

# ANDREA WEBB LUANGRATH

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## EDUCATION

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Ph.D., Marketing (Minor: Psychology) University of Wisconsin – Madison, Wisconsin School of Business	December 2016
B.B.A., Marketing and International Business (Graduated with Distinction) University of Wisconsin – Madison, Wisconsin School of Business	May 2010

## ACADEMIC POSITIONS

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Associate Professor of Marketing, University of Iowa, Tippie College of Business	2022 – present
Assistant Professor of Marketing, University of Iowa, Tippie College of Business	2017 – 2022

## RESEARCH INTERESTS

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Textual paralinguistic, consumer linguistics, sensory marketing, haptics, nonverbal social influence, virtual reality and digital experiences, and psychological ownership

## JOURNAL PUBLICATIONS (\*denotes equal authorship)

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1. Krishna, Aradhna\*, **Andrea W. Luangrath\***, and Joann Peck\* (*forthcoming*), “A Review of Touch Research in Consumer Psychology,” *Journal of Consumer Psychology*.
2. **Luangrath, Andrea W.**, Yixiang Xu, and Tong Wang (2023), “Paralinguistic Classifier (PARA): An Algorithm for Automatic Coding of Paralinguistic Nonverbal Parts of Speech in Text,” *Journal of Marketing Research*, 60 (2), 388-408.
3. Peck, Joann\* and **Andrea W. Luangrath\*** (2023), “A Review and Future Avenues for Psychological Ownership in Consumer Research,” *Consumer Psychology Review*, 6 (1), 52-74.
4. Berger, Jonah, Grant Packard, Reihane Boghrati, Ming Hsu, Ashlee Humphreys, **Andrea W. Luangrath**, Sarah Moore, Gideon Nave, Christopher Olivola, and Matthew Rocklage (2022), “Marketing Insights from Text Analysis,” *Marketing Letters*, 33 (2), 1-13.
5. **Luangrath, Andrea W.**, Joann Peck, William Hedgcock, and Yixiang Xu (2022), “Observing

Product Touch: The Vicarious Haptic Effect in Digital Marketing and Virtual Reality,” *Journal of Marketing Research*, 59 (2), 306-326.

6. Peck, Joann\*, Colleen Kirk\*, **Andrea W. Luangrath\***, and Suzanne Shu\* (2021), “Caring for the Commons: Using Psychological Ownership to Enhance Consumer Stewardship of Public Goods,” *Journal of Marketing*, 85 (2), 33-49.
  - AMA and Marketing Science Institute H. Paul Root Award Finalist, 2022
  - Shelby D. Hunt and Harold H. Maynard Award Finalist, 2021
7. Hedgecock, William, **Andrea W. Luangrath**, and Raelyn Webster (2021), “Counterfactual Thinking and Facial Expressions Among Olympic Medalists: A Conceptual Replication of Medvec, Madey, and Gilovich’s (1995) Findings,” *Journal of Experimental Psychology: General*, 150 (6), e13-e21.
8. **Luangrath, Andrea W.**, Joann Peck, and Anders Gustafsson (2020), “Should I Touch the Customer? Rethinking Interpersonal Touch Effects from the Perspective of the Touch Initiator,” *Journal of Consumer Research*, 47 (4), 608-630.
9. **Luangrath, Andrea W.**, Joann Peck, and Victor A. Barger (2017), “Textual Paralanguage and its Implications for Marketing Communications,” *Journal of Consumer Psychology*, 27 (1), 98-107.
  - Society for Consumer Psychology Young Contributor Award, 2017
10. **Webb, Andrea** and Joann Peck (2015), “Individual Differences in Interpersonal Touch: On the Development, Validation, and Use of the 'Comfort with Interpersonal Touch' (CIT) Scale,” *Journal of Consumer Psychology*, 25 (1), 60-77.
11. Peck, Joann, Victor A. Barger, and **Andrea Webb** (2013), “In Search of a Surrogate for Touch: The Effect of Haptic Imagery on Perceived Ownership,” *Journal of Consumer Psychology*, 23 (2), 189-196.
  - Highly Cited Paper Award, Elsevier, 2017
  - Society for Consumer Psychology Outstanding Contribution to JCP Award 2016

## BOOK CHAPTERS

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12. Peck, Joann and **Andrea W. Luangrath** (2018), "Looking Ahead: Future Research in Psychological Ownership,” in *Psychological Ownership and Consumer Behavior*, Eds. Joann Peck and Suzanne B. Shu, Springer.

