

KATIE QUINN (SPANGENBERG)

Albers School of Business & Economics
Seattle University
901 12th Ave.
Seattle, WA 98122

Phone: 206.296.2366
kquinn1@seattleu.edu
katiequinn88.com

APPOINTMENTS

Assistant Professor, Department of Marketing 2022 – Present
Albers School of Business & Economics, Seattle University

Teaching Assistant Professor, Department of Marketing, Seattle University 2021 – 2022

PUBLICATIONS

Bauer, Christoph, Katie Spangenberg, Eric R. Spangenberg, and Andreas Herrmann (2022),
“Collect Them All! Increasing Product Cross-Selling Using the Incompleteness Effect,”
Journal of the Academy of Marketing Sciences, 50, 713-741.

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 (2021) “The Perfection Premium,” *Social Psychology and
Personality Science*, 12(6), 930-937.

- Featured in *Character & Context*

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 (2019), “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

Connors, Scott, and Katie Spangenberg, “The Role of Psychological Distance in the Encoding
and Retrieval of Self-Relevant Brand Knowledge,” *Preparing for submission at Journal
of Advertising*.

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

Schlosser, Ann E., Katie Spangenberg, and Kevin Jiang. “Balancing Consumers’ Need to Touch
Products Against Their Germaphobia: The Positive and Negative Effects of Touch Amid
COVID-19.” *Preparing for Submission*.

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

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

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

RESEARCH IN PROGRESS

Lopez, Colin, Natalie Welch, and Katie Spangenberg, “Native American Mascot Name Changes: Threats to Social Identity and Influence on Future Intentions.” *Submitted to NASSM*.

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

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

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

MKTG 4510 Marketing Research. Undergraduate marketing class, Seattle University, *Winter 2022, 2023; Fall 2022, 2021.*

MKTG 5305 Marketing Research. Graduate marketing class, Seattle University, *Winter 2022, 2023.*

MKTG 5325 Sales Management. Graduate marketing elective, Seattle University, *Fall 2021.*

BBUS 429 Special Topics in Business – Brand Management. Undergraduate marketing elective. 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

IGNITE Mentor, Seattle University, (2022 – Present)

Guest Speaker, Business Integration (BUAD 1000) Class, 2022

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

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

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

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

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