

Jonathan Hasford

Department of Marketing
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Employment and Education

- 2016-Present** Assistant Professor of Marketing, University of Central Florida, Orlando, FL
Department of Marketing
- 2014-2016** Assistant Professor of Marketing, Florida International University, Miami, FL
Department of Marketing
- 2013-2014** Assistant Professor of Marketing, University of Nevada, Reno, NV
Department of Managerial Sciences
- 2008-2013** Ph.D., Gatton College of Business and Economics, University of Kentucky
Concentration: Marketing
- 2007-2008** M.B.A., Gatton College of Business and Economics, University of Kentucky
Concentration: Marketing
- 2003-2007** B.S., College of Business, University of Louisville
Major: Management Minor: Finance

Publications

- Hasford, Jonathan** and Adam Farmer (2016), “Responsible You, Despicable Me: Contrasting Consumer Inferences from Socially Responsible Behavior,” *Journal of Business Research*, 69 (3), 1234-41.
- Hasford, Jonathan**, David M. Hardesty, and Blair Kidwell (2015), “More Than a Feeling: Emotional Contagion Effects in Persuasive Communication,” *Journal of Marketing Research*, 52 (6), 836-47.
- Hasford, Jonathan**, Adam Farmer, and Stacie F. Waites (2015), “Thinking, Feeling, and Giving: The Effects of Scope and Valuation on Consumer Donations,” *International Journal of Research in Marketing*, 32 (4), 435-38.
- Kidwell, Blair, **Jonathan Hasford**, and David M. Hardesty (2015), “Emotional Ability Training and Mindful Eating,” *Journal of Marketing Research*, 52 (February), 105-19.

Publications (cont.)

Kidwell, Blair and **Jonathan Hasford** (2014), “Emotional Ability and Nonverbal Communication,” *Psychology and Marketing*, 31 (July), 526-38.

Hasford, Jonathan (2014), “Should I Think Carefully or Sleep on It?: Investigating the Moderating Role of Attribute Learning,” *Journal of Experimental Social Psychology*, 51 (March), 51-55.

Hasford, Jonathan and Kelly D. Bradley (2011), “Validating Measures of Self Control via Rasch Measurement,” *Journal of Applied Business Research*, 27 (November), 45-56.

Working Papers

Jonathan Hasford, Blair Kidwell, and Virginie Lopez-Kidwell, “Happy Wife, Happy Life: Food Choices in Romantic Relationships,” revising for 2nd review at the *Journal of Consumer Research*.

Kidwell, Blair, **Jonathan Hasford**, and Su Yun Bae, “The Dark Side of Emotional Intelligence: How Differences in Empathy Underlie Deviant Behavior,” under review at the *Journal of Personality and Social Psychology*.

Mead, James and **Jonathan Hasford**, “A Rasch Approach to Fast and Frugal Product Evaluations,” under review at the *Journal of Consumer Psychology*.

Kidwell, Blair, **Jonathan Hasford**, Broderick Turner, and David M. Hardesty, “Emotional Efficacy and Sales Success,” under review at the *Journal of Marketing*.

Kidwell, Blair, **Jonathan Hasford**, and David M. Hardesty, “Can Emotional Thoughts Improve Decision Quality?: An Examination of System 2 Emotional Processing,” seven studies collected, to be submitted to the *Journal of Marketing Research*.

Hasford, Jonathan, David M. Hardesty, and Blair Kidwell, “How Learning Shapes Unconscious Thought Effects: A Comparison of Gist Memory and Categorizational Learning Perspectives,” two studies collected, to be submitted to the *Journal of Consumer Psychology*.

Hasford, Jonathan, Blair Kidwell, and David M. Hardesty, “Taking the “Con” Out of Conditioning: Propositional Reasoning and Evaluative Responses,” three studies collected, to be submitted to *Personality and Social Psychology Bulletin*.

Turner, Broderick, **Jonathan Hasford**, and Alicia Montalvo, “Multi-Dimensional Placebos Effects: How Hope Underlies the Effectiveness of Strength-Enhancing and Pain-Reducing Placebos,” five studies collected, to be submitted to the *Journal of Consumer Research*.

Working Papers (cont.)

