

IOANNIS KAREKLAS, Ph.D.

(Phonetic: YAH-noss Kar-eh-KLAS)

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EDUCATION

- 2010 **Ph.D.** (Business Administration; Concentration: Marketing)
University of Connecticut, GPA: 3.97
- Dissertation Title: “A Quantitative Review and Extension of Racial Similarity Effects in Advertising”
- Dissertation Chair: Robin A. Coulter, Ph.D.
- 2005 **Masters of Business Administration** (Concentration: Marketing)
Binghamton University, State University of New York, GPA: 3.94
- 2003 **Bachelor of Science** (Business Administration; Concentration: Marketing)
Bachelor of Arts (Communication)
University at Albany, State University of New York
Presidential Scholar; Summa Cum Laude; GPA: 3.84

EDUCATIONAL EMPLOYMENT

- 2015 - Present Assistant Professor (Tenure-track), Department of Marketing,
School of Business, University at Albany, State University of New York
- 2010 - 2015 Assistant Professor (Tenure-track), Department of Marketing,
Carson College of Business, Washington State University

ADDITIONAL EMPLOYMENT

- Consultant**, Binghamton, NY (2004)
Developed business plans with a group of colleagues for two startup companies.
- Graduate Admissions Advisor**, Binghamton University, State University of NY (2004-2005)
Served as student advisor for the MBA and MS Accounting programs.
- Officer, Rank of Second Lieutenant**, Cypriot National Guard, Nicosia, Cyprus (1998-2000)

HONORS AND AWARDS

Joan D. Rosenthal and Frederick S. Schiff Undergraduate Teaching Award, *UAlbany* (2017)
Top 10% of Authors on *Social Science Research Network* (SSRN) by Downloads (2016 - 2017)
Junior Faculty Research Award, School of Business, *University at Albany* (2016)
Best Article Award, *Journal of Consumer Affairs* (2015)
Dean's Excellence Award, Carson College of Business, *Washington State University* (2013)
Ph.D. Student Hall of Fame Nominee, *University of Connecticut* (2010)
Award for Excellence in Public Opinion Research, *University of Connecticut* (2009)
Doctoral Fellow, AMA-Sheth Doctoral Consortium, *Georgia State University* (2009)
Outstanding Teaching Award, Marketing Department, *University of Connecticut* (2009)
Doctoral Dissertation Fellowship Award, *University of Connecticut* (2009)
Doctoral Student Extraordinary Expense Award, *University of Connecticut* (2009)
Powell Outstanding Student Achievement Award, *University of Connecticut* (2009)
Outstanding Teaching Award, Marketing Department, *University of Connecticut* (2008)
President of Graduate Management Association, *Binghamton University* (2004-2005)
Outstanding Graduating Senior Award in Marketing, *University at Albany* (2003)
Wilkie Award for Academic Excellence in Communication, *University at Albany* (2003)

PUBLICATIONS

Peer Reviewed Articles

Joireman, Jeff, *Richie Liu, and **Ioannis Kareklas**, (2017), "Convincing the Skeptics: Images Paired with Concrete Claims Persuade Skeptical Consumers to Support Companies Advertising Corporate Social Responsibility Initiatives," *Journal of Marketing Communications*.¹

Spangenberg, Eric R., **Ioannis Kareklas**, Berna Devezer, and David E. Sprott (2016), "A Meta-Analytic Synthesis of the Question-Behavior Effect," *Journal of Consumer Psychology*, 26 (3), 441-458.²

Kareklas, Ioannis, Darrel D. Muehling, and *TJ Weber (2015), "Reexamining Health Messages in the Digital Age: A Fresh Look at Source Credibility Effects," *Journal of Advertising*, 44 (2), 88-104 (**Lead article**).³

Kareklas, Ioannis, Frédéric F. Brunel, and Robin A. Coulter (2014), "Judgment is Not Color Blind: The Impact of Automatic Color Preference on Product and Advertising Preferences," *Journal of Consumer Psychology*, 24 (1), 87-95.

Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2014), "'I Eat Organic for My Benefit and Yours:' Egoistic and Altruistic Considerations for Purchasing Organic Food and Their Implications for Advertising Strategists," *Journal of Advertising*, 43 (1), 18-32 ("**Top 3 most downloaded articles of 2014**").⁴

Kareklas, Ioannis and Darrel D. Muehling, (2014) “Addressing the Texting and Driving Epidemic: Mortality Salience Priming Effects on Attitudes and Behavioral Intentions,” *Journal of Consumer Affairs*, 48 (2), 223-50 (**Lead article**) (**Winner of “2014 Best Article Award”**).⁵

Zhao, Guangzhi, Darrel D. Muehling, and **Ioannis Kareklas** (2014), “Remembering the Good Old Days: The Moderating Role of Consumer Affective State on the Effectiveness of Nostalgic Advertising,” *Journal of Advertising*, 43 (3), 244-55.

Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2012), “The Role of Regulatory Focus and Self-View in “Green” Advertising Message Framing,” *Journal of Advertising*, 41 (4), 25-39.⁶

* Indicates student co-author

Books/Book Chapters

Kareklas, Ioannis and Darrel D. Muehling (2017), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Production, Consumption, and Promotion*, New York, NY: Nova.

Kareklas, Ioannis, Jeffrey R. Carlson, and Darrel D. Muehling (2015), “The Role of Regulatory Focus and Self-View in “Green” Advertising Message Framing,” in *Green Advertising and the Reluctant Consumer* (ISBN-10: 1138016543; ISBN-13: 978-1138016545), ed. Kim Sheehan and Lucy Atkinson, New York, NY: Routledge, 19-33.

Kareklas, Ioannis (2011), *A Quantitative Review and Extension of Racial Similarity Effects In Advertising* (ISBN-10: 1243790733; ISBN-13: 978-1243790736), ProQuest UMI (doctoral dissertation).

Manuscripts under Review in Peer Reviewed Journals

Gillespie, Brian, Darrel D. Muehling, and **Ioannis Kareklas**, “Fitting Product Placements: Affective Fit and Cognitive Fit as Determinants of Consumer Evaluations of Placed Brands” (under second round review at the *Journal of Business Research*).

Kareklas, Ioannis, Darrel D. Muehling, and *Skyler M. King, “I Am Red, We Are Blue: Exploring Perceptual Fluency between Colors and Self-Views,” (revision requested at the *Journal of Consumer Psychology*).

*Karabas, Ismail, **Ioannis Kareklas**, T.J. Weber, and Darrel D. Muehling, “Ethical Considerations of e-Retailer Review-fixing Programs: Insights for Consumers, e-Retailers, and Public Policy Makers” (revision requested at the *Journal of Consumer Affairs*).

Radanielina Hita, Marie Louise, **Ioannis Kareklas**, and Bruce Pinkleton, “Parental Mediation in the Digital Era: Increasing Children's Critical Thinking Toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors” (revision requested at the *Journal of Health Communication*).

* Indicates student co-author

Work in Progress

Kareklas, Ioannis, Blair T. Johnson, and Maxim Polonsky, “When Race Matters: A Meta-Analysis of Source-Recipient Racial Matching Effects in Advertising.”

Gillespie, Brian, **Ioannis Kareklas**, and Jeff Joireman, “A Meta-Analytic Synthesis of Consumers’ Cognitive, Affective, and Conative Responses to Product Placement.”

Kareklas, Ioannis, Brian Gillespie, and Robin A. Coulter, “Exploring the Hedonic and Utilitarian Dimensions of Brand Logo Shapes and Colors: A Perceptual Fluency Perspective.”

“The Impact of Regulatory Focus Orientation on the Processing of Comparative Advertisements,” with Gopal Das.

“Reexamining Health Messages in the Digital Age II: Exploring Source Credibility Effects on Social Networking Sites,” with Darrel D. Muehling and T.J. Weber.

“Meta-analysis of the Literature on Advertising Disclaimers,” with Darrel D. Muehling and Brian Gillespie (currently preparing manuscript for journal submission).

“An Investigation of the Theoretical Underpinnings of Reverse Gender-Targeted Advertisements,” or “Engendered Advertising: The Importance of Relationship Quality,” with Jeffrey Joireman, Skyler King, and T.J. Weber (Study 1 completed; currently preparing for additional data collections).

“Healing the Self: Parental Gift Giving as a Function of Past Childhood Deprivation,” with Ismail Karabas and Jeff Joireman (2 studies completed; currently preparing additional data collections).

“Meta-analysis of the Literature on Brand Extensions,” with Jeff Joireman, Richie Liu, and Sky King (99 potentially eligible manuscripts have been identified; inclusion criteria and coding protocol have been prepared; currently coding eligible studies).

“Public Policy Considerations of the Impact of Mortality Salience on Racial Preference,” with T.J. Weber and Darrel D. Muehling.

“Meta-analysis of the Literature on Olfactory Cues,” with Manja Zidasek and Dominique Braxton.

GRANT FUNDING

Summer Research Grant, Carson College of Business, *Washington State University* (2014)
Summer Research Grant, Carson College of Business, *Washington State University* (2012)
Warren J. Mitofsky Research Grant, Roper Center, *University of Connecticut* (2009)
School of Business Ph.D. Program Research Grant, *University of Connecticut* (2009)

PUBLISHED PRESENTATIONS/ABSTRACTS AT SCHOLARLY CONFERENCES

Marie-Louise Radanielina-Hita, **Ioannis Kareklas**, and Bruce Pinkleton (2017), “Parental Mediation in the Digital Era: Increasing Children's Critical Thinking Toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors,” in *Proceedings of the 2017 Marketing and Public Policy Conference*, ed. Sterling A. Bone, Maura L. Scott, and Jerome D. Williams, Washington, DC: American Marketing Association.

