

IOANNIS KAREKLAS, Ph.D.

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

Assistant Professor of Marketing

University at Albany, State University of New York

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EDUCATION

University of Connecticut (2010)

Ph.D., Business Administration (Concentration: Marketing), GPA: 3.97

Binghamton University, State University of New York (2005)

Masters of Business Administration (Concentration: Marketing), GPA: 3.94

University at Albany, State University of New York (2003)

Bachelor of Science in Business Administration (Concentration: Marketing)

Bachelor of Arts in Communication

Presidential Scholar; Summa Cum Laude; GPA: 3.84

ACADEMIC POSITIONS

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

AWARDS & HONORS

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)

REFEREED JOURNAL PUBLICATIONS

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* (Available [here](#)).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 (Available [here](#)).²

Kareklas, Ioannis, Darrel D. Muehling, and T.J. 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**} (Available [here](#)).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 (Available [here](#); [Audioslides](#)).

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**} (Available [here](#)).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”**} (Available [here](#)).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 (Available [here](#)).

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 (Available [here](#)).⁶

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 ([Hardcover](#) and [E-Book](#) available from Nova and [Amazon](#)).

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 (Available [here](#)).

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) (Available [here](#) from UConn and [here](#) from Amazon).

REFEREED CONFERENCES

Sheehan, Kim, **Ioannis Kareklas**, John Ford, 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. Michelle Nelson, 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.

Spangenberg, Eric R., **Ioannis Kareklas**, Berna Devezer, and David E. Sprott (2016), “Question-Behavior Effect Roundtable,” *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.

RESEARCH IN PROGRESS

Under review

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

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

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” (under review at the *Journal of Business Ethics*).

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

Working manuscripts

“Reexamining Health Messages in the Digital Age II: Exploring Source Credibility Effects on Social Networking Sites,” with Darrel D. Muehling and T.J. Weber (currently preparing manuscript for journal submission).

Kareklas, Ioannis, Blair T. Johnson, and Maxim Polonsky, “When Race Matters: A Meta-Analysis of Source-Recipient Racial Matching Effects in Advertising,” (currently preparing manuscript for journal submission).

Gillespie, Brian, **Ioannis Kareklas**, and Jeff Joireman, “A Meta-Analytic Synthesis of Consumers’ Cognitive, Affective, and Conative Responses to Product Placement,” (currently preparing manuscript for journal submission).

Kareklas, Ioannis, Brian Gillespie, and Robin A. Coulter, “Exploring the Hedonic and Utilitarian Dimensions of Brand Logo Shapes and Colors: A Perceptual Fluency Perspective,” (3 studies completed; currently preparing manuscript for journal submission).

“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).

RESEARCH GRANTS

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)

RESEARCH INTERESTS / AREAS OF EXPERTISE

- *Content Areas*: Advertising effectiveness; sensory perception; public policy issues related to pro-social behaviors.
- *Methodological Areas*: Research synthesis using meta-analytic techniques; implicit measures (Implicit Association Test).

TEACHING INTERESTS / AREAS OF EXPERTISE

- Consumer Behavior; Retailing; Social Marketing; Advertising.

CLASSES TAUGHT***University at Albany, State University of New York (2015-Present)***

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

BMKT 480: Retailing Management			
<i>Year</i>	<i>Semester</i>	<i>Student Evaluations</i>	<i>Students Reporting</i>
2017	Spring (Class #: 8761)	<i>In Progress</i>	<i>In Progress</i>
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>In Progress</i>	<i>In Progress</i>

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

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

SERVICE

Service to the Marketing Department/School of Business/University:

Independent Study Advisor, Undergraduate Student Wathmi Pathinisekara, Spring 2017
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
Office of Diversity and Inclusion Representative, Faculty Search Committee, Department of Marketing, *University at Albany*, 2016
Member, School of Business Strategy Task Force, 2016
Member, Waste Diversion Committee, *University at Albany*, Spring 2016-present
Member, University Branding Task Force, *University at Albany*, Spring 2016
Faculty Advisor, American Marketing Association, *University at Albany*, Fall 2015-present
Member, Faculty Search Committee, Department of Marketing, *University at Albany*, 2015
Chair, Visiting Scholars Committee, *Washington State University*, 2010-2015
Honors Thesis Advisor, Undergraduate Student Molly Paine, 2014-2015
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
Member, Brian Gillespie's Doctoral Dissertation Committee, 2011-2013
Member, Manja Zidansek's Doctoral Dissertation Committee, 2011-2013
Member, Center for Behavioral Business Research Task Force, Fall 2011
Member, Comprehensive Exam Preparation Committee, Fall 2010-Spring 2012
Guest Lecturer, Departmental Brown Bags, and Undergraduate, Master's, and Doctoral Classes, Fall 2008-present (see GUEST LECTURER on the next page for details)

Service to the Discipline:

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

GUEST LECTURER

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 2011; Spring 2012; Spring 2013; Spring 2015)

- Led discussion on the “Theory and Practice of Meta-analysis” and “How to Navigate 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 2011; Spring 2013)

- Led discussion on “Social Marketing and Public Policy.”

MKTG 565: Doctoral Seminar in Marketing (Fall 2012; Fall 2014)

- 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 to Marketing faculty and doctoral students.

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 2008; Fall 2009)

MKTG 6202: Behavioral Applications in Marketing, Doctoral Seminar (Fall 2008)

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](http://www.ioannisKareklas.com/Press) 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:

- *Fox News*, January 5, 2016, “[Turning New Year's Resolutions Into Questions Helps Them Stick](#),” by Elizabeth Newbern.
- *Huffington Post*, December 31, 2015, “[Everything You Need To Know About Making New Year's Resolutions](#),” by Carolyn Gregoire.
- *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.

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.

CONSULTING EXPERIENCE

Consultant, Albany, NY (2016)

Assisted the owners of Fox Creek Farm CSA to improve their marketing efforts and to recruit new CSA members.

Consultant, Binghamton, NY (2004)

Developed business plans with a group of colleagues for two startup companies.

PRIOR WORK EXPERIENCE

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)

PROFESSIONAL AFFILIATIONS

- Society for Consumer Psychology (SCP)
- American Academy of Advertising (AAA)
- Association for Consumer Research (ACR)
- American Marketing Association (AMA)

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

Aggregate Statistics of My Scholarly Papers on the *Social Science Research Network* (SSRN):

- Total Downloads: **2,133**
- Total Abstract Views: **11,124**

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

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

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

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

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

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