig: When Brand Transgressions Lead to Product Destruction.” *Association for Consumer Research Conference*, Seattle, WA. October 2023.

Brough, A. R., and Hamilton, R. “Can Environmental Messaging Reduce Product Returns?” *European Association for Consumer Research Conference*. Amsterdam, Netherlands. July 2023.

Brough, A. R., “Post-Purchase Consumption Behavior.” *The Hong Kong Polytechnic University Marketing and Management Speaker Series*. Hong Kong SAR, China. April 2023.

Brough, A. R., and Hamilton, R. “Can Environmental Messaging Reduce Product Returns?” *Utah Academy of Sciences, Arts & Letters Annual Conference*. Sandy, UT. March 2023.

Brough, A. R. “Masculinity Threat and Affirmation” *Men’s Compassion Initiative* (virtual). February 2023.

Brough, A. R., and Hamilton, R. “Can Environmental Messaging Reduce Product Returns?” *American Marketing Association Winter Academic Conference*. Nashville, TN. February 2023.

Brough, A. R., and Hamilton, R. “Can Environmental Messaging Reduce Product Returns?” *Judgment and Decision-Making Winter Symposium*. Snowbird, UT. January 2023.

Brough, A. R., and Isaac M. S. “Symbolic Punishment.” *Brigham Young University Marketing and Global Supply Chain Department Seminar Series*, Provo, UT. March 2022.

Graul, A., Brough, A. R., and Isaac M. S. “How Emotional Attachment Influences Lender Participation in Consumer-to-Consumer Rental Platforms,” *Judgment and Decision-Making Winter Symposium*. Snowbird, UT. January 2022.

Graul, A., Brough, A. R., and Isaac M. S. “How Emotional Attachment Influences Lender Participation in Consumer-to-Consumer Rental Platforms,” *American Marketing Association Marketing and Public Policy Conference*, (virtual). June 2021.

Brough, A. R., and Isaac M. S. “Symbolic Disposal.” *Ohio State University Marketing and Logistics Department Brownbag Series*, (virtual). February 2021.

Brough, A. R., Norton, D. A., and John, L. K. “The Bulletproof Glass Effect: When Privacy Notices Backfire,” *Society for Consumer Psychology Conference*, Huntington Beach, CA. March 2020.

Brough, A. R. and Martin K. D. “From Privacy Concern to Privacy Mindsets,” *Society for Consumer Psychology Conference*, Huntington Beach, CA. March 2020.

Brough, A. R., and Isaac M. S. “Symbolic Disposal.” *Society for Consumer Psychology Conference*, Huntington Beach, CA. March 2020.

Brough, A. R. and Donnelly G. E. “The “Overqualified” Product: Consumers’ Aversion to Wasting Premium Utility,” *Judgment and Decision-Making Winter Symposium*. Snowbird, UT. January 2020.

Brough, A. R., Norton, D. A., and John, L. K. “The Bulletproof Glass Effect: When Privacy Notices Backfire,” *Association for Consumer Research Conference*, Atlanta, GA. October 2019.

Brough, A. R. and Martin K. D. “From Privacy Concern to Privacy Mindsets,” *Association for Consumer Research Conference*, Atlanta, GA. October 2019.

Graul, A. and Brough, A. R. “Why We Don’t Rent What Others Love: The Role of Product Attachment in Sustainable Consumption.” *Association for Consumer Research Conference*, Atlanta, GA. October 2019.

Graul, A., Brough, A. R., and Isaac M. S. “Do Owners in a Consumer-to-Consumer Market Ever Prefer Renting to Less-Engaged Users?” *Association for Consumer Research Conference*, Atlanta, GA. October 2019.

Brough, A. R., and Isaac M. S. “Symbolic Disposal.” *Association for Consumer Research Conference*, Atlanta, GA. October 2019.

Brough, A. R., Norton, D. A., and John, L. K. “The Bulletproof Glass Effect: When Privacy Notices Backfire,” *Thought Leaders’ Conference on Privacy in Marketing*, Florence, Italy. June 2019.

