

ALICIA M. JOHNSON

(Updated May 2025)

Isenberg School of Management
University of Massachusetts Amherst
Amherst, MA 01003

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

ACADEMIC POSITIONS HELD

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| Isenberg School of Management, University of Massachusetts Amherst Assistant Professor of Marketing | June 2022 – Present |
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EDUCATION

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| Sam Walton College of Business, University of Arkansas Ph.D., Business Administration with a concentration in Marketing | May 2022 |
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| Clarkson University MBA, focus in Marketing and Finance | May 2015 |
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| State University of New York at Canton B.B.A., in Management | Dec 2011 |
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RESEARCH INTERESTS

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

JOURNAL 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*, 50 (4) 765-786. <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.

<https://doi.org/10.1080/00913367.2021.1981502>

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.

INVITED REVISIONS AND PAPERS UNDER REVIEW

Johnson, Alicia M., Daniel Villanova, Julio Sevilla, Matthew Issac, and Rajesh Bagchi, “FIFO: How Debt Age Affects Debt Repayment”. Invited for 3rd round review at *Journal of Marketing Research*.

Johnson, Alicia M., Daniel Villanova, and Scot Burton, “Upside Down Auto Loans and The Effect of Advertised Loan Terms on Consumer Borrowing Decisions,” (Dissertation Essay 2). Conditionally accepted at *Journal of Public Policy and Marketing*.

Godfrey, Matthew and Alicia M. Johnson, “Holistic Social Service Systems as a Framework for Addressing Financial Vulnerability.” Invited for 2nd round review at *Journal of Service Research*.

Johnson, Alicia M., Wendy De La Rosa, Anastasiya Pocheptsova Ghosh, and Bikram Ghosh, “The Effect of More Versus Less Frequent Pay Schedules on Consumer Budget Setting.” Reject and resubmit at *Journal of Consumer Psychology*.

WORKING PAPERS (†doctoral student when project started)

†Kim, Lena, Emily Garbinsky, and Alicia M. Johnson, “How Gender of the Higher Earner Affects Couples’ Financial Management Strategies.” Preparing for initial submission to *Journal of Consumer Research*.

- **2023 Saroj and Vithala Rao Award for Best 1st or 2nd Year Paper**

Pikal, Konstantin, Deniz Lefkeli, Francisco Ordenes, and Alicia M. Johnson, “The Effect of Greed Communications on Cryptocurrency Diffusion.” Conducting studies.

RESEARCH IN PROGRESS

Johnson, Alicia M., Ximena Garcia-Rada, and Emily Garbinsky, “The Effect of Identity Primes on Consumption Preferences.”

Johnson, Alicia M., Daniel Villanova, Thomas Akana, and Larry Santucci, “The Effect of Late Fees on Consumer Debt Repayment.”

Johnson, Alicia M. and Danielle Brick, “Parental Financial Decision Making: How Parents Allocate Funds Among Their Children.”

Johnson, Alicia M. and Stacey Finkelstein, “The Role of Grief in Behavioral Change.”

INVITED TALKS

- “First In, First Out? How Debt Age Affects Debt Repayment”
 - University of Connecticut, Storrs, CT (November 2024)
 - University of Georgia, Athens, GA (October 2024)
 - Luiss Guido Carli University, Rome, Italy (April 2024)
- “The Effect of Loan Application Formats on Consumer Loan Decisions,”
 - University of Massachusetts Amherst, Amherst, MA (October 2021)
 - SUNY Binghamton University, Binghamton, NY (October 2021)
 - Towson University (September 2021)
 - Vanguard (September 2021)

CONFERENCE PRESENTATIONS

“First In, First Out? How Debt Age Affects Debt Repayment”

- *Pacific NW Marketing Symposium, Bellingham, WA (May 2025)*
- *Association for Consumer Research, Paris, France (September 2024)*
- *AMA Consumer Behavior Special Interest Group (CBSIG), Vienna (July 2024)*¹*
- *Society of Consumer Psychology, Nashville, TN (March 2024)*

“When She Makes More, He Pays Just as Much: Gender of the Higher Earner Affects How Couples Split Shared Expenses”

- *Boulder Summer Conference, Boulder, CO (May 2025)*
- *Society of Consumer Psychology, Nashville, TN (March 2024)*

“The Effect of Expense Reduction Strategies on Savings Goal Success”

- *Society of Consumer Psychology, San Juan, PR (March 2023)*

“The Effect of More Versus Less Frequent Pay Schedules on Consumer Budget Setting”