## AWARDS AND HONORS

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Marketing Science Institute (MSI) Young Scholars	2023
American Marketing Association (AMA) Sheth Doctoral Consortium, Faculty Fellow	2023

AMA/Marketing Science Institute/H. Paul Root Award Finalist, <i>Journal of Marketing</i> , for significant contribution to marketing practice with “Caring for the Commons: Using Psychological Ownership to Enhance Consumer Stewardship of Public Goods” Article	2022
Shelby D. Hunt/Harold H. Maynard Award Finalist, <i>Journal of Marketing</i> for significant contribution to marketing theory with “Caring for the Commons: Using Psychological Ownership to Enhance Consumer Stewardship of Public Goods” Article	2021
Early Career Research Award, Collegiate-level Research Award in the Tippie College of Business	2021
Cannon Scholarship for Teaching Excellence, Collegiate-level Teaching Award for Outstanding Pedagogical Contributions in the Tippie College of Business	2020
Selected for Journal of Marketing Webinar: Insights for Managers Series for “Caring for the Commons: Using Psychological Ownership to Enhance Consumer Stewardship of Public Goods”	2020
Research Excellence Grant, Tippie College of Business	2019
C.W. Park Young Contributor Award, Society for Consumer Psychology for “Textual Paralanguage and Its Implications for Marketing Communications” recognizing best refereed paper in the <i>Journal of Consumer Psychology</i> given to an early career scholar	2017
Highly Cited Paper Award from Elsevier for “In Search of a Surrogate for Touch: The Effect of Haptic Imagery on Perceived Ownership”	2017
C.W. Park Outstanding Contribution Award, Society for Consumer Psychology for “In Search of a Surrogate for Touch: The Effect of Haptic Imagery on Perceived Ownership” recognizing outstanding contribution with the best paper published in the <i>Journal of Consumer Psychology</i> in a given year/volume.	2016
Vilas Travel Award, Student Research Funding, UW-Madison Graduate	2015
Best Paper Award, Haring Symposium, Indiana University	2014
Henry C. Naiman Outstanding Graduate Student Teaching Award, Wisconsin School of Business	2014
Signe Ostby Distinguished Graduate Fellowship, Wisconsin School of Business	2014-16
Conference Travel Grant, Wisconsin School of Business	2014-16
Distinguished Teaching Award, Wisconsin School of Business	2012-13
Arthur Nielsen Marketing Scholarship, Wisconsin School of Business	2012-13
Marketing Department Scholarship, Wisconsin School of Business	2010-14

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**PEER-REVIEWED PROCEEDINGS, CONFERENCE PRESENTATIONS, AND INVITED TALKS**