Sheehan, Kim, John Ford, **Ioannis Kareklas**, Eric Haley, and Matthew Pittman (2017), “*Heaven Sent or the Devil's Candy? An Examination of Amazon's Mechanical Turk for Advertising Research*,” *2017 Conference of the American Academy of Advertising*, ed. Tom Reichert, Boston, MA.

Karabas, Ismail, **Ioannis Kareklas**, Darrel Muehling, and T.J. Weber (2017), “Suspiciously Positive: Consumer Reactions to Exceedingly Positive Reviews,” in *Proceedings of the 2017 Conference of the American Academy of Advertising*, ed. Tom Reichert, Boston, MA: American Academy of Advertising.

Marie-Louise Radanielina-Hita, **Ioannis Kareklas**, and Bruce Pinkleton (2017), “Parental Mediation in the Digital Era: Increasing Children's Critical Thinking Toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors,” in *Proceedings of the 2017 Conference of the American Academy of Advertising*, ed. Tom Reichert, Boston, MA: American Academy of Advertising.

“Question-Behavior Effect Roundtable” (2016), with Spangenberg, Eric R., David E. Sprott, and Berna Devezer, *2016 Association for Consumer Research Conference*, Berlin, Germany.

Kareklas, Ioannis, Darrel D. Muehling, and Skyler M. King (2016), “An Exploration of the Associative Properties of Colors and Self-Views in Advertising,” in *Proceedings of the 2016 Conference of the American Academy of Advertising*, ed. Tom Reichert, Seattle, WA: American Academy of Advertising, 191.

Gillespie, Brian, Darrel D. Muehling, and **Ioannis Kareklas** (2016), “Consumer Engagement with Product Placements: Affective Fit and Narrative Fit as Determinants of Consumer Evaluations of Placed Brands,” in *Proceedings of the 2016 Conference of the American Academy of Advertising*, ed. Tom Reichert, Seattle, WA: American Academy of Advertising, 56.

Joireman, Jeff, Richie Liu, and **Ioannis Kareklas** (2015), “Convincing the Skeptics: Persuading Skeptical Consumers to Support Companies Promoting Corporate Social Responsibility Initiatives,” in *2015 AMA Marketing & Public Policy Conference*, ed. Stacey Menzel Baker and Marlys Mason, Washington, DC: American Marketing Association.

Gillespie, Brian, **Ioannis Kareklas**, and Jeff Joireman (2014), “A Meta-Analytic Synthesis of Consumers’ Cognitive, Affective, and Conative Responses to Product Placement,” in *Proceedings of the 2014 Conference of the American Academy of Advertising*, ed. Jisu Huh, Atlanta, GA: American Academy of Advertising, 90.

Joireman, Jeff, Richie Liu, and **Ioannis Kareklas** (2014), “Convincing the Skeptics: Concrete Claims with Supporting Images Persuade Skeptical Consumers to Support Companies Promoting Corporate Social Responsibility Initiatives,” in *Center for Leadership and Social Responsibility 2014 Academic Conference*, Tacoma, WA.

Kareklas, Ioannis, Frédéric F. Brunel, and Robin A. Coulter (2013), “When White Obscures Evaluations: The Influence of Automatic Color Preferences on Product, Race and Spokesperson Evaluations,” in *Advances in Consumer Research*, Vol. 40, ed. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 804-06.

Kareklas, Ioannis and Jeffrey R. Carlson (2012), “The Role of Self-Regulatory Focus, Self-View, and Benefit Focus in Attitudes toward Organic Brands,” in *Advances in Consumer Research*, Vol. 39, ed. Rohini Ahluwalia, Tanya L. Chartrand and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, 856-57.

Kareklas, Ioannis and Jeffrey R. Carlson (2012), “An Examination of the Relative Influence of Personal Health Benefits and Environmental Benefits on Consumers’ Attitudes toward Organic Foods,” in *2011 AMA Marketing & Public Policy Conference*, ed. Elizabeth Howlett, John Kozup and Jeremy Kees, Washington, DC: American Marketing Association.

Johnson, Blair T., **Ioannis Kareklas**, and Maxim Polonsky (2011), “When Race Matters: A Meta-Analysis of Source-Recipient Racial Matching Effects in Advertising, 1969-2010,” in *2011 Society of Experimental Social Psychology Conference*, Washington, DC.

Kareklas, Ioannis and Maxim Polonsky (2011), “Consumer Response to Spokesperson’s Race: A Research Synthesis of Racial Similarity Effects in Advertising,” in *Advances in Consumer Research*, Volume 38, ed. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 440-42.

