

## DEVON S. DeIVECCHIO

### Work

Miami University  
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### Education

Ph.D., Marketing  
Indiana University, 2001

Master of Business Administration, Marketing  
University of South Carolina, 1993

Bachelor of Science, Finance  
Pennsylvania State University, 1990

### Academic Appointments

Raymond E. Gloss Professor of Business in Marketing 2016-Present  
Professor of Marketing, 2014-Present  
Associate Professor and Endres Research Fellow, 2009-2014  
Assistant Professor, 2005-2009  
Richard T. Farmer School of Business  
Miami University

Assistant Professor  
Gatton College of Business & Economics  
University of Kentucky  
8/2001 – 8/2005

## Research

### Refereed Journal Publications

DelVecchio, Devon, William J. Jones, and Lee Baugh (2024), "From Easy to Known: How Fluent Brand Processing Fosters Self-Brand Connection." *Psychology & Marketing*, 41 (4) 754-773.

Bhatt, Siddharth, and Dinesh Pai, and Devon DelVecchio (2023), "The Dark Side of Multiunit Discounts: Multiunit Discounts Reduce Rest of Basket Revenue." *Journal of Retailing and Consumer Services*, 72, 103275. ABS 2, 2 citations

DelVecchio, Devon and Haeran Jae (2023), "Characteristics of Aliterate Consumers and Their Responses to Advertising and Non-Advertising Communications." *Journal of Promotions Management*, 1-34. ABS NR. 1 citation.

Deska, Jason C., Sean T. Higston, Devon DelVecchio, Eric P. Stenstrom, Ryan J. Walker, and Kurt Hugenberg (2022), "The Face of the Brand: Spokesperson Facial Width-to-Height Ratio Predicts Brand Personality Judgments," *Psychology & Marketing*, 39 (8), 1487-1503. ABS 3. 5 citations.

Wang, Jessie, J, Ashok K. Lalwani, and Devon DelVecchio (2022), "Power Distance Belief and Consumers' Brand Preference." *International Journal of Research in Marketing*, 39 (3), 804-823. ABS 4. 13 citations

Jae, Haeran and Devon DelVecchio (2022), "Aliterate Consumers' Processing of Drug Risk Information in Direct-to-Consumer Pharmaceutical Advertising," *Journal of Global Marketing*, 35 (2), 115-132. ABS 1. 2 citations.

Devon DelVecchio, Jessie J. Wang, and Neil Brigden (2020) "All at Once or One at a Time? The Effect of Discount Presentation on Store Patronage Intentions," *Psychology & Marketing*, 37 (6), 773-781. ABS 3. 4 citations.

Devon DelVecchio, Haeran Jae, and Jodie L. Ferguson (2018), "Consumer Aliteracy." *Psychology & Marketing*, 36 (2), 89-101. ABS 3. 9 citations.

DelVecchio, Devon, William J. Jones, and Eric Stenstrom (2017), "Integrating Partitioned Prices via Computational Estimation." *Psychology & Marketing*, 34 (8), 823-835. ABS 3. 2 citations.

Devon DelVecchio, Timothy B. Heath, and Max Chaucin (2017), "When Signal Swamps Substance: The Effects of Multi-Unit Discount's Positive and Negative Cues on Sales." *Journal of Product & Brand Management*, 26 (7), 750-758. ABS 1. 7 citations.

Sanjay Puligadda, Devon DelVecchio and Bob Gilbreath (2014), "Meaningful Marketing: A Process Investigation of How Consumers Reward Non-interruptive, Non-persuasive Marketing Communication" *Journal of Marketing Communications*, 20 (5), 325-338. ABS 1. 8 citations.

Devon DelVecchio and Timothy B. Heath (2013), "The Effect of Dual Anchors on Numeric Judgments: The Moderating Effects of Anchor Order and Domain Knowledge," in *Advances in Consumer Research* Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, Pages: 547-552. ABS 2. 3 citations.