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- Employing Multi-Methods in Consumer Research. *American Marketing Association (AMA) Summer, San Francisco, CA. 2023*
- Physiological Indicators of Psychological Ownership. With Bowen Ruan. *Ownership Workshop Reloaded, WU Vienna University of Business and Economics, 2023*
- On the Development of PARA: A Text Analytic Method to Detect Textual Paralanguage in Social Media Data. Work with Yixiang Xu and Tong Wang. *University of Minnesota, Research Seminar Speaker Series, 2023*
- On the Development of PARA: A Text Analytic Method to Detect Textual Paralanguage in Social Media Data. Work with Yixiang Xu and Tong Wang. *Swiss Academy of Marketing Science, Research Seminar Speaker Series, 2023*
- Vicarious Touch and Psychological Ownership. With Bill Hedgcock and Joann Peck. *Society for Consumer Psychology (SCP) Boutique Conference on "The Climate Change Challenge," 2023.*
- On the Development of PARA: A Text Analytic Method to Detect Textual Paralanguage in Social Media Data. Work with Yixiang Xu and Tong Wang. *Association for Consumer Research (ACR), 2022.*
- Psychological Ownership Session MC. *Society for Consumer Psychology (SCP), 2022*
- Facial Mimicry of Textual Paralanguage. With Bryce Pyrah. *Society for Consumer Psychology (SCP), 2022.*
- Tracking Comfort with Interpersonal Touch Over Time: The Effect of #MeToo and COVID-19 on Preferences for Touch. With Suyeon Jung and Joann Peck. *Society for Consumer Psychology (SCP), 2022.*
- How to do Automated Text Analysis. Knowledge Forum with Jonah Berger, Grant Packard, Ming Hsu, Matthew Rocklage, Ashlee Humphreys, Gideon Nave, Sarah Moore, Christopher Olivola, Michael Yeomans. *Association for Consumer Research (ACR), 2021.*
- Tracking Comfort with Interpersonal Touch Over Time: The Effect of #MeToo and COVID-19 on Preferences for Touch. With Suyeon Jung and Joann Peck. *Association for Consumer Research (ACR), 2021.*
- The Vicarious Haptic Effect in Online and Virtual Reality. Work with Joann Peck, William Hedgcock, and Yixiang Xu. *Association for Consumer Research (ACR), 2020.*
- Where Consumer Behavior Meets Language: Applying Linguistic Methods to Consumer Research. Knowledge Forum with Ann Kronrod, Grant Packard, Sarah G Moore, Jonah Berger, Jeffrey Inman, Robert Meyer, L J Shrum, Ashlee Humphreys, Nicholas Lurie, Jeff Lee. *Association for Consumer Research (ACR), 2020.*
- The Vicarious Haptic Effect in Online and Virtual Reality. Work with Joann Peck, William Hedgcock, and Yixiang Xu. *Society for Consumer Psychology (SCP), 2020.*

- Nonverbal Mimicry: The Role of Empathy in Mimicry of Textual Paralanguage. Work with Joann Peck, Victor Barger, and Abby Haynes. *Association for Consumer Research (ACR)*, 2019.
- The Vicarious Haptic Effect in Online and Virtual Reality. Work with Joann Peck, William Hedgcock, and Yixiang Xu. *Theory and Practice in Marketing (TPM)*, hosted by Columbia Business School 2019.
- Nonverbal Mimicry: The Role of Empathy in Mimicry of Textual Paralanguage. Work with Joann Peck, Victor Barger, and Abby Haynes. *Society for Consumer Psychology (SCP)*, 2019.
- Make Your Tweety Bird Tweet: Use of Textual Paralanguage in Brand and Spokescharacter Online Communications. Work with Joann Peck and Victor Barger. *Association for Consumer Research (ACR)*, 2017.
- GREAT, Umm, \*Eyeroll\*: Textual Paralanguage and Its Implications for Brand Communications. Work with Joann Peck and Victor Barger. *Association for Consumer Research (ACR)*, 2015.
- Imagining versus Experiencing Interpersonal Touch: Discrepancies in Perceptions of Touch. Work with Joann Peck and Anders Gustafsson. *Society for Consumer Psychology (SCP)*, 2015.
- Ugh, \*Eyeroll\*, Brrrrr: The Conceptualization of Textual Paralanguage in Consumer Contexts. Work with Joann Peck and Victor Barger. *Society for Consumer Psychology (SCP)*, 2014
- Do Not Touch Me...But Please Do: Customer Misjudgment of Comfort with Interpersonal Touch. Work with Joann Peck and Anders Gustafsson. *Albert Haring Symposium, University of Indiana*, 2014.
- The More You Think You Know, The More You Want to Touch: Subjective Knowledge and Haptic Exploration, *Association for Consumer Research (ACR)*, 2013.
- Comfort with Interpersonal Touch in Retail Sales Interactions. Work with Joann Peck and Anders Gustafsson, *Robert Mittelstaedt Doctoral Symposium, University of Nebraska – Lincoln*, 2013.
- Visual and Verbal Processing. Discussant. *Robert Mittelstaedt Doctoral Symposium, University of Nebraska – Lincoln*, 2012.
- That's Not What I Feel: The Effect of Haptic Imagery and Haptic Interference on Psychological Ownership and Valuation. Work with Joann Peck and Victor Barger. *Association of Consumer Research (ACR)*, 2011.
- Haptic Imagery and Haptic Interference. Work with Joann Peck and Victor Barger. *Association of Consumer Research (ACR)*, 2010.