Brough, A. R. “Gender Stereotypes in Sustainable Behavior,” *11th Triennial Invitational Choice Symposium*, Cambridge, MD. May 2019.

Brough, A. R. “The Role of Product Attachment in the Marketplace for Consumer Possessions,” *University of Oxford Said Business School Seminar Series*, Oxford, UK. March 2019.

Graul, A., Brough, A. R., and Isaac M. S. “When Cherished Possessions are Offered for Rent: Factors that Affect Owner Decisions in Consumer-to-Consumer Rentals” *Society for Consumer Psychology Conference*, Savannah, GA. February 2019.

Brough, A. R. and Isaac, M. S. “Symbolic Disposal,” *Judgment and Decision-Making Winter Symposium*. Snowbird, UT. January 2019.

Graul, A. and Brough, A. R. “Why We Don’t Rent What Others Love: The Role of Product Attachment in Sustainable Consumption.” *Society for Consumer Psychology Boutique Conference on Vice and Virtue Consumption*, Sydney, Australia. January 2018.

Brough, A. R. “The Role of Product Attachment in the Marketplace for Consumer Possessions,” *Management Department Brownbag Research Series*, Logan, UT. December 2017.

Brough, A. R. “The Role of Product Attachment in the Marketplace for Consumer Possessions,” *Emory University Hightower Speaker Series*, Atlanta, GA. October 2017.

Brough, A. R. “The Role of Product Attachment in the Marketplace for Consumer Possessions,” *Johns Hopkins University Quantitative and Behavioral Economics Seminar Series*, Baltimore, MD. October 2017.

Graul, A. and Brough, A. R. “How Owners’ Product Attachment Impacts Users’ Preferences in Access-Based Consumption,” *American Marketing Association Summer Conference*, San Francisco, CA. August 2017.

Graul, A. and Brough, A. R. “Why We Don’t Rent What Others Love: The Role of Product Attachment in Sustainable Consumption,” *London Business Research Conference*, London, U.K. July 2017. *****Best Paper Award*****

Graul, A. and Brough, A. R. “Why We Don’t Rent What Others Love: The Role of Product Attachment in Sustainable Consumption.” *Society for Consumer Psychology Boutique Conference on Goals and Motivation*, New York, NY. June 2017.

Brough, A. R. and John, L. K. “The Ironic Impact of Privacy Policies on Perceived Security and Purchase Intent,” *Marketing & Public Policy Conference*, Washington D.C. June 2017.

Brough, A. R. and John, L. K. “The Bulletproof Glass Effect: Ironic Consequences of Assurances (vs. Warnings),” *Society for Consumer Psychology Conference*, San Francisco, CA. February 2017.

Brough, A. R. and John, L. K. “The Bulletproof Glass Effect: Ironic Consequences of Assurances (vs. Warnings),” *Judgment and Decision-Making Winter Symposium*. Snowbird, UT. January 2017.

Brough, A. R. “Categorization, Sustainability, and Privacy,” *Marketing Science Institute’s Eighth Biennial Young Scholars Event*. Park City, UT. January 2017.

Brough, A. R., Wilkie, J. E. B., Ma, J., Isaac, M. S., and Gal, D. “The ‘Green is Girly’ Heuristic: Gender Identity Maintenance in Men’s Avoidance of Eco-friendly Behavior.” *Society for Judgment and Decision-Making Conference*, Boston, MA. November 2016. (poster)

Brough, A. R. and John, L. K. “How Privacy Policies Affect Purchase Intent.” *Federal Trade Commission, Division of Privacy and Identity Protection*. Washington, D.C. September 2016.

Brough, A.R., “Marketing Fundamentals,” *Huntsman Scholars Program*, Logan, UT. September 2016.

Brough, A. R., Wilkie, J. E. B., Ma, J., Isaac, M. S., and Gal, D. “It’s Not Manly Being Green: The Role of Gender Identity Maintenance in Men’s Avoidance of Environmentally-Friendly Behavior.” *Society for Consumer Psychology Boutique Conference on Identity and Consumption*, Chicago, IL. July 2016.