Polonsky, Maxim and **Ioannis Kareklas** (2011), “Do Males Endorse a Thin Ideal for Women When the Price Is High?,” in *Advances in Consumer Research*, Vol. 38, ed. Darren W. Dahl, Gita V. Johar and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 871-72.

Kareklas, Ioannis and Maxim Polonsky (2010), “A Meta-Analytic Review of Racial Similarity Effects in Advertising,” in *Advances in Consumer Research*, Volume 37, ed. Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, 829-832.

Polonsky, Maxim and **Ioannis Kareklas** (2010a), “Effects of Model Body Size and Product Price on Advertising Effectiveness, Purchase Intention, and Body-Related Behaviors,” in *Advances in Consumer Research*, Volume 37, ed. Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, 880-82.

--- (2010b), “Please Drink Responsibly! The Effectiveness of Responsibility Messages in Alcohol Product Advertising,” in *Advances in Consumer Research*, Volume 37, ed. Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, 882-83.

Kareklas, Ioannis and Robin A. Coulter (2009), “The Effects of Implicit Color Preference and Implicit Racial Preference on Implicit Attitude Towards the Ad,” in *Advances in Consumer Research*, Volume 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 881-82.

INVITED PRESENTATIONS

University of Massachusetts, Amherst, Isenberg School of Management

Research Seminar: Department of Marketing (Spring 2017)
“Reexamining Health Messages in the Age of Fake News.”

University at Albany, State University of New York

Brown Bag: *UAlbany*, Department of Social Psychology (Spring 2016)
“A Meta-Analysis of the Question-Behavior Effect: Synthesizing 40 Years of Research Findings on Self-Prophecy, Mere-Measurement, and QBE Research.”

BITM 215: Information Technologies for Business (Fall 2015)
- Lectured on the “Use of Statistical Packages in Marketing Research.”

Washington State University

MKTG 593: Doctoral Seminar in Research Design (Spring 2015; Spring 2013; Spring 2012; Spring 2011)
- Led discussion on “Theory & Practice of Meta-analysis” and “Navigating the Review Process.”

Brown Bag on “Qualtrics & Amazon’s Mechanical Turk” (Spring 2014)
- Provided an overview of preparing surveys using *Qualtrics* and collecting data using *M-Turk*.

MKTG 592: Doctoral Seminar in Marketing Theory (Spring 2013; Spring 2011)
- Led discussion on “Social Marketing and Public Policy.”

MKTG 565: Doctoral Seminar in Marketing (Fall 2014; Fall 2012)
- Led discussion on the “Theory and Practice of Meta-analysis.”

MKTG 360: Marketing Principles (Summer 2011)
- Provided an overview of “Social Marketing” and “Marketing Research Methods.”

Brown Bag on Meta-analysis (Fall 2010)
- Provided an overview of Meta-analytic techniques.

University of Connecticut

PP 5385: Attitude Formation, Doctoral Seminar (Spring 2009)
MKTG 3625: Integrated Marketing Communications (Spring 2009)
BADM 6201: Introduction to Research & Teaching, Doctoral Seminar (Fall 2009; Fall 2008)
MKTG 6202: Behavioral Applications in Marketing, Doctoral Seminar (Fall 2008)

RESEARCH INTERESTS/AREAS OF EXPERTISE:

Content Areas: Prosocial Behavior; Advertising Effectiveness; Sensory Perception.

Methodological Areas: Meta-Analysis/Research Synthesis; Implicit Measures (Implicit Association Test).

TEACHING**INTERESTS/AREAS OF EXPERTISE:**

Consumer Behavior; Social Marketing and Public Policy; Retailing; Advertising.

Classes Taught, University at Albany, State University of New York (2015-Present)

BMKT 480: Retailing Management				
<i>Year</i>	<i>Semester</i>	<i>Student Evaluations</i>		<i>Students Reporting</i>
2017	Spring (Class #: 8761)	<i>Instructor Overall:</i> 5.0/5.0	<i>Course Overall:</i> 4.81 /5.0	22/34
2016	Spring (Class #: 9802)	<i>Instructor Overall:</i> 4.79/5.0	<i>Course Overall:</i> 4.67/5.0	24/31

BMKT 480: Social Marketing & Public Policy				
<i>Year</i>	<i>Semester</i>	<i>Student Evaluations</i>		<i>Students Reporting</i>
2017	Spring (Class #: 9925)	<i>Instructor Overall:</i> 5.0/5.0	<i>Course Overall:</i> 4.61 /5.0	19/31

