

MORGAN K. WARD

Emory University
Goizueta Business School
Department of Marketing

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Academic Positions

Goizueta School of Business, Emory University
Assistant Professor of Marketing (2016 – present)

Cox School of Business, Southern Methodist University
Assistant Professor of Marketing (2010 – 2016)

Education

Ph.D. Marketing, McCombs School of Business, The University of Texas at Austin
Completed: May 2010

M.B.A., McCombs School of Business, The University of Texas at Austin, May 2005
Emphasis: Marketing

Graduate Fellow, Harvard University, Graduate School of Arts and Sciences, May 2003

B.S., Cornell University, Ithaca, NY, May 1999
Major: Business
Emphasis: Textiles and Apparel

Publications

Umashankar, Nita, **Morgan Ward** and Darren Dahl, “The Benefit of Being Friends: Complaining After Service Failures Leads Customers with Strong Ties to Increase Loyalty Intentions,” *Conditionally Accepted at JM*.

Ward, Morgan and Susan M. Broniarczyk “Ask and You Shall (Not) Receive: Relationship Signaling Results in Registry Rejection and Worse Gift Choices,” Forthcoming at *Journal of Marketing Research*.

Ward, Morgan K. and Cindy Chan. “Gift Giving.” In *Cambridge Handbook of Consumer Psychology*, edited by Michael I. Norton, Derek D. Rucker and Cait Lamberton, 398-418. Cambridge University Press, 2015.

Ward, Morgan K., Darren W. Dahl (2014), “Should the Devil Sell Prada? Retail Rejection Increases Aspiring Consumers’ Desire for the Brand,” *Journal of Consumer Research*, 41 (3), 590-609.

Ward, Morgan K., Joseph K. Goodman, Julie R. Irwin (2013), “The Same Old Song: The Power of Familiarity in Music Choice,” *Marketing Letters*, 1- 11.

Ward, Morgan K., and Susan M. Broniarczyk (2011) "It's Not Me, It's You: How Gift Giving Creates Giver Identity Threat as a Function of Social Closeness," *Journal of Consumer Research*, 38(1), 164-81.

- Featured in JCR Curations on Self and Identity 2013

Berger, Jonah and **Morgan K. Ward** (2010) “Subtle Signals of Inconspicuous Consumption,” *Journal of Consumer Research*, 37 (4), 555-69.

- Lead Article

Working Papers and Manuscripts Under Review

Ward, Morgan, Claudia Townsend and William Nowlan “Consuming Vintage Items as Conspicuous Consumption;” *5 studies complete*.

Ward, Morgan and Susan M. Broniarczyk “You Really Shouldn’t Have: The Relational Impact of Bad Gift Choices;” *3 studies complete*

Ward, Morgan and Jonah Berger “The Effects of Identity Expression and Expending Time on Likelihood to Choose from a Gift Registry;” *3 studies complete*

Honors and Awards

MSI – Young Scholars (2017)

University of Texas Continuing Fellowship (2009 – 2010)

Awarded to University’s top 2% of PhD students

AMA – Sheth Doctoral Consortium (2009)

Haring Symposium Student Representative (2009)

McCombs School of Business Dean’s Fellowship (2005 – 9)

Center for Customer Insight and Marketing Solutions (2007) - \$3,000 Grant for:

“The Influence of Personal Identity in Achieving Goals via Sequential Product Choice.”

Invited Presentations

2016 – University of Indiana, Clemson University

2015 – Northwestern, University of Miami, Emory

2014 – University of Texas, Arlington

Teaching

Fundamentals of Marketing

BBA (2010 – Present)

Integrated Marketing and Communications

BBA (2012)

Consumer Behavior

BBA (2014), PMBA (2014)

Membership & Professional Service

Editorial Boards

Journal of Consumer Research (2014 – *present*)

Social Influence (2012 – 2016)

Ad Hoc Reviewer

Journal of Consumer Research, Organizational Behavior and Human Decision Processes, Social Influence, Journal of Marketing, Journal of Marketing Research, Journal of Retailing, Marketing Letters, Journal of Consumer Psychology.

Conference Committee Member

Co-Chair, Consumer Behavior Track, American Marketing Association, Summer Educator's Conference, San Francisco, CA, 2014

Program committee, Society for Consumer Psychology 2014 – 2016

Program committee, Association of Consumer Research 2017

Student Advising

Tenure Track Advisor to Marketing Club

Tenure Track Advisor to Women in Business Club

Academic Advisor to Kappa Kappa Gamma

Professional Affiliations

American Marketing Association

Association of Consumer Research

Society for Consumer Psychology

Society of Personality and Social Psychology

Conference Presentations

Morgan Ward (with Narayan Janakiraman and Zhiyong Yang), "Pay It Forward: The Moderating Roles of the Identifiability of the Recipient and Queue Length), "Ask and You Shall (Not) Receive: Relationship Signaling Results in Registry Rejection and Worse Gift Choices," presented 2016 meetings of Society for Consumer Psychology, February 16th - February 18th .