Devon DelVecchio and Sanjay Puligadda (2012), "The Effects of Discounts on Perceptions of Brand Quality: A Choice Task Perspective," *Journal of Product & Brand Management*, 21 (September), 465-474. ABS 1. 59 citations.

Timothy B. Heath, Devon DelVecchio, and Michael S. McCarthy (2011), "The Asymmetric Effects of Extending Brands to Lower and Higher Quality," *Journal of Marketing*, 75 (July), 3-20. ABS 4\*. 113 citations.

Haeran Jae, Devon DelVecchio, and Terry Childers (2011), "Are Low-Literate and High-Literate Consumers Different? Applying Resource Matching Theory to Ad Processing across Literacy Levels." *Journal of Consumer Psychology*, 21 (July), 312-323. ABS 4\*. 26 citations.

Devon DelVecchio, Arun Lakshmanan, and H. Shanker Krishnan (2009), "The Effects of Discount Location and Frame on Consumers' Price Perceptions." *Journal of Retailing*, 85 (September), 336-346. ABS 4. 56 citations.

Devon DelVecchio and Timothy B. Heath (2008), "An Experimental Test of Brand Insulation Against Competitor Attacks: Effects of Consumer Heterogeneity and Residual Desire," *Psychology and Marketing*, 25 (October), 944-960. ABS 3. 5 citations.

Haeran Jae, Devon DelVecchio, and Deborah Cowles (2008), "Picture-Text Incongruity in Print Advertisements among Low-and High-Literacy Consumers," *Journal of Consumer Affairs*, 42 (Fall) 439-451. ABS 2. 40 citations.

Devon DelVecchio and Adam W. Craig (2008), "Mode Matters: An Exemplar-Prototype Hybrid (EPH) Model of Reference Price Formation," *Journal of Product & Brand Management*, 17 (4), 272-279. ABS 1. 16 citations.

Devon DelVecchio, H. Shanker Krishnan, and Daniel C. Smith (2007), "Cents or Percent? The Effects of Promotion Framing on Price Expectations and Choice," *Journal of Marketing*, 71 (July), 158-170. ABS 4\*. 379 citations.

Brian R. Dineen, Juan Ling, Stephen R. Ash, and Devon DelVecchio (2007), "Aesthetic Properties and Message Customization: Navigating the Dark Side of Web Recruitment" *Journal of Applied Psychology*, 92 (2), 356-372. ABS 4 (psychology). 241 citations.

Devon DelVecchio, Cheryl Burke-Jarvis, Richard Klink, and Brian Dineen, (2007) "Brand Equity in the Human Resource Market: Extending the Value of Brands Beyond the Consumer," *Marketing Letters*, 18 (July), 149-164. ABS 3. 93 citations.

Devon DelVecchio, David Henard, and Traci Haigood-Freling (2006), "The Effect of Sales Promotion on Post-Promotion Brand Preference: A Meta-Analysis," *Journal of Retailing*, 82 (September), 203-213. ABS 4, 429 citations.

Devon DelVecchio and Daniel C. Smith (2005), "Consumer Willingness to Pay Price Premiums for Brand Extensions: The Role of Extension Category Characteristics." *Journal of the Academy of Marketing Science*, 33 (April), 184-196. ABS 4\*. 331 citations.

Devon DelVecchio (2005), "Deal-Prone Consumers' Response to Promotion: The Effects of Relative and Absolute Promotion Value." *Psychology and Marketing*, 22 (May), 373-392. ABS 3. 170 citations.

Haeran Jae and Devon DelVecchio (2004), "Decision-Making by Low-Literacy Consumers in the Presence of Written and Visual Point-of-Purchase Information," *Journal of Consumer Affairs*, 38 (Winter), 342-354. ABS 2. 107 citations.

Devon DelVecchio (2001), "Consumer Perceptions of Private Label Quality: The Role of Product Category Characteristics and Consumer Use of Heuristics," *Journal of Retailing and Consumer Services*, 8 (September), 239-250. ABS 2. 401 citations.