Turner, Broderick and **Jonathan Hasford**, “Planned to Miss: The Use of Two-Method Measurement Design in Experimental Marketing Research,” three studies collected, to be submitted to the *Journal of Consumer Research*.

Conference Presentations

Turner, Broderick and **Jonathan Hasford** (2016), “Planned to Miss: The Use of Two-Method Measurement Design in Experimental Marketing Research,” Proceeding of the North American Conference of the Association for Consumer Research, Berlin, Germany.

Hasford, Jonathan, David M. Hardesty, and Blair Kidwell (2013), “New ‘Thinking’ about Improving Consumer Decisions,” Proceedings of the North American Conference of the Association for Consumer Research, Chicago, IL.

Kidwell, Blair, **Jonathan Hasford**, David M. Hardesty, and Terry L. Childers (2012), “Becoming a Mindful Eater: Improving Food Choices through Emotional Ability Training”, Proceedings of the North American Conference of the Association for Consumer Research, Vancouver, Canada.

Kidwell, Blair, **Jonathan Hasford**, David M. Hardesty, and Terry Childers (2012), “Emotional Ability Training and Mindful Eating,” Proceedings of the Society of Consumer Psychology Conference, Las Vegas, Nevada.

Hasford, Jonathan, David M. Hardesty, and Blair Kidwell (2011), “Evaluative Conditioning Revisited: An Affective Information Processing Model,” Proceedings of the North American Conference of the Association for Consumer Research, St. Louis, MA.

Honors and Awards

2012 AMA Sheth Foundation Doctoral Consortium Attendee
Kentucky Opportunity Fellowship, received from 2011-2012
Daniel R. Reedy Quality Achievement Award, received from 2008-2011
Gatton College of Business and Economics Fellowship, received from 2008-2010
University of Kentucky Von Allmen Center for Green Marketing Research Grant, received 2009
Outstanding Senior in Management, University of Louisville 2007
Alumni of Beta Gamma Sigma Honor Society, inducted in May 2007
Alumni of Delta Upsilon Fraternity, inducted in November 2005

Service

Editorial Review Board Member

- Journal of Business Research (2016-present)

Ad-Hoc Reviewer

- PLOS One (2015)
- Journal of Services Marketing (2015)

College of Business D.B.A. Committee, Florida International University, 2015-2016

Marketing Ph.D. Committee, Florida International University, 2015-2016

Ph.D. Student Advising (Florida International University)

Broderick Turner – 1st and 2nd year research project

Richa Sood – 2nd year research project

College of Business Scholarship Committee, University of Nevada, 2013-14

College of Business Academic Advisor for Marketing Area, University of Nevada, 2013-14

Student Representative for Graduates Studies Committee, University of Kentucky, 2011-2013

Teaching

Florida International University

Average Rating per Course – 4.48 out of 5

Marketing 7815: Seminar in Foundations of Marketing Thought (Ph.D. seminar)

Spring 2016 (1 section)

Marketing 7399: Advertising and Persuasion (Ph.D. seminar)

Fall 2015 (1 section)

Marketing 6936: Special Topics in Marketing – Data Analysis (Ph.D. seminar)

Fall 2015 (1 section)

Marketing 3023: Principles of Marketing

Fall 2014-Fall 2015 (5 sections)

University of Nevada

Average Rating per Course – 4.59 out of 5

Business Administration 760: Marketing Management (MBA)

Fall 2013-Spring 2014 (2 sections)

Marketing 210: Principles of Marketing

Fall 2013-Spring 2014 (2 sections)

Teaching (cont.)

University of Kentucky

Average Rating per Course – 3.61 out of 4

Marketing 330: Promotion Management (Integrated Marketing Communications)

Spring 2012-Spring 2013 (5 sections)

Fall 2010 (1/2 of semester)

Marketing 340: Introduction to Marketing Research

Spring 2010

Marketing 310: Consumer Behavior

Summer 2009

References

David M. Hardesty
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Adam Farmer
Assistant Professor of Marketing
Mississippi State University, Starkville, MS 39762
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Leslie H. Vincent
Assistant Professor of Marketing
Eastern Kentucky University, Richmond, KY 40475
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