

KATIE QUINN (SPANGENBERG)

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APPOINTMENTS

Full-Time Lecturer, Seattle University 2021 – Present

PUBLICATIONS

Connors, Scott, Katie Spangenberg, Andrew Perkins and Mark Forehand (2021), “Health-Based Weight Stereotypes in Advertising: Perpetuating Unhealthy Responses Amongst Overweight Identifiers,” *Journal of Advertising*, 50(2), 97-118.

Isaac, Mathew and Katie Spangenberg (2020) “The Perfection Premium,” *Social Psychology and Personality Science*, 12(6), 930-937.

Connors, Scott, Katie Spangenberg, Andrew Perkins and Mark Forehand (2020) “Crowdsourcing the Implicit Association Test,” *Journal of Advertising*, 49(4), 495-503.

Spangenberg, Katie, and Justin Angle (2020), “Associations Matter: Revisiting the Threat Typology Model,” in Mark R. Forehand and Americus Reed II (eds), *Handbook of Research on Identity Theory in Marketing*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.

WORKING PAPERS

Bauer, Christoph, Katie Spangenberg, Eric R. Spangenberg, and Andreas Herrmann, “Collect Them All! Increasing Product Cross-Selling Using the Incompleteness Effect.” *3rd round revise & resubmit at Journal of the Academy of Marketing Sciences*.

Spangenberg, Katie, and Ann Schlosser, “Buy Local? The Perceived Humanness of Local Versus National Brands.” *Preparing for submission at Journal of Consumer Research*.

Connors, Scott, and Katie Spangenberg, “The Role of Psychological Distance in the Encoding and Retrieval of Identity-Relevant Brand Associations,” *Preparing for submission*.

Dagogo-Jack, Sokiente W., Scott G. Wallace, Katie Spangenberg, and Mark Forehand, “Temporal Comparisons, Social Comparisons, and the Pursuit of Self-Improvement.” *Preparing manuscript for submission*.

Spangenberg, Katie, and Mark Forehand, “Brand Archetypes,” *Preparing for submission at Journal of Marketing*.

Spangenberg, Katie, and Mark Forehand, “The Effect of Archetype-Based Cause-Brand Fit on Cause-Brand Alliance Success,” *Four studies conducted*.

RESEARCH IN PROGRESS

Isaac, Mathew, and Katie Spangenberg, “How Consumers Perceive Transparent Reviews,” *Five studies conducted*.

Spangenberg, Katie, Kathryn Mercurio, and Justin Angle “#NoBoysAllowed: Consumer Response to Brand Infidelity.”

Spangenberg, Katie “The Attenuating Effect of Physical Exercise on Brand Betrayal Responses.”

RESEARCH PRESENTATIONS (*PRESENTER)

***Spangenberg, Katie**, and Mark Forehand (2021), “The Effect of Archetype-Based Cause-Brand Fit on Cause-Brand Alliance Success,” *University of Washington-University of British Columbia Conference*, Virtual Conference.

Isaac, Mathew, and ***Katie Spangenberg** (2020) “The Perfection Premium,” *Association for Consumer Research Conference*, Virtual Conference, Paris, France.

***Spangenberg, Katie** (2020), “Brand Archetypes as Predictors of Brand Extension Success,” *Northwest Marketing Symposium*, Virtual Conference.

***Spangenberg, Katie**, and Mark Forehand (2019), “Virtual Digital Assistants and the Roles of Socialness and Warmth,” *University of Washington-University of British Columbia Conference*, Vancouver, BC, Canada.

***Spangenberg, Katie**, and Ann Schlosser (2019), “Buy Local? The Perceived Trustworthiness of Local Versus National Brands,” *Society for Consumer Psychology Conference*, Savannah, GA.

***Spangenberg, Katie**, and Mark Forehand (2018), “The Effect of Brand Communication Modality on Agency and Consumer Response,” *University of Washington-University of British Columbia Conference*, Seattle, WA.

*Connors, Scott, ***Katie Spangenberg**, Andrew Perkins, and Mark Forehand (2017). “How Health-based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions Among at Risk Populations,” *Society for Consumer Psychology Conference*, San Francisco, CA.

Connors, Scott, ***Katie Spangenberg**, Andrew Perkins, and Mark Forehand (2016). “How Health-based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions Among at Risk Populations,” *Association for Consumer Research conference*, Berlin, Germany.

TEACHING

BBUS 429 Special Topics in Business – Brand Management. Undergraduate marketing elective. Taught virtually at University of Washington Bothell, *Summer 2020, 2021.*

MKTG 450 Consumer Behavior. Undergraduate marketing elective. Foster College of Business, University of Washington, *Winter 2020.*

MKTG 452 Consumer Marketing & Brand Strategy. Undergraduate marketing elective. Foster College of Business, University of Washington, *Fall 2017, 2018.*

TEACHING ASSISTANT (AT FOSTER SCHOOL OF BUSINESS)

MKTG 505 Marketing Strategy. Graduate elective. *Spring 2017.*

MKTG 452 Consumer Marketing & Brand Strategy. Undergraduate elective. *Winter 2017.*

MKTG 460 Marketing Research. Undergraduate core. *Spring 2016.*

MKTG 301 Introduction to Marketing. Undergraduate core. *Winter 2016, Fall 2015.*

HONORS AND AWARDS

AMA Sheth Foundation Doctoral Consortium Fellow, 2020

James B. Wiley Endowed PhD Fellowship, *University of Washington*, 2018 – 2020

Michael G. Foster Students First Scholarship, *University of Washington*, 2017 – 2018

Wayne and Anne Gittinger Ph.D. Fellowship, *University of Washington*, 2014 – 2017

SERVICE AND INDUSTRY EXPERIENCE

Ph.D. Consultant – DNA Seattle Advertising Agency (2019 – 2020)

Ph.D. Consultant – Wexley School for Girls Advertising Agency (2015 – 2018)

Competitive Paper Reviewer – American Marketing Association (2021 – Present)

Competitive Paper Reviewer – Society for Consumer Psychology (2018 – Present)

Behavioral Lab Manager – Foster School of Business (2015 – 2018)

Financial Analyst – Epic (2012 – 2014)

EDUCATION

Ph.D., Marketing, University of Washington, Seattle, WA 2021

B.B.A., Finance, Gonzaga University, Spokane, WA 2011