Devon DelVecchio (2000), "Moving Beyond Fit: The Role of Brand Portfolio Characteristics in Consumer Evaluations of Brand Reliability," *Journal of Product & Brand Management*, 9 (7), 457-471. ABS 1. 270 citations.

### **Manuscripts Under Review**

Stenstrom, Eric. P., Devon DelVecchio, and Michael Stirrat, "The Effect of Exposure to Faces of Varying Facial Width-to-Height Ratio on Charitable Giving." Revise and resubmit at the *Journal of Consumer Behaviour*.

### **Work with Significant Progress**

Stenstrom, Eric. P., Sean T. Hingston, Devon DelVecchio, and Michael Stirrat, "The Effect of Exposure to Male Facial Width-to-Height Ratio on Consumer Risk-Taking, and the Moderating Role of Formidability". Three studies are complete and future studies are planned. Plan for Spring eventual submission to *Psychology & Marketing*.

Devon DelVecchio, Guha, Abhijit, and Dhruv Grewal, "One Discounts or Two? It Depends on How (Much) You Feel." 3 studies complete. Planning for additional data collection and eventual submission to the *Journal of Retailing*.

Devon DelVecchio and William Jones "The Effects of Multi-Component Pricing on Affect and Evaluation." 1 study complete. Planning for additional data collection and eventual submission to *Psychology & Marketing*.

### **Refereed Book Chapters**

Devon DelVecchio and Ronald C. Goodstein (2004), "The Effect of Ethnicity on Endorser Effectiveness: More Than Just Black and White" in *Diversity in Advertising*, J. D. Williams, W. Lee, and C. P. Haugtvedt eds. Lawrence Erlbaum Associates: Mahwah, NJ.

### **Conference Presentations (Refereed Unless Noted)**

Devon DelVecchio and William J. Jones (2024). "Simple Name, Simple Logo, Strong Self-Brand Connection." Winter American Marketing Association Educators' Conference (AMA); St. Petersburg, FL

Haeran Jae and Devon DelVecchio (2022). "Aliterate Consumer and Advertising." *Society for Marketing Advances*, Charlotte, NC.

Wang, Jessie, J, Ashok K. Lalwani, and Devon DelVecchio (2018), "Power Distance Belief and Consumers' Brand Preference," *Association for Consumer Research*, Dallas, October 11-14.

Jae, Haeran and Devon DelVecchio (2018), "Consumer Responses to Drug Risk Information: The Role of Consumer Aliteracy," *Society for Marketing Advances*, West Palm Beach, FL, Oct. 31 – Nov 3.

Dhruv Grewal, Abhijit Guha, Devon DelVecchio, Rajneesh Suri, and Jens Nordfält (2018) "One Discounts or Two? It Depends on How (Much) You Feel." Summer American Marketing Association Educators' Conference (AMA); Boston, MA.

Devon DelVecchio, Haeran Jae, and Jodie L. Ferguson (2018), "Johnny Can Read Your Ad, But He Won't: Effects of Consumer Aliteracy on Information Processing," Winter American Marketing Association Educators' Conference (AMA); New Orleans, LA.

Hingston, Sean, Eric Stenstrom, Devon DelVecchio, and Michael Stirrat (2017), "The Effect of Exposure to Facial Width-to-Height Ratio on Charitable Giving." Paper accepted for presentation at the Society for Consumer Psychology Conference (SCP); San Francisco, CA.

DelVecchio, Devon, William J. Jones, and Eric Stenstrom (2017), "Integrating Partitioned Prices via Computational Estimation." Paper accepted for presentation at the American Marketing Association Winter Educators' Conference (AMA); Orlando, FL.

Jae, Haeran, Jodie L. Ferguson, and Devon S. DelVecchio (2016), "Consumer Aliteracy and Product Warnings," Global Marketing Conference, Hong Kong, July 21-24.