## CONFERENCE ATTENDANCE

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MSI Young Scholars Conference, Snowbird, UT	2024
Ownership Workshop Reloaded, WU Vienna University of Business and Economics	2023
American Marketing Association (AMA) Sheth Doctoral Consortium, Faculty Fellow	2023
Society for Consumer Psychology Boutique Conference on “The Climate Change Challenge”	2023
American Marketing Association (AMA) Summer Society for Consumer Psychology	2023
Association for Consumer Research Conference	2014-16, 2018-23
Wharton’s Behavioral Insights from Text Conference, University of Pennsylvania	2010-15, 2017-22
AMA Sheth Foundation Doctoral Consortium Faculty Host	2019, 2020
Albert Haring Symposium, Indiana University	2017
Mobile Privacy Summit – Presented by FTC and CA Attorney General	2014
AMA Sheth Foundation Doctoral Consortium, University of Michigan	2013
Robert Mittelstaedt Doctoral Symposium, University of Nebraska	2013
Association of Consumer Research Doctoral Symposium	2012, 2013
	2010-15

## TEACHING

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Invited Guest Lecturer, Marketing PhD Seminar, University of Wisconsin-Madison (Wisconsin School of Business)	2023
Invited Guest Lecturer, Marketing PhD Seminar, University of Michigan (Ross School of Business)	2022
Marketing 3200: Consumer Behavior, (Undergraduate)	2017-2023
MKTG 4999: Honors Thesis in Marketing (Undergraduate)	2019, 2022
BUS 3600: Mentored Research (Undergraduate)	2018, 2022
Marketing 7825: Problems and Solutions in Behavioral Research (PhD) (Co-instructed with Bowen Ruan)	2020
MKTG 4999: Honors Thesis in Marketing (Undergraduate)	2019
Marketing 7800: Seminar in Consumer Behavior (PhD) (Co-instructed with Cathy Cole)	2018
MKT 305: Consumer Behavior (Undergraduate), Wisconsin School of Business	2015
Invited Guest Lecturer, Evening MBA Marketing Management, Wisconsin School of Business	2014
MKT 305: Consumer Behavior (Undergraduate), Wisconsin School of Business	2013
Teaching Assistant: MKT 300: Marketing Management, Wisconsin School of Business	2011-2012
Instructor: PEOPLE Program, Wisconsin School of Business, summer marketing course for underrepresented high school students	2011-2013

## STUDENT ADVISING

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Doctoral Student Advising
PhD Dissertation Committee Member, Tippie College of Business
Sarah Francisco (current)
Bryce Pyrah (current)

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Shiyun Chen (2023)  
Sunaina Shrivastava (2019)  
Young Kyu Kim (2018)

PhD Dissertation External Committee Member

K.B. Koo (University of Alberta; co-chairs Jen Argo and Sarah Moore)  
Fatemeh Dalilian (University of Iowa; department of Industrial Engineering)

PhD Research Mentoring

Michael Pecoy (current)  
Sarah Francisco (current)  
Bryce Pyrah (current)  
Yixiang Xu (current)

Undergraduate Student Advising

Anna Zinselmeier (2022)  
Julia So (2022)  
Sarah Francisco (2018)  
Abby Haynes (2018)  
Marta Bote-Gonzalez (2017)

