

Alexander H. Ziegler

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Curriculum Vitae

ACADEMIC POSITIONS

Assistant Professor of Marketing (July 2019 – present), W. Frank Barton School of Business,
Wichita State University

EDUCATION

- Ph.D.** **University of Kentucky**, Gatton College of Business and Economics, Lexington, KY
 Concentration: Marketing
 Degree awarded: May 2019
- M.B.A** **Virginia Tech**, R.B. Pamplin College of Business, Blacksburg, VA
 Concentration: Finance
 Degree awarded: May 2014
- B.S.** **Virginia Tech**, R.B. Pamplin College of Business, Blacksburg, VA
 Concentration: Entrepreneurship, Innovation, and Technology Management
 Degree awarded: August 2012

PUBLICATIONS

Sheehan, Daniel, David M. Hardesty, **Alexander H. Ziegler**, and Haipeng (Allan) Chen (2019),
“Consumer Reactions to Price Discounts across Online Shopping Experiences,” *Journal of
Retailing and Consumer Services*, 51 (November), 129-38.

PAPERS UNDER REVIEW

Ziegler, Alexander H., John Peloza, and Leslie H. Vincent, “Dying of Embarrassment: A Meta-
Analytic Review of Responses to Embarrassment.”
Status: Data collection, coding, and analysis complete. Studies included in the data set were
published over a 40-year timespan in multiple disciplines, and report 114 independent effects.
Invited for 3rd round review at Journal of Consumer Research.

Ziegler, Alexander H., Alexis Allen, John Peloza, and J. Ian Norris, "The Nature of Observer Embarrassment."

Status: Initial submission consisted of six experiments, including two skin conductance response ($n = 29$ and $n = 39$) and one observational experiment in a mock retail store in the behavioral lab ($n = 45$). Reconceptualization and data collection for resubmission in progress.

Reject and resubmit at Journal of Consumer Research.

WORKING PAPERS

Available upon request.

CONFERENCE PRESENTATIONS

Ziegler, Alexander H., Thomas E. DeCarlo, Michael J. Barone, and Adam W. Craig (2018), "The Power of Persuasion (Knowledge): How Power and Persuasion Knowledge Affect Suspicion," presented at CLIK Conference, Louisville, KY.

Ziegler, Alexander H. (2018), discussant: Sunaina Shrivastava, Dhananjay Nayakankuppam, Gary J Gaeth (University of Iowa), "Can't Switch Off: The Impact of an Attentional Bias on Attitudes," at the Robert Mittelstaedt Doctoral Symposium, Lincoln, NE.

Ziegler, Alexander H., John Peloza, and Leslie H. Vincent (2018), "Consumer Embarrassment: A Meta-Analytic Review of Antecedents and Outcomes," presented at the Southeast Marketing Symposium, Tuscaloosa, AL.

Ziegler, Alexander H., Alexis Allen, John Peloza, and J. Ian Norris (2017), "How Embarrassing for You (and Me): The Nature of Vicarious Embarrassment," presented at the Southeast Marketing Symposium, Lexington, KY.

Ziegler, Alexander H., Alexis Allen, and John Peloza (2016), "Observer Embarrassment: How Emotional Contagion Impacts Embarrassed Observers," Competitive paper presented at the Association for Consumer Research Conference, Berlin, Germany.

Ziegler, Alexander H., Alexis Allen, John Peloza, and Lucas Hopkins (2016), "How Embarrassing for You (and Me): The Nature of Observer Embarrassment," Working paper presented at the Winter Marketing Educators' Conference, Las Vegas, NV.

Ziegler, Alexander H., Alexis Allen, John Peloza, and Lucas Hopkins (2015), "How Embarrassing for You (and Me): The Nature of Vicarious Embarrassment," Working paper presented at the Association for Consumer Research Conference, New Orleans, LA.

Ziegler, Alexander H. (2015), “How Embarrassing for You (and Me): The Nature of Vicarious Embarrassment,” presented at the Southeast Marketing Symposium, Tallahassee, FL.

RESEARCH INTERESTS

Embarrassment and self-conscious emotions, information processing and eye tracking, behavioral pricing

SOFTWARE PROGRAMS

SPSS, Eprime, Tobii Pro Studio and Lab, AcqKnowledge, AMOS , Qualtrics, Canvas

AFFILIATIONS

American Marketing Association
 Association for Consumer Research
 Society for Consumer Psychology

TEACHING

INSTRUCTOR RATINGS*

Wichita State University

Instructor:

Consumer Behavior (Spring 2020)	
Consumer Behavior (Spring 2020)	
Consumer Behavior (Fall 2019) – 27 students	4.3/5.0
Consumer Behavior (Fall 2019) – 6 students	4.7/5.0

University of Kentucky

Instructor:

Consumer Behavior (Spring 2019) – 29 students	4.4/5.0
Consumer Behavior (Fall 2017) – 45 students	4.7/5.0
Introductory Marketing Research (Fall 2015) – 31 students	2.2/4.0

*Overall Instructor Quality

Teaching Assistant:

Marketing Strategy and Planning (instructor: Allan Chen; Spring 2018)

SERVICE

University of Kentucky Behavioral Research Lab Assistant 2014 to 2019
 Reviewer, ACR – 2015, 2016, 2017
 Reviewer, Winter AMA – 2016
 Reviewer, SCP – 2016, 2019

HONORS AND AWARDS

Academic:

AMA-Sheth Foundation Doctoral Consortium Fellow (2018)
 University of Kentucky Research Excellence Award (with Allan Chen) - \$3,000 (2018)
 UK Department of Marketing and Supply Chain Doctoral Student Teaching Award (2018)
 ACR Travel Stipend Award (2016)
 UK Department of Marketing and Supply Chain Doctoral Student Research Award (2016)
 Max Steckler Doctoral Fellowship (2015-16, 2018-19)
 Luckett Fellowship (2016-17, 2017-18)
 Gatton Doctoral Fellowship (2014-15, 2016-17, 2017-18)
 ACC Postgraduate Scholarship (2013)

Athletic:

European National Team Champion (track and field, hammer throw: 2017)
 German National Champion (hammer throw: 2015, 2016, 2017)
 NCAA Champion (hammer throw: 2011, 2012; weight throw: 2013)

DOCTORAL COURSEWORK

Marketing and Psychology Theory

Consumer Behavior I	Dr. David Hardesty
Consumer Behavior II	Dr. John Peloza
Marketing Strategy	Dr. Brian Murtha
Proseminar in Social Psychology	Dr. Richard Smith
Social Psychology – Aggression	Dr. Nathan DeWall

Methods

Marketing Research, Design and Analysis	Dr. David Hardesty (audit)
Research Methods	Dr. Stephen Borgatti
Methodology of Research	Dr. Michael Toland
Research Design & Analysis	Dr. Michael Toland
Measurement Theory and Techniques	Dr. Michael Toland
Multivariate Analysis	Dr. Patrick Yang
Structural Equation Modeling	Dr. Peggy Keller
Item Response Theory	Dr. Michael Toland
Teaching Methods	Dr. Gail Hoyt and Dr. Robert Gillette

Other Training

Tobii Eye Tracking Methodology Course (University of Kentucky 01/2017)	Wilkey Wong
PROCESS Workshop I (Mississippi State University 03/2018)	Dr. Andrew F. Hayes
PROCESS Workshop II (University of Alabama 09/2018)	Dr. Andrew F. Hayes