

## KATIE QUINN (SPANGENBERG)

Albers School of Business & Economics  
Seattle University  
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### APPOINTMENTS

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*Assistant Professor*, Department of Marketing 2022 – Present  
Albers School of Business & Economics, Seattle University

*Teaching Assistant Professor*, Department of Marketing, Seattle University 2021 – 2022

### PUBLICATIONS

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Connors, Scott, and **Katie Spangenberg**, (2024), “The Role of Psychological Distance in Enhancing Identity-Relevant Brand Awareness,” *Journal of Advertising*, 54(3), 359-376.

Bauer, Christoph, **Katie Spangenberg**, Eric R. Spangenberg, and Andreas Herrmann (2022), “Collect Them All! Increasing Product Cross-Selling Using the Incompleteness Effect,” *Journal of the Academy of Marketing Science*, 50, 713-741.

Connors, Scott, **Katie Spangenberg**, Andrew Perkins and Mark Forehand (2021), “Health-Based Weight Stereotypes in Advertising: Perpetuating Unhealthy Responses Amongst Overweight Identifiers,” *Journal of Advertising*, 50(2), 97-118.

Isaac, Mathew and **Katie Spangenberg** (2021) “The Perfection Premium,” *Social Psychological and Personality Science*, 12(6), 930-937.

- Featured in *Character & Context*

Connors, Scott, **Katie Spangenberg**, Andrew Perkins and Mark Forehand (2020) “Crowdsourcing the Implicit Association Test,” *Journal of Advertising*, 49(4), 495-503.

**Spangenberg, Katie**, and Justin Angle (2019), “Associations Matter: Revisiting the Threat Typology Model,” in Mark R. Forehand and Americus Reed II (eds), *Handbook of Research on Identity Theory in Marketing*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.

### WORKING PAPERS

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**Spangenberg, Katie**, and Ann Schlosser, “Buy Local? The Perceived Humanness of Local Versus National Brands.” *Finalizing manuscript for submission to Journal of Marketing.*

Sprott, David E., **Katie Spangenberg**, Bianca Grohmann, and Eric R. Spangenberg, “Conceptualizing and Measuring Consumers’ Love of Christmas.” *Preparing for submission to Journal of Consumer Psychology.*

Schlosser, Ann E., **Katie Spangenberg**, and Kevin Jiang, “Balancing Consumers’ Need to Touch Products Against Their Germaphobia: The Positive and Negative Effects of Touch Amid COVID-19.” *Data collection underway*.

Wallace, Scott G., Sokiente W. Dagogo-Jack, **Katie Spangenberg**, and Mark Forehand, “Temporal Comparisons, Social Comparisons, and the Pursuit of Self-Improvement,” *data collection underway (two studies conducted)*.

Isaac, Mathew, **Katie Spangenberg**, Nevena Koukova, and Rebecca Wang, “Platform Neglect in the Consideration and Utilization of Online Reviews,” *data collection underway (five studies conducted)*.

Sprott, David E., Eric R. Spangenberg, Katie Spangenberg, Sandor Czellar, Elizabeth Cowley, “Check Out My Swoosh: Consumer Reactions to Tattooed Brand Displays,” *presented at AMA CBSig conference 2024*.

## **RESEARCH IN PROGRESS**

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**Spangenberg, Katie**, Mark Forehand, Cal McAllister, and Yasemin Oktay, “Brand Archetypes,” *preparing manuscript for submission*.

**Spangenberg, Katie**, and Mark Forehand, “The Effect of Archetype-Based Cause-Brand Fit on Cause-Brand Alliance Success,” *Four studies conducted*.

## **BOOK IN PROGRESS**

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Co-editing a *Handbook of Social Psychology and Consumer Behaviour* (TBD) with Eric R. Spangenberg, Edward Elgar Publishing Ltd.

## **RESEARCH PRESENTATIONS (\*PRESENTER)**

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Isaac, Mathew, **Katie Spangenberg**, \*Nevena Koukova, and Rebecca Wang, (2024) “Platform Neglect in the Consideration and Utilization of Online Reviews,” *Association of Consumer Research*, Paris, France.

Sprott, David E., Eric R. Spangenberg, \***Katie Spangenberg**, Sandor Czellar, Elizabeth Cowley, (2024) “Check Out My Swoosh: Consumer Reactions to Tattooed Brand Displays,” *AMA CBSig 2024 Conference*, Vienna, Austria.

Isaac, Mathew, \***Katie Spangenberg**, Nevena Koukova, and Rebecca Wang, (2024) “Platform Neglect in the Consideration and Utilization of Online Reviews,” *Northwest Marketing Research Symposium*, Portland, OR.

Isaac, Mathew, **Katie Spangenberg**, \*Nevena Koukova, and Rebecca Wang, (2024) “Platform Neglect in the Consideration and Utilization of Online Reviews,” *Society for Consumer Psychology Conference*, Nashville, TN.