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## SERVICE

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Director of Graduate Studies, Marketing Department, Tippie College of Business	2022-present
Marketing Department Tenure-track Faculty Recruiting Committee Chair	2022-present
Marketing Undergraduate Curriculum Committee Member, Tippie College of Business	2018-present
External Letter Writer for Promotion and Tenure	2023
Marketing Camp Committee Co-Chair, Tippie College of Business	2018-2022
Behavioral Lab Faculty Director, Tippie College of Business	2018-2022
Faculty Instructor for Summer Research Series Workshop on Behavioral Lab	2018-2022
Marketing Department Instructional-track Faculty Recruiting Committee Member	2022
Collegiate Research Committee Member, Tippie College of Business	2019-2022
Associate Dean Search Committee, Tippie College of Business	2021
Dean Search Tippie College of Business Junior Faculty Representative	2020
Marketing Department Faculty Recruiting Committee Member, Tippie College of Business	2018, 2020
Marketing Department PhD Student Recruiting Committee Member, Tippie College of Business	2018
Marketing Department Junior Faculty Representative, AACSB Accreditation	2018
AMA Sheth Doctoral Consortium Host Department, Tippie College of Business	2017
We Are Phil Campaign Committee, Tippie College of Business	2017
Trainee Reviewer, Journal of Consumer Research	2015
PhD Programs and Research Panel Member, Wisconsin School of Business	2014
Teaching Improvement Program for incoming PhD Students, Wisconsin School of Business	Chair 2014-2015 Co-Chair 2013-2014

Student Representative on PhD and Research Programs Committee, Wisconsin School of Business	2013-2014
PhD Proseminar Panel Member, Wisconsin School of Business	2013, 2014
Editorial Review Board (ERB) Member Journal of Consumer Psychology	2022-present
Journal Ad hoc Reviewer	
American Journal of Psychology	
Computers in Human Behavior	
European Journal of Marketing	
International Journal of Research in Marketing	
International Journal of Human-Computer Interaction	
Journal of Brand Management	
Journal of Business Research	
Journal of Consumer Behavior	
Journal of Consumer Psychology	
Journal of Consumer Research	
Journal of Interactive Marketing	
Journal of Marketing	
Journal of Marketing Communications	
Journal of Marketing Research	
Journal of Nonverbal Behavior	
Journal of Psychoeducational Assessment	
Journal of the Academy of Marketing Science	
Journal of the Association of Consumer Research	
Marketing Letters	
Personality and Social Psychology Bulletin	
Proceedings of the National Academy of Sciences	
Psychology and Marketing	
Conference/Other Reviewer	
American Marketing Association (Winter)	
Association for Consumer Research	
Society for Consumer Psychology	
MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition	

## **SELECTED MEDIA COVERAGE**

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SFGate, "Consumers value a product viewed online more if they see it being virtually touched"	2023
The Economist, "The Enduring Value of an Analogue Technology" by Bartleby	2022
Today in Digital Marketing, "How the Vicarious Haptic Effect Can Boost Your ROI" by Tod Maffin	2022



PlugXR, “Metaverse Shopping – A New Reality of the Retailers”	2022
Axios, “Iowa Professors Create Tool to Help Decipher Online Speak” by Linh Ta	2022
The Metaverse Insider, “Metaverse Shopping Mall: The Rise of Virtual Shopping” by Kenna Hughes-Castleberry	2022
NPR, “There's A Psychology Lesson Behind Why Olympic Bronze Medalists Are So Happy” by Vanessa Romo	2021
Fast Company, “The power of touch is no joke—even if it’s through a screen”	2021
The Conversation, “Consumers value a product viewed online more if they see it being virtually touched” by Andrea Luangrath	2021
The Gazette, “University of Iowa research finds bronze medalists happier than those with silver” by Vanessa Miller	2021
Radio Iowa, “U-I study considers why Olympic bronze medalists are so darn happy” by Matt Kelley	2021
The Conversation, “People Take Better Care of Public Places When They Feel Like They Have a Stake in Them” by Suzanne Shu	2021
Reddit Science, “Caring for the Commons” <i>Journal of Marketing</i> Caring for the Commons article received over 31,400 upvotes	2020
Marketplace, “How the pandemic is creating a “low-touch” economy” on NPR by Kimberly Adams	2020
Wisc News, University of Wisconsin – Madison, “Away with words: Emoji help brands communicate with customers” by Kari Knutson	2018
IBM Think Marketing, “Textual Paralanguage in Marketing Communications: Tips for Getting it Right” by David Pyrzenski	2017
BizEd AACSB International “The Rise of the Nonverbal in Social Media: Digital Marketers Gain Greater Savvy in Communicating Nonverbal Cues”	2017
Rewire “The Social Science Behind Emojis” by Katie Moritz	2017

## PROFESSIONAL AFFILIATIONS

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American Marketing Association  
Association for Consumer Research  
Society for Consumer Psychology