- *Association for Consumer Research, Denver, CO (October 2022)*

“The Effect of Loan Application Formats on Consumer Loan Decisions,”

- *Society for Consumer Psychology, Virtual (March 2022)*
- *Association for Consumer Research, Virtual (October 2021)*
- *Southeast Marketing Symposium, Virtual (April 2021)*
- *Society for Marketing Advances, Virtual (November 2020)*
- *Winter American Marketing Association, San Diego, CA (February 2020)*

GRANTS, AWARDS, AND SCHOLARSHIPS

- Public Service Endowment Grant \$15,000 (May 2024)
- Public Interest Technology Faculty Fellow (Aug 2024 – May 2025)
- 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 (UMASS AMHERST)

| Course | Semester | Rating |
|---|-------------|-------------|
| Nonprofit Marketing (in person, 1 section) | Spring 2025 | TBD |
| Nonprofit Marketing (in person, 2 sections) | Fall 2024 | 4.30 / 5.00 |
| Marketing & Society (PhD seminar) | Spring 2024 | 4.80 / 5.00 |
| Nonprofit Marketing (in person, 2 sections) | Fall 2023 | 4.35 / 5.00 |
| Nonprofit Marketing (in person, 2 sections) | Spring 2023 | 4.75 / 5.00 |
| Nonprofit Marketing (in person, 1 section) | Fall 2022 | 4.70 / 5.00 |

¹ Note this presentation is not in the official program. An author made a last-minute change to present this project instead.

TEACHING (DURING DOCTORAL PROGRAM)

| Course | Semester | Rating |
|---|-----------------|---------------|
| Introduction to Marketing | Summer 2022 | 4.83 / 5.00 |
| Consumer Behavior (remote, 2 sections) | Spring 2021 | 4.11 / 5.00 |
| Consumer Behavior (remote, 1 section) | Fall 2020 | 4.71 / 5.00 |
| Consumer Behavior (in-person, 2 sections) | Spring 2020 | 4.65 / 5.00 |
| Marketing Data Analytics (in-person, 1 section) | Spring 2019 | 4.09 / 5.00 |

SERVICE

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| Ad-hoc Reviewer | Journal of Consumer Psychology (2024-present) Journal of Marketing Research (2024-present) International Journal of Research in Marketing (2023-present) Journal of the Academy of Marketing Science (2022-present) Journal of Consumer Affairs (2022) PDMA Doctoral Dissertation Competition (2022) |
| Service to Organizations | Designing a Career in Marketing Academy (DCMA) Treasurer (2025-2027) Nourish Eco Village Marketing Committee (2025-present) Nourish Eco Village Fundraising Committee (2025-present) Conference Reviewer - Society for Consumer Psychology (2021- present) - Association for Consumer Research (2021- present) |
| University/Department | Scholarship Committee Member (2024) Curriculum Committee Member (2023-present) Faculty Search Committee Member (2023-present) Doctoral Candidate Search Committee Member (2023-present) |

INDUSTRY EXPERIENCE AND BOARD MEMBERSHIPS

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| Nourish Eco Village, CA <i>Board Member</i> | Aug 24 – Present |
| Self-Employed <i>Nonprofit Marketing Consultant</i> | Feb 24 – Present |
| University of Virginia, School of Medicine <i>Business Manager</i> | Nov 15 – Jan 18 |
| KPH Health Services <i>Replenishment Buyer</i> | Feb 15 – Sep 15 |
| Stanley Black & Decker <i>Indirect Procurement Analyst</i> | Oct 14 – Jan 15 |
| St. Lawrence & Seacomm Federal Credit Unions <i>Branch Manager</i> | Nov 09 – Aug 13 |

REFERENCES

Daniel Villanova

Assistant Professor
University of Arkansas
Business Building 318, 220 N McIlroy Ave #301
Fayetteville, AR 72701
Phone: 479-575-4754
E-mail: dvillanova@walton.uark.edu

Emily N. Garbinsky

Associate Professor
Cornell University
Sage Hall, 114 E Ave.
Ithaca, NY 14853
Phone: 412-716-6772
E-mail: eng26@cornell.edu

Mathew Isaac

Chair, Professor, Department of Marketing
Seattle University
901 12th Ave,
Seattle, WA 98122
Phone: 206-296-5738
Email: isaacm@seattleu.edu

Anastasiya P. Ghosh

Associate Dean, Partnerships
Associate Professor
University of Arizona
McClelland Hall 320Y, 1130 E. Helen St.
Tucson, Arizona 85721
Phone: 520-621-4159
E-mail: anastasiya@arizona.edu