Brough, A. R. “The Impact of Temporal Frame on Decision Strategy Preference,” *IDEA Conference*. Atlanta, GA. June 2016.

Brough, A. R. “Green is Girly,” *Freakonomics “Tell Me Something I Don’t Know” Game Show, Qualtrics Insight Summit*. Salt Lake City, UT. February 2016.

Brough, A. R., Wilkie, J. E. B., Ma, J., Isaac, M. S., and Gal, D. “It’s Not Manly Being Green: The Role of Gender Identity Maintenance in Men’s Avoidance of Environmentally-Friendly Behavior.” *Society for Consumer Psychology Conference*, St. Pete Beach, FL. February 2016.

Brough, A. R., Wilkie, J. E. B., Ma, J., Isaac, M. S., and Gal, D. “It’s Not Manly Being Green: The Role of Gender Identity Maintenance in Men’s Avoidance of Environmentally-Friendly Behavior.” *Judgment and Decision-Making Winter Symposium*. Snowbird, UT. January 2016.

Isaac, M. S., Brough, A. R., and Grayson, K. “Is Top 10 Better than Top 9? The Role of Expectations in Consumer Response to Imprecise Rank Claims.” *Society for Judgment and Decision-Making Conference*, Chicago, IL. November 2015. (poster)

Brough, A.R. “Marketing Fundamentals,” *Huntsman Scholars Program*, Logan, UT. September 2015.

Brough, A. R. “Marketing Research Basics, Survey and Data Basics, and Analysis.” *Qualtrics Employee Training Workshop*, Orem, UT. March 2015.

Brough, A. R. “Is Ranking in the ‘Top 10’ Good or Bad? Frames of Reference in Consumer Response to Ambiguous Advertising Claims.” *National Business and Economics Society Conference*, Panama City, Panama. March 2015.

Brough, A.R. “Top 9 or Top 10? The Opposing Effects of Exclusivity and Norm Violation in Consumer Response to Imprecise Advertising Claims,” *Judgment and Decision-Making Winter Symposium*. Snowbird, UT. January 2015.

Isaac, M. S. and Brough, A. R. “The Category-Floor Bias: When Top-Ranking Brands Sink to the Bottom.” *Society for Judgment and Decision-Making Conference*, Long Beach, CA. November 2014. (poster)

Brough, A.R. “Using Innovation to Influence Behavior: Lessons from Marketing.” *Huntsman Partners in Business Leadership Conference*, Logan, UT. March 2014.

Isaac, M. S. and Brough, A. R. “When Bunches Change Hunches: The Category Size Bias in Probability Judgments.” *Albers Scholarship Seminar Series* (Seattle University), Seattle, WA. March 2014.

Brough, A. R. and Isaac, M. S. “When Low Bids Win: Seller Decisions in Secondary Markets.” *Utah Symposium on Science and Literature*, Salt Lake City, UT. March 2014.

Bonezzi, A., Chernev, A., and Brough, A. R. “When Two is Better than One: Resolving Decision Conflict through Diversification.” *Judgment and Decision-Making Winter Symposium*. Snowbird, UT. January 2014.

Isaac, M.S. and Brough, A. R. “Judging a Part by the Size of its Whole: The Category Size Bias in Probability Judgments.” *Society for Judgment and Decision-Making Conference*, Toronto, Canada. November 2013.

Brough, A. R. “Going Digital: Integrating Marketing and Technology to Create Consumer Value and Improve ROI.” *Richmond Events’ Marketing Forum*, Scottsdale, AZ. October 2013.

Brough, A. R. “Making Data-Driven Decisions: Marketing Research Techniques for Entrepreneurs.” *Pepperdine Entrepreneurship Club*, Malibu, CA. April 2013.

Bonezzi, A., Chernev, A., and Brough, A. R. “When Two is Better than One: The Impact of Decision Conflict on Consumer Preferences in Unrestricted Choice.” *Seaver Business Administration Division Research Council*, Malibu, CA. January 2013.

