

## 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

### Honors/Awards

Outstanding Reviewer, *Journal of Product & Brand Management*, 2015  
Enders Research Fellowship, 2011-2013  
ASG Outstanding Professor Award Nominee, 2010  
CELTUA Top 100 Faculty and Staff, 2010  
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  
Consortium Fellow, 2000  
Kelley School of Business Doctoral Research Grant, 1999  
Teaching Excellence Recognition Award – Campus wide award for teaching excellence, 1998  
University of South Carolina Outstanding MBA Student Award, 1993

### 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 Interests

- Pricing
- Consumer information processing
- Brand Equity in consumer and non-consumer markets

## Refereed Journal Publications

Devon DelVecchio, Haeran Jae, and Jodie L. Ferguson (2018), "Consumer Aliteracy." Accepted at *Psychology & Marketing*.

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

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.

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.

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.

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

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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

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.

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.

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

### **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.

### **Research Under Review**

Wang, Jessie, J, Ashok K. Lalwani, and Devon DelVecchio, "The Impact of Power Distance Belief on Consumers' Brand Preferences: Evidence from Secondary Data, Field Study, and Lab Experiments." Under initial review at *Journal of Consumer Research*.

Hingston, Sean, Eric Stenstrom, Devon Delvecchio, and Michael Stirrat, "The Effect of Exposure to Facial Width-to-Height Ratio on Charitable Giving." Under initial review at *European Journal of Marketing*.

Abhijit Guha, Devon DelVecchio, Rajneesh Suri, Dhruv Grewal, and Jens Nordfält "One Discounts or Two? It Depends on How (Much) You Feel." Reject and resubmit at *Journal of Marketing Research*.

### **Work in Advanced Stages of Progress**

Deska, Jason, Kurt Hugenberg, Ryan Walker, Devon DelVecchio, Eric P. Stenstrom, and Sean T. Hingston, "The effect of spokesperson facial width-to-height ratio on brand personality judgments." Six (of six) studies are complete. Targeted submission to *Journal of Business*.

Devon DelVecchio, William Jones, and Lee Baugh, "Fluent, Smart, or Interesting? Processing Alphanumeric Brand Names." Three (of three) studies completed. Targeted submission to *Psychology & Marketing*.

Wang, Jessie and Devon DelVecchio, "The Effects of Simultaneous versus Sequential Discount Exposure on Store Price Beliefs." Three (of three) studies are complete. Targeted submission to *Journal of Product & Brand Management*.

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

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*.

## **Service Activities**

### **Service to the Profession**

Review board member for *Psychology & Marketing*  
Review board member for *Journal of Product and Brand Management*  
Ad Hoc Reviewer for the *Journal of the Academy of Marketing Science*  
Ad Hoc Reviewer for the *Journal of Retailing*  
Ad Hoc Reviewer for the *Journal of Marketing*

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

### **Service to Miami**

#### *Departmental*

MARG (Marketing Area Research Group) Coordinator, 2015-present  
Assessment Coordinator, 2014-present  
Subject Pool Administrator, 2015-present  
Accreditation and Curriculum Committee, Member 2012, Chair 2013, 2014  
Assistant Professor Search Committee, Member 2014, 2013, 2012, 2006  
Department Chair Search Committee, Member, 2008, 2010, 2016, 2017  
Scholarship Awards Committee, 2006-2012  
Professional MBA program design committee, Member, 2008

#### *Divisional*

Evaluation of Administrators Committee, Member, 2012, 2013, 2016, Chair 2014, 2015  
Assessment Committee, Member, 2015  
School of Business Research Awards Committee 2014  
School of Business Teaching Awards Committee 2010  
School of Business Undergraduate Studies Committee 2009-2010  
College recognition ceremony - Marshall 2006, 2007, 2009.  
"Make It Miami" Faculty Speaker, 2010, 2015  
"Make It Miami" Faculty Representative, 2011, 2015, 2016

#### *University*

Business, Education, and Social Sciences Research Awards Committee, member (2016)  
University Awards and Recognition Committee, member (2016)  
Scholastic Enhancement Program Undergraduate Research Option faculty sponsor, 2007-2008.  
Meet with athletic recruits for Football (2009, 2010, 2013, 2014), Golf (2011), Ice Hockey (2009-2012), Men's Basketball (2010-2011), Women's Basketball (2012), Volleyball (2015)

## Teaching

### Courses Taught

- Services Marketing (MKT 399)
- Branding and Integrated Marketing Communications (MKT 435)
- Highwire Brand Studio (MKT 442)
- Advanced Marketing Research (MKT445)
- Marketing Practicum (MKT 495)
- Marketing Management and Creativity – MBA (MKT 601/602)
- Customer Acquisition - MBA (BUS 622)
- Brand Equity Management – MBA (MKT 635)
- Promotions Management (University of Kentucky)
- Doctoral Seminar in Consumer Behavior (University of Kentucky)
- Consumer Behavior (Indiana University)