BMKT 351: Consumer Behavior				
<i>Year</i>	<i>Semester</i>	<i>Student Evaluations</i>		<i>Students Reporting</i>
2016	Fall (Class #: 2919)	<i>Instructor Overall:</i> 4.68/5.0	<i>Course Overall:</i> 4.32 /5.0	25/37
2016	Fall (Class #: 2920)	<i>Instructor Overall:</i> 4.79/5.0	<i>Course Overall:</i> 4.64/5.0	33/48
2016	Spring (Class #: 2908)	<i>Instructor Overall:</i> 4.80/5.0	<i>Course Overall:</i> 4.55/5.0	20/40
2015	Fall (Class #: 2997)	<i>Instructor Overall:</i> 4.83/5.0	<i>Course Overall:</i> 4.66/5.0	30/33
2015	Fall (Class #: 2998)	<i>Instructor Overall:</i> 4.73/5.0	<i>Course Overall:</i> 4.50/5.0	40/42

Classes Taught, Washington State University (2010-2015)

MKTG 407 DDP: Consumer Behavior (Online)				
<i>Year</i>	<i>Semester</i>	<i>Student Evaluations</i>		<i>Students Reporting</i>
2015	Spring	4.41/5.0		17/54
2014	Fall	3.78/4.0		17/39
2013	Fall	3.50/4.0		12/21
2013	Spring	3.42/4.0		11/22

MKTG 407: Consumer Behavior			
<i>Year</i>	<i>Semester</i>	<i>Student Evaluations</i>	<i>Students Reporting</i>
2014	Spring	3.44/4.0	46/55
2012	Fall	3.43/4.0	52/53
2011	Fall	3.61/4.0	31/40
2010	Fall	3.49/4.0	31/38

MKTG 468: Public Policy and Marketing			
<i>Year</i>	<i>Semester</i>	<i>Student Evaluations</i>	<i>Students Reporting</i>
2015	Spring	3.64/4.0	30/40
2014	Fall	3.71/4.0	41/47
2014	Spring	3.66/4.0	37/38
2013	Fall	3.73/4.0	39/40
2013	Spring	3.70/4.0	20/26
2012	Fall	3.59/4.0	25/25
2012	Spring	3.69/4.0	11/13
2011	Fall	3.69/4.0	18/26
2011	Spring	3.64/4.0	18/18

MKTG 495: Marketing Management			
<i>Year</i>	<i>Semester</i>	<i>Student Evaluations</i>	<i>Students Reporting</i>
2011	Spring	3.57/4.0	24/30
2010	Fall	3.07/4.0	30/33

MKTG 490 DDP: Entrepreneurship (Online)			
<i>Year</i>	<i>Semester</i>	<i>Student Evaluations</i>	<i>Students Reporting</i>
2012	Spring	3.34/4.0	14/20

Classes Taught, University of Connecticut (2005-2010)

MKTG 3208: Consumer Behavior			
<i>Year</i>	<i>Semester</i>	<i>Student Evaluations</i>	<i>Students Reporting</i>
2009	Spring	9.5/10.0	28/29
2008	Fall	9.1/10.0	26/35

MKTG 3101: Introduction to Marketing Management			
<i>Year</i>	<i>Semester</i>	<i>Student Evaluations</i>	<i>Students Reporting</i>
2009	Fall	9.0/10.0	27/40
2009	Summer	9.8/10.0	13/14
2008	Summer	9.4/10.0	17/17
2007	Fall	9.4/10.0	36/39

Doctoral Dissertation Committees

Brian Gillespie (2013) *Toward an Understanding of the Product Placement Effect: Considering the Impact of Branded Artifacts in Media on Consumers' Cognitive, Affective and Conative Responses*. Carson College of Business, Washington State University. **Member**.

Manja Zidansek (2013) *What Scent Can Do for A Brand: Exploration of Brand-Scent Boundary Conditions*. Carson College of Business, Washington State University. **Member**.

Undergraduate Students Mentored

Wathmi Pathinisekara (2017) *How Social Media Has Changed Fashion Public Relations*. School of Business, University at Albany. **Independent Study Advisor**.

Molly Paine (2015) *Examining the Impact of Mortality Salience Priming on In-Group Bias*. Carson College of Business, Washington State University. **Honors Thesis Advisor**.

SERVICE

Service to the Department of Marketing

Office of Diversity and Inclusion Representative, Faculty Search Committee, Department of Marketing, *University at Albany*, 2016

Faculty Advisor, American Marketing Association, *University at Albany*, Fall 2015-present
Member, Faculty Search Committee, Department of Marketing, *University at Albany*, 2015

Honors Thesis Evaluator, Undergraduate Student Keegan Sullens, Spring 2015

Honors Thesis Evaluator, Undergraduate Student Karley White, Spring 2015

Honors Thesis Evaluator, Undergraduate Student Mark Crabtree, Spring 2014

Co-chair, Doctoral Student Ismail Karabas' 2nd Year Paper Committee, 2014-2015

Member, Doctoral Student Sky King's Program of Study Committee, 2014-2015

Member, Doctoral Student T.J. Weber's Program of Study Committee, 2014-2015

Member, Doctoral Student Ismail Karabas' Program of Study Committee, 2014-2015

Member, Doctoral Student Adrienne Muldrow's Program of Study Committee, 2013-2014