Morgan Ward (with Narayan Janakiraman and Zhiyong Yang), "Pay It Forward: The Moderating Roles of the Identifiability of the Recipient and Queue Length), "Ask and You Shall (Not) Receive: Relationship Signaling Results in Registry Rejection and Worse Gift Choices," presented 2015 meetings of Association of Consumer Research, October 4th - October 6th .

Morgan Ward (with Susan M. Broniarczyk), "Ask and You Shall (Not) Receive: Relationship Signaling Results in Registry Rejection and Worse Gift Choices," presented 2013 meetings of Association of Consumer Research, October 2nd - October 4th .

Morgan Ward (with Nita Umashankar), "Suffering In Silence," presented 2013 meetings of Association of Consumer Research, October 4th - October 6th .

Morgan Ward (with Darren Dahl), “Being Mean to Keep ‘Em Keen,” presented 2012 meetings of Association of Consumer Research, October 4th - October 7th .

Morgan Ward (with Susan M. Broniarczyk), “You Really Shouldn’t Have,” presented 2011 meetings of Association of Consumer Research, October 12th - October 14th .

Morgan Ward (with Susan M. Broniarczyk), “Ask and You Shall (Not) Receive: Relationship Signaling Results in Registry Rejection and Worse Gift Choices,” presented 2010 meetings of Association of Consumer Research, October 7th - October 10th .

Morgan Ward (with Jonah Berger), “Subtle Signs of Inconspicuous Consumption,” presented 2009 Haring Symposium, March 6 – March 7th, Bloomington, IN.

Morgan Ward (with Jonah Berger), “Subtle Signs of Inconspicuous Consumption,” presented 2008 meetings of Association of Consumer Research, October 24 – October 26th, San Francisco, CA.

Morgan Ward (with Julie R. Irwin), “Perceptions of Lucky Leaders in Unethical Business Contexts,” poster presented 2008 meetings of Society of Consumer Psychology, February 21– February 23rd, New Orleans, LA.

Morgan Ward (with Julie R. Irwin), “Perceptions of Lucky Leaders in Unethical Business Contexts,” poster presented 2007 meetings of Association of Consumer Research, October 26 – October 28th, Memphis, TN.

Morgan Ward (with Julie R. Irwin), “The Kick ‘Em While He’s Down Effect,” poster presented March 2007 at University of Houston Doctoral Symposium.

Morgan Ward, “Scarcity: Consumers’ Responses to Attributions of Constrained Supply vs. Excessive Demand” presented at the 2006 meetings of Poster presented at the 2006 meetings of Association of Consumer Research, September 29 – October 1, Orlando, Florida.

Morgan Ward (with Julie R. Irwin and Joseph K. Goodwin), “I Want It Even Though I Do Not Like It: Preference for Familiar but Less Liked Music,” Talk presented at the 2006 meetings of Society for Consumer Psychology, February 9 - 12, Miami, Florida.

Morgan Ward (with Julie R. Irwin and Joseph K. Goodwin), “I Want It Even Though I Do Not Like It: Preference for Familiar but Less Liked Music,” Poster presented at the 2005 meetings of Society for Judgment and Decision Making, November 11 – 14, Toronto, Canada.

Morgan Ward (with Julie R. Irwin and Joseph K. Goodwin), “I Want It Even Though I Do Not Like It: Preference for Familiar but Less Liked Music,” Poster presented at the 2005 meetings of Association of Consumer Research, September 30 – October 2, San Antonio, Texas.

Industry Experience

McMillan | Doolittle LLP (9/01 -5/05)

Retail consultancy specializing in brand concept development

Associate Consultant

Collaborated with Senior Partner to develop consumer-driven retail scenarios for CPG companies. Assisted in due diligence for private equity clients and participated in conceptual assessments of entrepreneurial ventures.

Abercrombie & Fitch (4/99 -9/01)

Hollister Co. Associate Merchandiser

Collaborated with 10-person launch-team to analyze demographic composition of target audience, position brand in the market, perform financial forecasting, and managed product development process. Created clothing assortment based on analysis of seasonal sales trends and forecasts.