Brough, A. R. “Coping With Blindness: What Pancakes, Play-Doh, and Candid Cameras Teach Us about Market Research.” *Huntsman Marketing Association*, Logan, UT. November 2012.

Brough, A. R. and Isaac, M. S. “When eBay Merchants Lose Their Shirts: Pricing Decisions in Secondary Markets.” *Utah State University Seminar Series*, Logan, UT. November 2012.

Brough, A. R. “Business Ideation and Innovation.” *Pepperdine Entrepreneurship Club*, Malibu, CA. October 2012.

Brough, A. R. “Simultaneously Engaging Experts and Novices in Class Discussion.” *Seaver Business Administration Division Research Council*, Malibu, CA. October 2012.

Bonezzi, A., Chernev, A., and Brough, A. R. “When Two is Better than One: Polarization and Compromise in Unrestricted Choice.” *Association for Consumer Research Conference*, Vancouver, BC. October 2012.

Isaac, M.S. and Brough, A. R. “The Category Size Bias and Consumers’ Perceptions of Risk.” *Association for Consumer Research Conference*, Vancouver, BC. October 2012.

Brough, A. R. “When Survey Data Strengthens Expert Testimony: An Example from Trademark Litigation.” *SoCal IP Institute*, Westlake Village, CA. August 2012.

Brough, A. R. and Isaac, M. S. “When eBay Merchants Lose Their Shirts: Pricing Decisions in Secondary Markets.” *Graziadio School of Business and Management Academic Forum*, Los Angeles, CA. July 2012.

Brough, A.R. “Simultaneously Engaging Experts and Novices in Class Discussion.” *The Teaching Professor Conference*, Washington, D.C. June 2012.

Brough, A. R. “Discovering World Faiths: Mormonism.” *Seaver College Inter Club Council Convocation*, Malibu, CA. March 2012.

Bonezzi, A., Chernev, A., and Brough, A. R. “When Two is Better than One: Polarization and Compromise in Unrestricted Choice.” *Society for Consumer Psychology Conference*, Las Vegas, NV. February 2012.

Brough, A. R. and Isaac, M. S. “Finding a Home for Products We Love: How Buyer Usage Intent Affects the Pricing of Used Goods.” *Seaver Business Administration Division Research Council*, Malibu, CA. January 2012.

Bonezzi, A., Chernev, A., and Brough, A. R. “When Two is Better than One: Polarization and Compromise in Unrestricted Choice.” *Society for Judgment and Decision-Making Conference*, Seattle, WA. November 2011.

Isaac, M.S. and Brough, A. R. “The Category Size Bias: Stereotyping in Probability Judgments.” *11th Transatlantic Doctoral Conference* at the London Business School, London, United Kingdom. May 2011.

Brough, A. R. and Isaac, M. S. “The Category Size Bias: Stereotyping in Probability Judgments.” *Kellogg Marketing Doctoral Student Research Series*, Evanston, IL. March 2011.

Isaac, M.S. and Brough, A. R. “Size Matters! The Category Size Bias in Probability Judgments.” *Society for Consumer Psychology Conference*, Atlanta, GA. February 2011.

Brough, A. R. and Chernev, A. “When Opposites Detract: The Impact of Categorization on Consumers’ Willingness to Pay for Product Combinations.” *Pepperdine University Seminar Series*, Malibu, CA. December 2010.

Brough, A. R. and Chernev, A. “When Payless Meets Prada: Subtractive Judgments in Evaluating Product Bundles.” *Association for Consumer Research Conference*, Jacksonville, FL. October 2010.

Brough, A. R. and Isaac, M. S. “When Low Bids Win: Non-Price Competition among Buyers in Secondary Markets.” *Association for Consumer Research Conference*, Jacksonville, FL. October 2010.

Brough, A. R. and Chernev, A. “When Opposites Detract: The Impact of Categorization on Consumers’ Willingness to Pay for Product Combinations.” *Michigan Technological University Seminar Series*, Houghton, MI. October 2010.

Brough, A. R. and Chernev, A. “When Opposites Detract: The Impact of Categorization on Consumers’ Willingness to Pay for Product Combinations.” *Brigham Young University Seminar Series*, Provo, UT. October 2010.