Devon DelVecchio, William Jones, and Lee Baugh (2015), "Fluent, Smart, or Interesting? Processing Alphanumeric Brand Names." Virginia Commonwealth University Research Seminar (invited).

Devon DelVecchio and Timothy B. Heath (2012), "The Effect of Dual Anchors on Numeric Judgments," *Association for Consumer Research*, Vancouver, October 4-7.

Devon DelVecchio and Timothy B. Heath (2009), "Multi-Unit Discounting and Discount Size: Getting More Out of Less," *Association for Consumer Research*, Pittsburgh, October 22-25.

Heath, Timothy B., Devon DelVecchio, Michael S. McCarthy, and Subimal Chatterjee (2008), "Effects of Lower and Higher Quality Brand Versions on Brand Evaluation: An Opponent-Process Model Plus Differential Version Weighting," *Association for Consumer Research*, San Francisco, October 23-25.

DelVecchio, Devon and H. Shanker Krishnan (2007), "The Effects of On-Pack Discount Information on Consumers' Price Perceptions," *Society for Consumer Behavior*, Las Vegas, February 22-24.

Heath, Timothy B., Michael S. McCarthy, and Devon DelVecchio (2006), "An Experimental Test of Line Extensions Up and Down in Quality: Effects on Initial Choice and Subsequent Switching," *Marketing Science Conference*.

William Jones, Devon DelVecchio, and Terry Childers (2005), "When Lower Prices Damage Choice Share: Original Prices, Discount Levels, and Calculation Heuristics." American Marketing Association Winter Educators' Conference.

DelVecchio, Devon, H. Shanker Krishnan, and Daniel C. Smith (2004), "How Today's Promotion Affects Tomorrow's Purchase: Price Discounts and Price Expectations," American Marketing Association Summer Educators' Conference.

Jae, Haeran and Devon DelVecchio (2004), "The Effect of Consumer Literacy on Product Choice," Asia-Pacific Advances in Consumer Research.

DelVecchio, Devon and Timothy B. Heath (2003), "Insulating Against Share Lost Across Quality Tiers: A Goal-Matching Framework and Experimental Test," Midwest Marketing Camp.

DelVecchio, Devon, (2003), "The Effects of Consumer Deal Proneness and Category Involvement in Updating Reference Prices in Response to a Promotion," American Marketing Association Winter Educators' Conference.

DelVecchio, Devon (2001) "Brand Equity in the Human Resource Market: Extending the Value of Brands Beyond the Consumer," American Marketing Association Winter Educators' Conference.

DelVecchio, Devon, Cheryl Burke Jarvis, and Richard C. Klink (2001) "Moving Beyond Fit: The Role of Brand Portfolio Characteristics in Consumer Evaluations of Brand Reliability," American Marketing Association Winter Educators' Conference.

DelVecchio, Devon and Ronald C. Goodstein (1999), "The Effect of Ethnicity on Celebrity Endorser Effectiveness: Moving Beyond Black and White," Advertising and Consumer Psychology.

DelVecchio, Devon (1999), "Consumer Perceptions of Private Label Quality: The Role of Product Category Characteristics, Consumer Knowledge and the Use of Heuristics," American Marketing Association Winter Educators' Conference.

DelVecchio, Devon and Daniel C. Smith (1997), "Brand Extension Price Premiums: The Role of Product Category and Consumer Characteristics," American Marketing Association Summer Educators' Conference.

