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APPOINTMENTS

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Assistant Professor, Department of Marketing 2022 – Present  
Albers School of Business & Economics, Seattle University

Teaching Assistant Professor, Department of Marketing, Seattle University 2021 – 2022

PUBLICATIONS

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Connors, Scott, and Katie Spangenberg (2024), "The Role of Psychological Distance in Enhancing Identity-Relevant Brand Awareness," Forthcoming in Journal of Advertising.

Bauer, Christoph, Katie Spangenberg, Eric R. Spangenberg, and Andreas Herrmann (2022), "Collect Them All! Increasing Product Cross-Selling Using the Incompleteness Effect," Journal of the Academy of Marketing Science, 50, 713-741.

Connors, Scott, Katie Spangenberg, Andrew Perkins and Mark Forehand (2021), "Health-Based Weight Stereotypes in Advertising: Perpetuating Unhealthy Responses Amongst Overweight Identifiers," Journal of Advertising, 50(2), 97-118.

Isaac, Mathew and Katie Spangenberg (2021) "The Perfection Premium," Social Psychological and Personality Science, 4(6), 930-937.

- Featured in

Schlosser, Ann E., Katie Spangenberg, and Kevin Jiang, "Balancing Consumers' Need to Touch Products Against Their Germaphobia: The Positive and Negative Effects of Touch Amid COVID-19." Data collection underway.

Spangenberg, Katie, Mark Forehand, Cal McAllister, and Yasemin Oktay, "Brand Archetypes," Proposal under review at Harvard Business Publishing.

Wallace, Scott G., Sokiente W. Dagogack, Katie Spangenberg, and Mark Forehand, "Temporal Comparisons, Social Comparisons, and the Pursuit of Self-Improvement," data collection underway (two studies conducted)

Isaac, Mathew, Katie Spangenberg, Nevena Koukova, and Rebecca Wang, "Platform Neglect in the Consideration and Utilization of Online Reviews," data collection underway (five studies conducted)

Sprott, David E., Eric R. Spangenberg, Katie Spangenberg, Sandor Czellar, Elizabeth Cowley, "Check Out My Swoosh: Consumer Reactions to Tattooed Brand Displays," accepted to AMA CBSig conference.

#### RESEARCH IN PROGRESS

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Lopez, Colin, Natalie Welch, and Katie Spangenberg, "Native American Mascot Name Changes: Threats to Social Identity and Influence on Future Intentions," Presented at NASSM – June 2023.

Spangenberg, Katie and Mark Forehand, "The Effect of Archetype-Based Cause-Brand Fit on Cause-Brand Alliance Success," Four studies conducted.

#### BOOK IN PROGRESS

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Co-editing a Handbook of Social Psychology and Consumer Behavior (TBD) with Eric R. Spangenberg, Edward Elgar Publishing Ltd.

#### RESEARCH PRESENTATIONS (\* PRESENTER)

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Isaac, Mathew, Katie Spangenberg, Nevena Koukova, and Rebecca Wang, "Platform Neglect in the Consideration and Utilization of Online Reviews," Association of Consumer Research, Paris, France.

Sprott, David E., Eric R. Spangenberg, \*Katie Spangenberg, Sandor Czellar, Elizabeth Cowley, "Check Out My Swoosh: Consumer Reactions to Tattooed Brand Displays," AMA CBSig 2024 Conference, Vienna, Austria.





IGNITE Mentor,