Brough, A. R. and Chernev, A. “When Opposites Detract: The Impact of Categorization on Consumers’ Willingness to Pay for Product Combinations.” *University of British Columbia Seminar Series*, Vancouver, BC. October 2010.

Brough, A. R. and Chernev, A. “When Opposites Detract: The Impact of Categorization on Consumers’ Willingness to Pay for Product Combinations.” *Chapman University Seminar Series*, Orange, CA. September 2010.

Brough, A. R. and Isaac, M. S. “When Low Bids Win: Non-Price Competition among Buyers in Secondary Markets.” *10th Transatlantic Doctoral Conference* at the London Business School, London, United Kingdom. May 2010.

Brough, A. R. and Isaac, M. S. “Consumer Disposal Behavior: How Sellers of Used Goods are Influenced by Buyer Usage Intentions.” *Society for Consumer Psychology Conference*, St. Pete Beach, FL. February 2010.

Brough, A. R. and Isaac, M. S. “Disposal Biases: Why Sellers of Used Goods May Not Choose the Highest Bidder.” *Society for Judgment and Decision-Making Conference*, Boston, MA. November 2009.

Brough, A. R. and Chernev, A. “Categorical Thinking and Individuals’ Willingness to Pay for Items in Different Price Tiers.” *Society for Judgment and Decision-Making Conference*, Boston, MA. November 2009. (poster)

Brough, A. R. and Isaac, M. S. “When Products Are Valued More but Sold for Less: The Impact of Waste Aversion on Value Judgments.” *Association for Consumer Research Conference*, Pittsburgh, PA. October 2009.

Brough, A. R. and Isaac, M. S. “When Products Are Valued More but Sold for Less: The Impact of Waste Aversion on Value Judgments.” *5th Annual Whitebox Advisors Graduate Student Behavioral Science Conference* at Yale University, New Haven, CT. April 2009.

Brough, A. R. and Isaac, M.S. “When Products Are Valued More but Sold for Less: The Impact of Waste Aversion on Value Judgments.” *Kellogg on Attitudes, Motivation, and Processing Seminar Series*, Evanston, IL. April 2009.

Brough, A. R. and Chernev, A. “Find and Keep or Keep Looking and Weep: Satisficing and Maximizing Strategies in Consumer Choice.” *Society for Consumer Psychology Conference*, San Diego, CA. February 2009.

Brough, A. R. “The Appeal of Hidden Products.” *Association for Consumer Research Conference*, San Francisco, CA. October 2008. (poster)

Brough, A. R. “The Appeal of Hidden Products.” *Kellogg on Attitudes, Motivation, and Processing Seminar Series*, Evanston, IL. October 2008.

Brough, A. R., Isaac, M. S., and Chernev, A. “The Sticky Choice Bias in Sequential Decision-Making.” *Association for Consumer Research Conference*, Memphis, TN. October 2007. (poster)

SERVICE

Professional Service

- Chair, *American Marketing Association’s Consumer Behavior Special Interest Group*, 2024-2027
- Associate Editor, *Journal of Marketing* (2025-2026)
- Co-Editor, *Journal of the Association for Consumer Research* (July 2025 Special Issue on Consumer Privacy)
- Editorial Review Boards
 - *Journal of Consumer Research* (2016 – present)
 - *Journal of Marketing Research* (2021 – present)
 - *Journal of Consumer Psychology* (2023 – present)
 - *Journal of Public Policy & Marketing* (2020 – 2023)
 - *Sustainability* (2020 – 2022)
- Sheth/MSI Preconference on Consumer Privacy Co-Chair, *Association for Consumer Research* (2025)
- SCP Doctoral Symposium Workshop on AI Co-Chair, *Society for Consumer Psychology* (2025)
- Junior Scholar Workshop Co-Chair, *American Marketing Association’s Marketing & Public Policy Conference* (2024)
- Associate Editor, Competitive Papers Track, *Association for Consumer Research* (2024)
- Consumer Privacy Pre-Conference Workshop Co-Chair, *Association for Consumer Research* (2023)

