

ALICIA M. JOHNSON

(Updated April 2026)

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ACADEMIC POSITIONS HELD

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

EDUCATION

Sam Walton College of Business, University of Arkansas May 2022
Ph.D., Business Administration with a concentration in Marketing

Clarkson University May 2015
MBA, focus in Marketing and Finance

State University of New York at Canton Dec 2011
B.B.A., in Management

RESEARCH INTERESTS

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

JOURNAL PUBLICATIONS

Johnson, Alicia M., Daniel Villanova, Julio Sevilla, Matthew Issac, and Rajesh Bagchi (2026), “EXPRESS: First In, First Out? How Debt Age Affects Debt Prepayment Decisions,” forthcoming at *Journal of Marketing Research*, DOI: <https://doi.org/10.1177/00222437261419746>

Godfrey, Matthew and **Alicia M. Johnson** (2025), “Holistic Social Service Systems as a Framework for Addressing Financial Vulnerability,” forthcoming at *Journal of Service Research*, DOI: 10.1177/10946705251409999

Johnson, Alicia M., Daniel Villanova, and Scot Burton (2025), “Upside Down Auto Loans and The Effect of Advertised Loan Terms on Consumer Borrowing Decisions,” *Journal of Public Policy and Marketing*, 45 (1), 33-49, <https://doi.org/10.1177/07439156251364171>

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) 145-56.
<https://doi.org/10.1080/00913367.2021.1981502>

JOURNAL PUBLICATIONS CONTINUED

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 (†doctoral student when project started)

†Kim, Lena, Emily Garbinsky, and **Alicia M. Johnson**, “How Gender of the Higher Earner Affects Couples’ Financial Management Strategies.” First round revision at *Journal of Consumer Research*.

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

WORKING PAPERS AND RESEARCH IN PROGRESS (†doctoral student when project started)

Johnson, Alicia M., Wendy De La Rosa, Anastasiya Pocheptsova Ghosh, and Bikram Ghosh, “More Paychecks, Less Planning: How Payment Frequency Influences Budgeting.”

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

Johnson, Alicia M. and Danielle Brick, “Parental Financial Decision Making.”

Johnson, Alicia M. and Daniel Villanova, “How Previous Gift Frames Affect Repeat Gifts.”

†Han, Jihae and Alicia M. Johnson, “Participant Cost Sharing Effect in Charitable Giving.”

Johnson, Alicia M. and Remi Trudel, “But How Much? A Parent-Child Financial Transparency Asymmetry.”

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

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”

- *Conference on Behavioral Science for Business Relevance*, Hong Kong (June 2025)
- *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)

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

CONFERENCE PRESENTATIONS CONTINUED

“Gender of the Higher Earner Affects How Couples Split Shared Expenses”

- *Rocky Mountain Marketing Research Symposium*, Fort Collins, CO (April 2026)
- *Association for Consumer Research*, Washington D.C. (October 2025)
- *Boulder Summer Conference*, Boulder, CO (May 2025)
- *Society for Judgment and Decision Making Annual Meeting*, New York City, NY (November 2024)
- *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)

“More Paychecks, Less Planning: How Payment Frequency Influences Budgeting”

- *Society of Consumer Psychology*, San Diego, CA (March 2026)
 - Best Special Session Award
- *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 (July 2024 – June 2026)
- 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
Foundations of Marketing (1 section)	Spring 2026	TBD
Nonprofit & Social Marketing (1 section)	Spring 2026	TBD
Nonprofit & Social Marketing (1 section)	Spring 2025	4.70 / 5.00
Nonprofit & Social Marketing (2 sections)	Fall 2024	4.30 / 5.00
Marketing & Society (PhD seminar)	Spring 2024	4.80 / 5.00
Nonprofit & Social Marketing (2 sections)	Fall 2023	4.35 / 5.00
Nonprofit & Social Marketing (2 sections)	Spring 2023	4.75 / 5.00
Nonprofit & Social Marketing (1 section)	Fall 2022	4.70 / 5.00

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 (2 sections)	Spring 2020	4.65 / 5.00
Marketing Data Analytics (1 section)	Spring 2019	4.09 / 5.00

SERVICE

Editorial Review Board	Journal of the Academy of Marketing Science (2026-present)
Ad-hoc Reviewer	Journal of Consumer Psychology (2024-present) Journal of Marketing Research (2024) International Journal of Research in Marketing (2023-present) Journal of the Academy of Marketing Science (2022-2025) Journal of Consumer Affairs (2022) PDMA Doctoral Dissertation Competition (2022)
Service to Organizations	Designing a Career in Marketing Academy (DCMA) - Treasurer (2025-present) Nourish Eco Village - Marketing Committee Member (2025-present) - Fundraising Committee Member (2025) - Board Member (2024-present) Community Action Pioneer Valley - Community Engagement Advisory Committee Member (2024-2025) Conference Reviewer - Society for Consumer Psychology (2021- present) - Association for Consumer Research (2021- present)
University/Department	Outstanding Teacher Award Committee Member (2025) 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

Nourish Eco Village <i>Board Member</i>	Jul 24 – Present
Self-Employed <i>Nonprofit Marketing Consultant</i>	Feb 24 – Dec 24
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