Service to the School of Business

Member, Undergraduate Affairs Committee, *University at Albany*, 2016-2017

Member, Teaching and Learning Committee, *University at Albany*, 2016-2017

Chair, Research Committee, School of Business, *University at Albany*, 2015-2016

Member, School of Business Strategy Task Force, 2016

Member, Center for Behavioral Business Research Task Force, Fall 2011

Member, Comprehensive Exam Preparation Committee, Fall 2010-Spring 2012

Service to the University:

Faculty Marshal, *University at Albany* School of Business Graduation Ceremony, Spring 2017
Member, Waste Diversion Committee, *University at Albany*, Spring 2016-present
Member, University Branding Task Force, *University at Albany*, Spring 2016
Chair, Visiting Scholars Committee, *Washington State University*, 2010-2015

Professional Service

Co-Chair, Advertising Track, Academy of Marketing Science 2018 Conference
Ad Hoc Reviewer, *Journal of Environmental Psychology*, 2017-present
Ad Hoc Reviewer, *Decision Sciences Institute*, 2015-present
Member, *American Academy of Advertising* Membership Committee, 2014-present
Ad Hoc Reviewer, *Journal of Consumer Psychology*, 2014-present
Ad Hoc Reviewer, *Journal of Advertising*, 2012-present
Ad Hoc Reviewer, *Journal of Consumer Research*, 2011-present
Ad Hoc Reviewer, *American Academy of Advertising*, 2012-present
Ad Hoc Reviewer, *Marketing & Public Policy Conference*, 2010-present
Ad Hoc Reviewer, *Association for Consumer Research*, 2009-present

Community Service

Pro Bono Publico Consultant, Albany, NY (2016)

Assisted the owners of Fox Creek Farm CSA to improve their marketing efforts and to recruit new CSA (Community Supported Agriculture) members.

PROFESSIONAL AFFILIATIONS

American Academy of Advertising (AAA), 2013-present
Society for Consumer Psychology (SCP), 2011-present
Association for Consumer Research (ACR), 2009-present
American Marketing Association (AMA), 2008-present

SELECT PRESS COVERAGE OF MY RESEARCH

Note: The following are select highlights of *TV, Radio, Newspaper, Magazine, & Online* news articles about my research. A comprehensive list with relevant links appears here: <http://www.IoannisKareklas.com/Press>

TV

- CBS TV (WFMY; Greensboro, NC), January 2, 2016, 8:14:18 AM.
- NBC TV (WMBC TV 63 News; New York, NY), January 1, 2016, 5:22:16 PM.
- NBC TV (WHEC-TV; News 10 NBC; Rochester, NY), January 1, 2016, “*Report: 'Ask, Don't Tell' is Key to Keeping New Year's Resolutions.*”
- ABC TV (KXLY-TV; Spokane WA & Coeur d'Alene, ID), January 1, 2016, “*Sound Off for January 1st: What's your New Year's Resolution?*”
- CBS TV (WWNY-TV; Watertown, NY), January 1, 2016, “*'Ask, Don't Tell' Is Key to Keeping New Year's Resolutions.*”
- Fox TV (WXIX-TV; Fox19 Now; Cincinnati, OH), December 31, 2015, “*'Ask, Don't Tell' Approach Key to Keeping New Year's Resolutions.*”

Radio

- CBS Radio (WCBS 880 News Radio; New York, NY), January 1, 2016, 10:29:41 AM.
- National Public Radio (NPR; 89.3 KPCC; Pasadena, CA), February 9, 2015, “[*People Trust Online Comments As Much As The CDC On Vaccines*](#),” by Take Two.

Newspaper Articles

- Toronto Sun (Canada), January 3, 2016, “[*Want to Keep Your New Year's Resolution? Better to Ask than to Tell*](#),” by Laura Kane.
- The Seattle Times, January 1, 2016, “[*'Ask, Don't Tell' is Key to Keeping New Year's Resolutions*](#),” by The Associated Press.
- International Business Times (United Kingdom), December 31, 2015, “[*New Year 2016: Five Simple Ways to Stick to Your Resolutions*](#),” by Lydia Smith.
- The New York Times, February 14, 2015, “[*What Your Online Comments Say About You*](#),” by Anna North.

- *Le Figaro* (France), February 6, 2015, “[Des commentaires sur Internet plus influents que les campagnes de prévention](#),” by Julie Carballo.
- *The Washington Post*, February 5, 2015, “[When It Comes to Vaccination, People Trust Online Commenters As Much As Doctors](#),” by Caitlin Dewey.
- *Los Angeles Times*, February 4, 2015, “[On the Internet, Anyone Can Speak Persuasively about Vaccines](#),” by Karen Kaplan.