- Program Committee and PhD Project Mentor, *Society for Consumer Psychology* (2023)
- Track Co-Chair, *American Marketing Association Winter Educator's Conference* (2023)
- Host, IDEA Conference (2023)
- Chair (Elected), Spring Creek Middle School Community Council (2021-2022)
- National Science Foundation (NSF) Grant Proposal Reviewer, Decision, Risk and Management Sciences Program (2020)
- Election Committee, *Association for Consumer Research* (2020)
- Elected Member of Executive Board of Directors (Secretary-Treasurer), *Society for Consumer Psychology* (2019-2021)
- Program Committee, *Association for Consumer Research* (2019)
- Doctoral Symposium Co-Chair, *Society for Consumer Psychology* (2019)
- Poster Session Chair (Persuasion Pod), *Association for Consumer Research* (2018)
- Track Chair, *American Marketing Association Summer Educator's Conference* (2017)
- External Member of Doctoral Dissertation/Master's Thesis Committee
 - Xin (Rachel) Liu, *Hong Kong Polytechnic University*, 2023
 - Saurabh Rawal, *University of Alberta*, 2021
 - Grace Yu, *University of Utah*, 2018-2020
 - Anuj Kapoor, *University of Utah*, 2015
 - Oscar Moreno, *University of Utah*, 2014-2015
- Doctoral Students' First/Second Year Paper External Reviewer, *University of Utah*
 - Shelly Rathee, 2015, 2016
 - Anuj Kapoor, 2014
- Reviewer, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Journal of the Association for Consumer Research*, *Journal of Public Policy & Marketing*, *Organizational Behavior and Human Decision Making*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Psychology & Marketing*, *Journal of Marketing Behavior*, *Marketing Letters*, *MIS Quarterly*, *Journal of Environmental Psychology*, *Journal of Business Research*, *Journal of Service Research*, *Journal of Industrial Economics*, *International Journal of Product Development*, *Humanities and Social Sciences Communications*, *Critical Studies in Men's Fashion*, *Association for Consumer Research/Sheth Dissertation Proposal Awards*, *MSI Alden G. Clayton Dissertation Proposal Award*, *Association for Consumer Research Annual Conference*, *Society for Consumer Psychology Annual Conference*, *Society for Judgment and Decision-Making Annual Conference*, *Marketing and Public Policy Annual Conference*

College/Departmental Service

- Faculty Coach of Student ProSales Teams
 - Twin Cities Collegiate Sales Team Championship at University of Minnesota (2023)
 - National Team Selling Competition at Indiana University (2022, 2023)
 - Western State Collegiate Sales Competition at Chico State University (2022)
 - University of Toledo Sales Competition (2020)
 - AT&T National Sales Competition (2018)
 - Arizona Collegiate Sales Competition at Arizona State University (2018, 2022)

- Faculty Marshal, Huntsman School of Business Convocation (2017, 2022)
- Promotion & Tenure Committees (2018-present)
 - MSLE Department Committee Chair (Matt Meng)
 - MSLE Department Committee Member (Jared Hansen, Bret Crane, Julena Bonner, Alex Romney, Antje Graul, Justin Lawrence)
 - MGT External Committee Member (Mike Dixon, Rick Hardcopf, Mike Ulrich)
 - DAIS External Committee Member (Brian Dunn)
- Organizer, *Huntsman Marketing Distinguished Speaker Series* (2018-present)
- Faculty Sponsor and Discussion Leader, *Honors Book Lab*, (Summer 2021)
- Program Leader, *London Global City Break* (2018, 2019)
- Member, *MIS Department Head Search Committee* (2018), *DAIS Search Committee* (2023)
- Marketing Faculty Search Committees
 - Member (2018, 2019)
 - Chair (2017) – hired Antje Graul and Jared Hansen
 - Chair (2016) – hired Matt Meng and Justin Lawrence
 - Member (2015) – hired Cassandra Davis
- Faculty Mentor (2018-2020)
 - Mike Ulrich, Gary Thurgood, Matt Meng, Jared Hansen
- Departmental and College Committees
 - Marketing Curriculum Development (2013 – present)
 - MSLE P&T Guidelines Development Committee Chair (2018-2019)
 - HSB Research Awards (2017-2019, 2025)
 - HSB Increasing Analytical Rigor Taskforce (2017)
 - MGT Research Excellence Committee (2015 – 2016)
 - HSB Huntsman Hall Task Force (2015 – 2016)
- Panelist
 - Huntsman Marketing Association Aggie Ice Cream Competition (2019)
 - Huntsman New Faculty Workshop (2017, 2018)
 - USU Panel Series “Facticity: Critical Thought in a Time of Doubt” (2017)
 - USU 1010 University Connections Course (2015, 2016, 2017)
- Visiting J-1 Scholar Host
 - Antje Graul, *Leeds University Business School*, 2017
 - Rachel Xin Liu, *Hong Kong Polytechnic University*, 2024
- Mentor, *Honors Capstone Project* (Eliza Thacker, 2016-2017)
- Representative, *RGS Washington D.C. Funding Agency Trip* (2016)
- Trip Leader, *Huntsman Marketing Association Career Exploration Trips* (2014, 2015, 2019)

