

# Jonathan Hasford

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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**, Blair Kidwell, and David M. Hardesty (forthcoming), “Emotional Ability and Associative Learning: How Experiencing and Reasoning about Emotions Impacts Evaluative Conditioning,” *Journal of Consumer Research*.
- Hasford, Jonathan**, Blair Kidwell, and Virginie Lopez Kidwell (2018), “Happy Wife, Happy Life: Food Choices in Romantic Relationships,” *Journal of Consumer Research*, 44 (6), 1238-56.
- 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.

## **Publications (cont.)**

**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.

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**

**Hasford, Jonathan** and Aysu Senyuz, “Parenting Motivations, Source Attractiveness, and Advertising Evaluations,” under 2<sup>nd</sup> review at the *Journal of Consumer Psychology*.

Kidwell, Blair, **Jonathan Hasford**, Broderick Turner, and David M. Hardesty, “Willing (And Able) to Interact: Calibrating Emotions in Personal Selling,” revising for 2<sup>nd</sup> review at the *Journal of Marketing*.

Waites, Stacie F., Adam Farmer, and **Jonathan Hasford**, “Teach a Man to Fish: The Use of Sustainable Aid in Eliciting Consumer Donations,” revising for 2<sup>nd</sup> review at the *Journal of Marketing*.

**Hasford, Jonathan**, David M. Hardesty, and Blair Kidwell, “Going with Your Gut: The Benefits of Intuition for Complex Choices,” revising for 2<sup>nd</sup> review at the *Journal of Business Research*.

Lefebvre, Sarah, **Jonathan Hasford**, and Ze Wang, “The Effects of Guilt and Sadness on Carbohydrate Consumption,” under review at the *Journal of Business Research*.

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

## **Working Papers (cont.)**

Kidwell, Blair, **Jonathan Hasford**, and David M. Hardesty, “Can Emotional Thoughts Improve Decision Quality?: An Examination of System 2 Emotional Processing,” reject and resubmit at the *Journal of Consumer Research*.

Wang, Ze, Lam An, Xia Wang, and **Jonathan Hasford**, “Keep Your Distance: The Impact of Facial Prominence on Consumers’ Evaluation of Marketing Communications,” seven studies collected, to be submitted to the *Journal of Marketing*.

**Hasford, Jonathan** and Aysu Senyuz, “The Allure of Arrogance: When Arrogance in Persuasive Communication Enhances Consumer Attitudes,” four 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.

**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**

Dean’s Research Productivity Award, University of Central Florida, 2018-19  
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

## Service

Editorial Review Board Member

- Journal of Business Research (2016-present)

Ad-Hoc Reviewer

- Social Behavior and Personality (2017)
- Hertha Firnberg Grant from Austrian Science Fund (for improving career prospects of women in science - 2017)
- Psychological Reports (2017)
- Journal of Public Policy and Marketing (2016)
- PLOS One (2015)
- Journal of Services Marketing (2015)

Invited Presentations and Guest Lectures

- University of Central Florida – Human Factors and Cognition Colloquium (Psychology Department – March 2018)
- University of Central Florida – Professional Selling Program Guest Lecture (February 2018)
- University of Central Florida – Dean’s Speaker Series (March 2017)
- University of South Florida – research presentation (December 2016)

Faculty Advisor for Society for Marketing Professional Services, University of Central Florida, 2018-present

Undergraduate Committee, University of Central Florida, 2017-present

College of Business Strategic Planning Workgroup: Undergraduate Student Experience, University of Central Florida, 2016

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

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

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

### University of Central Florida

**Average Rating per Course – 4.54 out of 5**

#### **Marketing 3323: Integrated Marketing Communications**

Fall 2017 (2 sections)

#### **Marketing 3615: Marketing Analysis**

Spring 2017 (2 sections)

#### **Marketing 3611: Marketing Research (For Marketing Minors)**

Fall 2016 (1 section)

## **Teaching (cont.)**

### **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)

### **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  
Gatton Endowed Chair of Marketing  
University of Kentucky, Lexington, KY 40506  
david.hardesty@uky.edu

Blair Kidwell  
Associate Professor of Marketing  
University of North Texas, Denton, TX 76203  
blair.kidwell@unt.edu

Adam Farmer  
Assistant Professor of Marketing  
Mississippi State University, Starkville, MS 39762  
raf264@msstate.edu