- Schlosser, Ann E., **Katie Spangenberg**, and \*Kevin Jiang, (2023) “Balancing Consumers’ Need to Touch Products Against Their Germaphobia: The Combined Positive and Negative Effects of Touch,” *Association of Consumer Research*, Seattle, Washington.
- \*Lopez, Colin, Natalie Welch, and **Katie Spangenberg**, (2023) “Native American Mascot Name Changes: Threats to Social Identity & Influence on Future Intentions,” *North American Society for Sport Management Conference*, Montreal, Quebec, Canada.
- \***Spangenberg, Katie**, and Mark Forehand (2021), “The Effect of Archetype-Based Cause-Brand Fit on Cause-Brand Alliance Success,” *University of Washington-University of British Columbia Conference*, Virtual Conference.
- Isaac, Mathew, and \***Katie Spangenberg** (2020) “The Perfection Premium,” *Association for Consumer Research Conference*, Virtual Conference, Paris, France.
- \***Spangenberg, Katie** (2020), “Brand Archetypes as Predictors of Brand Extension Success,” *Northwest Marketing Symposium*, Virtual Conference.
- \***Spangenberg, Katie**, and Mark Forehand (2019), “Virtual Digital Assistants and the Roles of Socialness and Warmth,” *University of Washington-University of British Columbia Conference*, Vancouver, BC, Canada.
- \***Spangenberg, Katie**, and Ann Schlosser (2019), “Buy Local? The Perceived Trustworthiness of Local Versus National Brands,” *Society for Consumer Psychology Conference*, Savannah, GA.
- \***Spangenberg, Katie**, and Mark Forehand (2018), “The Effect of Brand Communication Modality on Agency and Consumer Response,” *University of Washington-University of British Columbia Conference*, Seattle, WA.
- \*Connors, Scott, \***Katie Spangenberg**, Andrew Perkins, and Mark Forehand (2017). “How Health-based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions Among at Risk Populations,” *Society for Consumer Psychology Conference*, San Francisco, CA.
- Connors, Scott, \***Katie Spangenberg**, Andrew Perkins, and Mark Forehand (2016). “How Health-based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions Among at Risk Populations,” *Association for Consumer Research conference*, Berlin, Germany.

## TEACHING

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**MKTG 4530 Brand Management.** Undergraduate marketing elective, Seattle University, *Fall 2023*.

**MKTG 4510 Marketing Research.** Undergraduate marketing class, Seattle University, *Winter 2024, 2023, 2022; Fall 2023, 2022, 2021, Spring 2024, 2023*.

**MKTG 3500 Introduction to Marketing.** Undergraduate marketing class, Seattle University, *Asynchronous Spring 2023.*

**MKTG 5305 Marketing Research.** Graduate marketing class, Seattle University, *Winter 2024, 2023, 2022.*

**MKTG 5325 Sales Management.** Graduate marketing elective, Seattle University, *Fall 2021.*

**BBUS 429 Special Topics in Business – Brand Management.** Undergraduate marketing elective. University of Washington Bothell, *Summer 2020, 2021.*

**MKTG 450 Consumer Behavior.** Undergraduate marketing elective. Foster College of Business, University of Washington, *Winter 2020.*

**MKTG 452 Consumer Marketing & Brand Strategy.** Undergraduate marketing elective. Foster College of Business, University of Washington, *Fall 2017, 2018.*

### **TEACHING ASSISTANT (AT FOSTER SCHOOL OF BUSINESS, UNIVERSITY OF WASHINGTON)**

MKTG 505 Marketing Strategy. Graduate elective. *Spring 2017.*

MKTG 452 Consumer Marketing & Brand Strategy. Undergraduate elective. *Winter 2017.*

MKTG 460 Marketing Research. Undergraduate core. *Spring 2016.*

MKTG 301 Introduction to Marketing. Undergraduate core. *Winter 2016, Fall 2015.*

### **HONORS AND AWARDS**

AMA Sheth Foundation Doctoral Consortium Fellow, 2020

James B. Wiley Endowed PhD Fellowship, *University of Washington, 2018 – 2020*

Michael G. Foster Students First Scholarship, *University of Washington, 2017 – 2018*

Wayne and Anne Gittinger Ph.D. Fellowship, *University of Washington, 2014 – 2017*

### **SERVICE AND INSTITUTION BUILDING**

*SU Board of Trustees Strategy, Innovation, and Technology (2025-Present)*

*Faculty Advisor, Seattle University Women’s Club Soccer Team (2023-2024)*

*Mentor for local high school student school project, Tesla STEM High (2023-2024)*

*Reimagining and Revise Curriculum for Marketing Department, Seattle University (2023-2024)*

*CAPCOM Committee (2023 – Present)*

*Co-host for Albers Scholarship Series, Seattle University (2023 – Present)*

*Albers Tech Bowl, Seattle University (2023-Present)*

*Hunthausen Scholarship Review Committee, Seattle University (2023 – Present)*

*Writing welcome cards to prospective students, Seattle University (2022 – Present)*

*IGNITE Mentor, Seattle University (2022 – 2023)*

*Guest Speaker, Business Integration (BUAD 1000) Class (2022 – 2023 )*

*Letter of Recommendation Writer, Seattle University (2021, 2023)*

*Competitive Paper Reviewer – American Marketing Association (2021 – Present)*

*Competitive Paper Reviewer – Society for Consumer Psychology (2018 – Present)*

*Competitive Paper Reviewer – American Marketing Association CB SIG (2023 – Present)*

**INDUSTRY EXPERIENCE**

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*Ph.D. Consultant* – DNA Seattle Advertising Agency (2019 – 2020)

*Ph.D. Consultant* – Wexley School for Girls Advertising Agency (2015 – 2018)

*Behavioral Lab Manager* – Foster School of Business (2015 – 2018)

*Financial Analyst* – Epic (2012 – 2014)

**EDUCATION**

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Ph.D., Marketing, University of Washington, Seattle, WA 2021

B.B.A., Finance, Gonzaga University, Spokane, WA 2011