TEACHING EXPERIENCE

Courses Designed and Taught

2013 – present

Indian School of Business

Mohali, India

- Advertising and Marketing Communications Strategy (MKCS_PGPMOH_2024-25)
- Marketing Communications Strategy (MKCS_PGPMOH_2023-24)

Utah State University

Logan, Utah

- Artificial Intelligence in Marketing Experimental Design (MSLE 4580)
- Data-Driven Decision Making (MGT/MSLE 4532)
- Survey Research (MGT/MSLE 4534)
- MBA Marketing Research (MSLE 6530)
- Marketing Research (MGT 4530)

Pepperdine University

Malibu, California

- Principles of Marketing (BA355)
- Marketing Strategy (BA471)
- Research in Business (BA590)

Authored Teaching Cases

- Couture in Court: BestDenim.com vs. Best Science Denim, Inc. (*strategic marketing research, trademark litigation, and online consumer behavior*)
- The Barkley Pet Hotel and Day Spa (*advertising strategy, corporate growth, and developing new markets*)
- Kodiak Cakes: Evaluating Opportunities for Expansion (*branding and managing corporate growth through marketing research*)
- SparkleCream: The World's First Carbonated Soft-Serve Product (*marketing research and new product development*)
- General Mills: Data-Driven Retail Decisions (*retail shelf space optimization in a B2B sales context*)
- First Alert (*response to a sales crisis*)
- Muscle Wall (*pricing decisions*)
- Provider Prepared, LLC (*creative approaches to generating specialized sample for a start-up*)
- Lee's Marketplace (*strategic survey-based marketing research for a grocery chain*)
- Casper's Ice Cream (*brand messaging and packaging for an ice-cream manufacturer*)

Guest Lecturer

- PhD Seminar, *Arizona State University*, 2023, 2024; *Emory University*, 2021, 2024
- Full-Time MBA Program, *Utah State University*, Logan Utah 2017
- Corporate Trainer, Qualtrics Client Success and Global Operations Teams, Orem, Utah 2015
- Huntsman Scholars Program, *Utah State University*, Logan, Utah 2015-2017, 2021
- Full-time MBA Program, *Pepperdine University*, Malibu, California 2011

- Executive Management Program, *Northwestern University*, Evanston, Illinois 2009
- Undergraduate Program, *Loyola University*, Chicago, Illinois 2009

PROFESSIONAL EXPERIENCE

Expert Witness for Privacy and Trademark Infringement Disputes 2008 – present

- Retained by counsel for State of Texas in dispute against Meta that resulted in a record \$1.4 billion settlement in 2024

Senior Consultant / Consultant / Research Analyst 2003 – 2006

Marketing and Planning Systems Waltham, Massachusetts

- Managed primary quantitative market research projects for Fortune 100 companies
- Clients included American Express, Coca-Cola, Disney, IBM, Microsoft, and Novartis