

Ted Matherly

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Employment

Assistant Professor, August 2012-present.

Spears School of Business, Oklahoma State University, Stillwater, OK.

Education

Ph.D., Marketing, University of Maryland, College Park, MD, 2013.

B.S., Communications, University of Michigan, Ann Arbor, MI, 2006.

Research Interests

Signaling, identity construction, identity threat, brand relationships

Publications

Matherly, Ted, and Anastasiya Pocheptsova (2016), "Is What You Feel What They See? Prominent vs. Subtle Identity Signaling in Inter-group Interactions," forthcoming at *Journal of Behavioral Decision Making*.

Ferraro, Rosellina, Amna Kirmani, and Ted Matherly (2013), "Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Dilution," *Journal of Marketing Research*, 50 (August).

Working Papers

Matherly, Ted, Zachary G. Arens and Todd J. Arnold, "Big Brands, Big Cities: How the Population Penalty Affects Common Brands in Densely Populated Areas," invited revision at *International Journal of Research in Marketing*.

Matherly, Ted, and Amna Kirmani, "Carrying the Torch for the Brand: Attachment Expression for Experiential Brands."

Villanova, Daniel, and Ted Matherly, "The Shame of It: Consumer Responses to Conspicuous Brand Usage."

Matherly, Ted, "Measurement errors in the detection of mediation."

Honors and Awards

2013 Richard W. Poole Research Excellence Award, Stillwater, OK.

2009 AMA-Sheth Doctoral Consortium Fellow, Atlanta, GA.

Teaching

Marketing Research (Undergraduate), Fall 2012-Present, Oklahoma State University.

Marketing Research Methods (Undergraduate), Fall 2009, Instructor, University of Maryland.

Marketing Management (MBA), Spring 2009, Teaching Assistant, University of Maryland, Washington, DC.

Marketing Research Methods (Undergraduate), Fall 2008, Instructor, University of Maryland, Shady Grove.

Reviewing

Ad hoc reviewer at *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, *European Journal of Marketing*, *Social Influence*

Service

Professional

Behavioral Lab, Spears School of Business, Oklahoma State University.

Faculty Supervisor (2013-present)

Behavioral Lab, Robert H. Smith School of Business, University of Maryland, College Park.

Lab Manager (2008-2009)

Association of Doctoral Students, Robert H. Smith School of Business, University of Maryland, College Park.

President (2009-2010)

Social Chair (2007-2009)

Community

Michigan Rowing Association.

Board Member (2006-Present)

Men's Crew, University of Maryland, College Park.

Head Coach (2008-2010)

Assistant Coach (2006-2008)

Professional Affiliations

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

Professional Experience

re:group Agency, 2006, Ann Arbor, MI.

Account Coordinator and Media Planning

Professional IT Skills

Languages: \LaTeX , SQL, Perl, PHP, R, C++

Databases: MySQL, Access