### **Citation Analysis**

Total Citations: 3049

i-10 Index: 20

### **Recognition for Research**

Enders Research Fellowship, 2011-2013

Farmer School of Business, James Robeson Junior Faculty Research Excellence Award, 2009

Conference Best Paper Award – Winter Meeting of the American Marketing Association, 2005

Conference Best Paper Award – Winter Meeting of the American Marketing Association, 2001

MSI Alden G. Clayton Dissertation Competition - Honorable Mention, November 2000

Kelley School of Business Doctoral Research Grant, 1999

## Selected Service Activities

### Service to the Profession

Associate Editor for *Psychology & Marketing*, 2020-present  
Review board member for *Journal of Product and Brand Management*, 2016-present  
Ad Hoc Reviewer for the *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Marketing*, *Journal of Marketing Research* among others  
American Marketing Association Summer 2016 track co-chair  
American Marketing Association Summer 2009 track chair  
American Marketing Association Summer 2007, session chair  
American Marketing Association Summer 2005 track co-chair  
American Marketing Association Conference reviewer, 2003, 2004, 2005, 2006, 2007, 2009, 2012, 2016, 2017  
Society for Consumer Psychology Conference reviewer 2006  
Society for Marketing Advances Conference reviewer 2007  
External P&T Letter Writer  
Colin Gabler, Ohio University, Promotion and Tenure, 2017  
Matt Seavers, Creighton University, Promotion to Full Professor, 2017  
Max Mohan, Virginia Commonwealth University, Promotion and Tenure, 2018  
Atul Kulkarni, University of Missouri-Kansas City, Promotion and Tenure, 2018  
Atefeh Yazdanparast, Clark University, Promotion and Tenure, 2019  
Katie Hartman, Ohio University, Promotion to Full Professor, 2020

### Service to Miami

#### *Departmental*

Promotion and Tenure Committee Chair, 2017-2023  
TCPL Hiring Committee, Chair, 2023, 2024  
Departmental Resources Committee, Chair, 2023  
Digital Marketing Curriculum Committee, Member, 2022-2023  
MARG (Marketing Area Research Group) Coordinator, 2015-2019  
Assessment Coordinator, 2014-2019  
Subject Pool Administrator, 2015-2018  
Accreditation and Curriculum Committee, Member 2012, Chair 2013, 2014  
Assistant Professor Search Committee, Member 2006, 2012, 2013, 2014, 2018  
Department Chair Search Committee, Member, 2008, 2010, 2016, 2017, 2022  
Scholarship Awards Committee, 2006-2012

#### *Divisional*

Dean's Faculty Advisory Committee, Member, 2021-present, Chair 2022-present  
Graduate Studies Committee, Member, 2021-present  
Divisional Promotion and Tenure Committee, Member, 2017-2023  
Evaluation of Administrators Committee, Member, 2012, 2013, 2016, Chair 2014, 2015  
Assessment Committee, Member, 2015  
Research Awards Committee, Member, 2014  
Teaching Awards Committee, Member 2010-2012  
School of Business Undergraduate Studies Committee, Member, 2009-2010  
College Recognition Ceremony, Marshall, 2006, 2007, 2009, 2014.  
"Make It Miami" Faculty Speaker, 2010, 2015, 2018  
"Make It Miami" Faculty Representative, 2011, 2015, 2016, 2020

Professional MBA program design committee, Member, 2008

### *University*

Faculty Research Committee, Business, Education, and Social Science (BESS), Subcommittee, Chair, 2018-2023

Business, Education, and Social Sciences Research Awards Committee, Member, 2016-present

Miami 2020 Strategic Planning Research Committee, Member, 2018-2019

University Awards and Recognition Committee, Member, 2016

Scholastic Enhancement Program Undergraduate Research Option, faculty sponsor, 2007-2008.

## **Teaching**

### **Courses Taught at Miami**

- Building and Managing Strong Brands (MKT 345)
- Services Marketing (MKT 399)
- Highwire Brand Studio (MKT 442)
- Advanced Marketing Research (MKT445)
- Strategy Works Marketing Practicum (MKT 495)
- Senior Year Integrated Capstone (MKT/BUS 499)
- Marketing Management and Creativity – MBA (MKT 601/602)
- Customer Acquisition - MBA (BUS 622)
- Brand Equity Management – MBA (MKT 635)

### **Recent Recognition for Teaching**

- ASG Outstanding Professor Award Nominee, 2020, 2021, 2022
- Richard K. Smucker Effective Educator Award Nominee, 2020