Magazine Articles

- *Psychology Today*, January 30, 2016, “[The Surprising Trick to Get Someone \(Or Yourself\) to Change: New Research On Using Cognitive Dissonance to Your Benefit](#),” by Amy Morin.
- *Forbes*, January 22, 2016, “[Study Reveals A Conversation Trick That Motivates People To Change Their Behavior](#),” by Amy Morin.
- *Fast Company*, January 14, 2016, “[This One Small Change Will Help You Stick to New Habits](#),” by Stephanie Voza.
- *Glamour*, December 31, 2015, “[The Secret to Achieving Your 2016 Goal: Ask It, Don't Tell It](#),” by Rachel Rabkin Peachman.
- *New York Magazine*, February 6, 2015, “[On Vaccines, Some People Trust Random Internet Comments More Than the CDC](#),” by Jesse Singal.
- *Slate*, January 27, 2015, “[The Danger of Reading the Comments: People Trust Supposedly Credible Online Sources Even for Health Decisions](#),” by Betsy Woodruff.

Online Articles

- *NBC News*, June 18, 2017, “[#NationalSplurgeDay Is Coming! Have Retail Holidays Gone too Far?](#),” by Nicole Spector.
- *Fox News*, January 5, 2016, “[Turning New Year's Resolutions Into Questions Helps Them Stick](#),” by Elizabeth Newbern.
- *Yahoo News*, December 31, 2015, “['Ask, Don't Tell' Approach Key to Keeping New Year's Resolutions](#),” by PR Newswire.
- *Huffington Post*, December 30, 2015, “[This Simple Twist Can Make Your New Year's Resolution More Effective](#),” by Anna Almendrala.
- *CBS News*, December 29, 2015, “[How to Make New Year's Resolutions Stick? Ask, Don't Tell](#),” by Mary Brophy Marcus.

MEDIA APPEARANCES

December 31, 2015: Interviewed by Mary Brophy Marcus for **CBS News** ([KCBS All News 740AM & 106.9FM](#); San Francisco, CA) about my research with Eric Spangenberg, David Sprott, and Berna Devezer on the Question-Behavior Effect meta-analysis.

December 31, 2015: Interviewed by Angela Kokott for **News Talk 770 AM** (Calgary, Alberta, Canada) during the segment “[Calgary Today](#)” about my research with Eric Spangenberg, David Sprott, and Berna Devezer on the Question Behavior Effect meta-analysis (Available at: https://drive.google.com/file/d/0B7qxHv3w5anrdXd2aVdhU2RISXc/view?usp=drive_web).

March 3, 2015: Interviewed by **The Huffington Post** journalist Alyona Minkovski during the segment “Top Stories” for HuffPost Live about my research with Darrel Muehling and T.J. Weber on the effects of online comments on vaccination decisions (Available at: <http://live.huffingtonpost.com/r/segment/top-stories-for-tuesday-mar-3/54f35cad02a760b709000d53>; my segment begins @ 18:18).

February 9, 2015: Interviewed by Alex Cohen during “Take Two” for **National Public Radio (NPR; 89.3 KPCC)** (Pasadena, CA) about my research with Darrel Muehling and T.J. Weber on the effects of online comments on vaccination decisions (Available at: <http://www.scpr.org/programs/take-two/2015/02/09/41466/people-trust-online-comments-as-much-as-the-cdc-on>).

February 9, 2015: Interviewed by Margie Shafer for **CBS News** ([KCBS All News 740AM & 106.9FM](#); San Francisco, CA) about my research with Darrel Muehling and T.J. Weber on the effects of online comments on vaccination decisions.

January 27th, 2015: Interviewed by Roger Kingkade and Rob Breakenridge during “[Kingkade & Breakenridge](#)” for **News Talk 770 AM** (Calgary, Alberta, Canada) about my research with Darrel Muehling and T.J. Weber on the effects of online comments on vaccination decisions.

March 3, 2014: Interviewed by KLEW TV reporter Rachel Dubrovin for **KLEW TV News** (Lewiston, ID) about my research with Darrel Muehling on how to curb texting-and-driving (Available at: <http://www.klewtv.com/news/local/Texting-and-driving-248374901.html>).

February 26, 2014: Interviewed by Tom Hutylar during “[Afternoon News with Jane and Tom](#)” for **KOMO News Radio** (Seattle, WA) about my research with Darrel Muehling on how to curb texting-and-driving.

