

# ALICIA M. JOHNSON

(Updated May 2023)

University of Massachusetts Amherst  
Isenberg School of Management  
121 Presidents Drive, N316  
Amherst, MA 01003

E-mail: [ajohnson@isenberg.umass.edu](mailto:ajohnson@isenberg.umass.edu)  
Website: <https://www.aliciamjohnson.com>  
Phone: 315-276-5743

## EMPLOYMENT

---

University of Massachusetts Amherst, Isenberg School of Management  
Assistant Professor of Marketing 2022-Present

## EDUCATION

---

University of Arkansas 2018-2022  
Ph.D. in Marketing Fayetteville, AR

Clarkson University 2013-2015  
MBA, focus in Marketing and Finance Potsdam, NY

State University of New York at Canton 2007-2011  
B.B.A. in Management Canton, NY

## RESEARCH INTERESTS

---

Consumer financial decision making (debt acquisition and repayment, financial planning and budgeting, and donations); marginalized consumer well-being, messaging and framing effects, and sustainable and healthful food consumption.

## PUBLICATIONS

---

Johnson, Alicia M., Daniel Villanova, and Ronn J. Smith (2023), "Loan Amount versus Monthly Payments: The Effect of Loan Application Formats on Consumer Borrowing Decisions," *Journal of Consumer Research*, <https://doi.org/10.1093/jcr/ucad015>

- **Winner: SMA Doctoral Dissertation Competition Best Overall Proposal Award**
- **Co-runner up: William O. Bearden Award**

Rybak, Garrett, Alicia M. Johnson, and Scot Burton (2023), "How Restaurant Ad Messaging Can Increase Patronage Intentions During the COVID-19 Pandemic: Serial Mediation and Conditional Effects of Consumer Concern about COVID-19," *Journal of Advertising*, 52 (1) 145-156.

Rybak, Garrett, Scot Burton, Alicia M. Johnson, and Christopher Berry (2021), "Promoted claims on food product packaging: Comparing direct and indirect effects of processing and nutrient content claims," *Journal of Business Research*, 135, 464-79.

## SELECTED RESEARCH IN PROGRESS

---

Johnson, Alicia M., Anastasiya Pocheptsova Ghosh, and Bikram Ghosh (2023), "The Effects of Pay Frequency on Budget Setting," under review.

Johnson, Alicia M. and Daniel Villanova (2023), "Rethinking Consumer Borrowing Term Preferences: The Roles of Typical and Advertised Terms on Consumer Loan Decisions," (Dissertation Essay 2).

## **SELECTED RESEARCH IN PROGRESS CONTINUED**

---

Johnson, Alicia M. and Yuna Choe, “How Expense Reduction Strategies Affect Consumer Spending,” first field study designed, collecting data.

Johnson, Alicia M. and Anastasiya Ghosh, “The Effect of the Child Tax Credit on Consumer Spending and Well-Being,” six studies collected.

Johnson, Alicia M. and Matthew Godfrey, “Breaking Paycheck-to-Paycheck Cycles of Poverty,” designing first field study.

## **CONFERENCE PRESENTATIONS (\* denotes presenter)**

---

Johnson, Alicia M.\* and Yuna Choe (2023) “The Effect of Expense Reduction Strategies on Savings Goal Success,” *Society of Consumer Psychology*, (March) San Juan, Puerto Rico, US.

Johnson, Alicia M.\*, Anastasiya Pocheptsova Ghosh, and Bikram Ghosh (2022) “Consumer Budget Setting,” *Association for Consumer Research*, (October) Denver, CO, US.

Johnson, Alicia M.\*, Daniel Villanova, and Ronn Smith (2022) “The Effect of Loan Application Formats on Consumer Loan Decisions,” *Society for Consumer Psychology*, (March) Virtual

Johnson, Alicia M.\*, Daniel Villanova, and Ronn Smith (2021) “The Effect of Loan Application Formats on Consumer Loan Decisions,” *Association for Consumer Research*, (October) Virtual

Johnson, Alicia M.\*, Daniel Villanova, and Ronn Smith (2021) “The Effect of Loan Request Elicitation Methods on Consumer Loan Decision,” *Southeast Marketing Symposium*, (April) Virtual

Johnson, Alicia M.\*, Daniel Villanova, and Ronn Smith (2020) “The Effect of Managerially Relevant Interventions on Consumer Borrowing,” *Society for Marketing Advances*, (November) Virtual

Johnson, Alicia M.\*, Daniel Villanova, and Ronn Smith (2020) “The Role of Typical Payments on Consumer Borrowing,” *Winter American Marketing Association*, (February) San Diego, CA, US.

Johnson, Alicia M.\*, Bradley Allen, and Travis Simkins (2018) “Advertising in the Marijuana Industry: Friend or Foe to Consumers?” *Society for Marketing Advances*, (November) West Palm Beach, FL, US.

## **GRANTS, AWARDS, AND SCHOLARSHIPS**

---

- Civic Engagement & Service-Learning Faculty Fellow (Aug 2023 – May 2024)
- Isenberg Faculty Summer Research Funding Program Award \$10,000 (w/ Matthew Godfrey, June 2023)
- AMA-Sheth Doctoral Consortium Fellow, Indiana University (Aug 2021)
- Graduate Student Research Council \$1,500 Grant (Dec 2020)
- SMA Doctoral Dissertation Competition Best Overall Proposal Award (Nov 2020)
- William O. Bearden Award Co-Runner Up (Apr 2020)
- Bank of America Research Fund honoring James H. Penick \$5,000 Grant (Mar 2019)
- University of Arkansas Distinguished Doctoral Fellow (Jan 2018- May 2022)

## **TEACHING**

---

*University of Arkansas, Instructor*

### **Course**

Nonprofit Marketing	Fall 2022 – Fall 2023
Introduction to Marketing	Summer 2022
Consumer Behavior (4 sessions)	Fall 2020 – Spring 2021
Marketing Data Analytics	Spring 2019

## **TEACHING INTERESTS**

---

Undergraduate: Nonprofit Marketing, Consumer Behavior, Introduction to Marketing  
Doctoral Seminars: Marketing and Society, Consumer Behavior, Marketing Theory

## **SERVICE**

---

Ad-hoc Reviewer	Journal of the Academy of Marketing Science (2022-) Journal of Consumer Affairs (2022) PDMA Doctoral Dissertation Competition (2022)
-----------------	--

Service to Organizations

Conference Reviewer  
- Society for Consumer Psychology (2021-  
- Association for Consumer Research (2021-

University/Department	Doctoral Candidate Search Committee Member (2023)
-----------------------	---

## **PROFESSIONAL AFFILIATIONS**

---

Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)  
Society for Judgment and Decision Making (SJDMM)  
American Marketing Association (AMA)

## **INDUSTRY EXPERIENCE**

---

University of Virginia, School of Medicine <i>Business Manager</i>	Nov 15 – Jan 18
KPH Health Services <i>Replenishment Buyer</i>	Feb 15 – Sept 15
Stanley Black & Decker <i>Indirect Procurement Analyst</i>	Oct 14 – Jan 15
St. Lawrence Federal Credit Union <i>Branch Manager</i>	Jan 11 – Aug 13