WEB LINKS

- University at Albany *Faculty* page: <http://www.albany.edu/business/ioannis-kareklas.php>
- University at Albany *Experts* page: <http://www.albany.edu/news/experts/65638.php>
- Personal website: <http://www.ioanniskareklas.com>
- *ResearchGate* author page: http://www.researchgate.net/profile/Ioannis_Kareklas
- Scholarly papers on the *Social Science Research Network*: <http://ssrn.com/author=1832825>
- *ORCID* record: <http://orcid.org/0000-0002-8399-6872>
- *Mendeley*: <https://www.mendeley.com/profiles/ioannis-kareklas>
- Citations: <https://scholar.google.com/citations?user=sFGAbacAAAAJ&hl=en>
- *LinkedIn*: <http://www.linkedin.com/pub/ioannis-kareklas/a/753/31a>

ENDNOTES

Top 10% of Authors on *Social Science Research Network (SSRN)* by Downloads: - May 2016 - June 2017.

¹Joireman, Liu, and **Kareklas** (2017) made the following *SSRN Top Ten Download Lists*:

- MKTG: Subject Matter eJournals
- MKTG: Consumer Information Processing
- POL: Subject Matter eJournals
- POL: Social Responsibility Practices
- Consumer Social Responsibility
- Strategy & Social Policies
- Behavioral Marketing
- MRN Marketing Network
- MRN Corporate Strategy & Business Policy Network
- SRPN: Advertising & Communication Issues
- SRPN: Reputation Issues
- CGN: Consumers

²Spangenberg, **Kareklas**, Devezer, and Sprott (2016) made the following *SSRN Top Ten Download Lists*:

- Behavioral Marketing
- MKTG Subject Matter eJournals
- MKTG: Group & Interpersonal Influence on Consumer Behavior
- MRN Marketing Network
- Political Behavior eJournals
- Political Behavior: Voting & Public Opinion
- PSN: Voters & Elections
- PSN: Survey Methods & Measures

³**Kareklas**, Muehling, and Weber (2015) made the following *SSRN Top Ten Download Lists*:

- MKTG Subject Matter eJournals
- MKTG: Group & Interpersonal Influence on Consumer Behavior
- Behavioral Marketing
- MRN Marketing Network
- MRN Corporate Strategy & Business Policy Network
- MRN Organizational Behavior Research Network
- Management Research Network
- Strategy & Microeconomic Policy
- ORG Subject Matter eJournals
- ORG: Evaluation of Strategic Outcomes
- ISN Subject Matter eJournals
- Information Systems: Behavioral & Social Methods
- Information Systems & eBusiness Network
- Political Science Network
- Political Behavior eJournals
- Political Behavior: Cognition, Psychology, & Behavior
- Political Behavior: Voting & Public Opinion
- Public Sector Strategy & Organizational Behavior
- POL Subject Matter eJournals
- POL: Other Strategy & Microeconomic Policy
- PSN Subject Matter eJournals
- PSN: Political Behavior
- PSN: Public Opinion
- CSN Subject Matter eJournals
- CSN: Politics
- Cognitive Science Network
- Cognitive Social Science

⁴Kareklas, Carlson, and Muehling (2014) was among the *Journal of Advertising's* “**Top 3 Most Downloaded Articles of 2014.**”

Additionally, this paper made the following *SSRN Top Ten Download Lists*:

- MKTG: Advertising
- MKTG: Subject Matter eJournals
- MKTG: Consumer Decision Making & Search
- Consumer Social Responsibility
- Social Responsibility of Business
- Strategy & Social Policies
- Behavioral Marketing
- Managerial Marketing
- Food Politics & Sociology
- POL: Environmental Responsibility Practices
- POL Subject Matter eJournals
- SRPN: Consumer Behavior Issues
- SRPN: Politics of Food
- SRPN Subject Matter eJournals
- MRN Marketing Network
- MRN Corporate Strategy & Business Policy Network

⁵Kareklas and Muehling (2014) won the *Journal of Consumer Affairs'* “**2014 Best Article**” award.

Additionally, this paper made the following *SSRN Top Ten Download Lists*:

- Behavioral Marketing
- MKTG: Public Policy & Consumer Behavior
- MKTG: Consumer Decision Making & Search
- MKTG: Consumer Information Processing
- MKTG: Culture & Consumer Behavior
- MKTG: Symbolic Consumer Behavior
- MKTG: Personality & Individual Differences
- MKTG: Attitudes, Attitude Change, & Persuasion
- MKTG: Sociological Analyses of Consumer Behavior
- MKTG: Group & Interpersonal Influence on Consumer Behavior

⁶Kareklas, Carlson, and Muehling (2012) made the following *SSRN Top Ten Download Lists*:

- MKTG: Advertising
- MKTG: Affect & Emotion
- Behavioral Marketing
- Managerial Marketing
- Strategy & Social Policies
- POL: Social Responsibility Practices
- IRPN: Innovation & Environmental Economics