

ROSANNA K. SMITH

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ACADEMIC POSITIONS

2017 – present **Terry College of Business, University of Georgia**
Assistant Professor of Marketing

EDUCATION

2017 **Yale School of Management, Yale University**
Ph.D., Marketing, *Dissertation with Distinction*

2015 **Yale School of Management, Yale University**
M.A., M.Phil., Marketing

2010 **Yale University**
B.A., Art, *magna cum laude, Distinction in Art*

RESEARCH INTERESTS

Authenticity, Aesthetics, Beauty Work, Branding, Creativity, Diversity, Social Media, Value Construction

JOURNAL PUBLICATIONS (*equal authorship, †PhD student collaborator)

Smith, Rosanna K., Elham Yazdani, Pengyuan Wang, Saber Soleymani†, and Lan Anh N. Ton† (2022), “The Cost of Looking Natural: Why the No-Makeup Movement May Fail to Discourage Cosmetic Use,” *Journal of the Academy of Marketing Science*, 50(2), 324-337.

Han, Minju, George E. Newman, Rosanna K. Smith, and Ravi Dhar (2021), “The Curse of the Original: How and When Heritage Branding Reduces Consumer Evaluations of Enhanced Products,” *Journal of Consumer Research*, 48(4), 709-730.

Smith, Rosanna K., Michelle R. vanDellen, and Lan Anh N. Ton† (2021), “Makeup Who You Are: Self-Expression Enhances the Perceived Authenticity and Public Promotion of Beauty Work,” *Journal of Consumer Research*, 48(1), 102-122.

Chang, Edward, Erika Kirgios, and Rosanna K. Smith (2021), “Large-Scale Field Experiment Shows Null Effects of Team Diversity on Others’ Willingness to Support the Team,” *Journal of Experimental Social Psychology*, 94, 1-7.

Gershon, Rachel* and Rosanna K. Smith* (2020), “Twice-Told Tales: Self-Repetition Decreases Observer Assessments of Performer Authenticity,” *Journal of Personality and Social Psychology*, 118(2), 307-324.

Reich, Taly, Daniella Kupor, and Rosanna K. Smith (2018). “Made by Mistake: When Mistakes Increase Product Preference,” *Journal of Consumer Research*, 44(5), 1085-1103.

Newman, George E. and Rosanna K. Smith (2016), “The Need to Belong Motivates the Valuation of Authentic Objects,” *Cognition*, 156, 129-134.

Smith, Rosanna K., George E. Newman, and Ravi Dhar (2016), (Lead Article) “Closer to the Creator: Temporal Contagion Explains the Preference for Earlier Serial Numbers,” *Journal of Consumer Research*, 42(5), 653-668.

Newman, George E. and Rosanna K. Smith (2016), “Kinds of Authenticity,” *Philosophy Compass*, 11(10), 609-618.

Smith, Rosanna K. and George E. Newman (2014), “When Multiple Creators are Worse than One: Single Author Biases in the Evaluation of Art,” *Psychology of Aesthetics, Creativity and the Arts*, 8(3), 303-310.

Newman, George E., Daniel M. Bartels, and Rosanna K. Smith (2014), “Are Artworks more like People than Artifacts? Individual Concepts and their Extensions,” *Topics in Cognitive Science*, 6(4), 647-662.

BOOK CHAPTER

Newman, George E. and Rosanna K. Smith (2018), “Artworks are Evaluated as Extensions of their Creators,” Book Chapter in F. Cova and S. Réhault (Eds.), *Advances in Experimental Philosophy of Aesthetics*, Bloomsbury Publishing, 103-120.

ADDITIONAL PUBLICATIONS

Reich, Taly, Daniella Kupor, and Rosanna K. Smith (2017), “Consumers Prefer Products Created by Mistake,” *Harvard Business Review* (September 20, 2017).

MANUSCRIPTS UNDER REVIEW (†PhD student collaborator)

Ton, Lan Anh N.†, Rosanna K. Smith, and Julio Sevilla, “Symbolically Simple: How Simple Packaging Design Influences Consumable Product Valuation and Choice” *Under 2nd round review at the Journal of Marketing*

Davis, Nicole†, Rosanna K. Smith, and Julio Sevilla, “Mixed Couples vs. Mixed Attitudes: The Effects of Interracial Relationships in Marketing” *Revising for 2nd round review at the Journal of Consumer Research*

Smith, Rosanna K., Linyun W. Yang, and Adriana Samper, “The Double Bind of Beauty Work,” *Revising for 2nd round review at the Journal of Consumer Research*

SELECTED WORKS IN PROGRESS (†PhD student collaborator)

Smith, Rosanna K. and Yiyue Zhang†, “Body Size and Authenticity,” *manuscript in prep, archival data and four preregistered studies collected*

Smith, Rosanna K. (with Carolina Salge and Pengyuan Wang), “Social Media, Beauty, and AI,” *archival data collection in progress*

- Awarded UGA’s Presidential Interdisciplinary Seed Grant (\$145,054)

Smith, Rosanna K., Lan Anh N. Ton†, and Ernest Baskin, “Authenticity and Social Class,” *manuscript in prep, four preregistered studies collected*

Ton, Lan Anh N.†, Rosanna K. Smith, & Julio Sevilla, “Morality vs. Authenticity,” *manuscript in prep, archival data and three preregistered studies collected*

CHAired SYMPOSIA AND INVITED PANEL DISCUSSANT

Smith, Rosanna K. (2021), “AI, Ethics, and Aesthetics,” *Invited Panel Discussant*, Athens, GA.

Smith, Rosanna K., Michelle R. vanDellen, and Lan Anh N. Ton (2020), “Makeup Who You Are: Self-Expression Enhances the Authenticity of Beauty Work,” *Invited Panel Discussant at the Empirical Aesthetics Session, ASA 2020 Annual Meeting* (Virtual).

Gershon, Rachel and Rosanna K. Smith (2019), “Authenticity and Well-being in the Consumption of Products and Experiences,” *Chaired Symposium at the Winter American Marketing Association*, Austin, TX.

CONFERENCE PRESENTATIONS (*presenter)

Ton, Lan Anh N.* and Rosanna K. Smith (2022), “Does Removing an Unethical Founder Improve Brand Evaluations?” *Society for Consumer Psychology* (Virtual).

Davis, Nicole*, Rosanna K. Smith, and Julio Sevilla (2022), “Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes,” *Society for Consumer Psychology* (Virtual).

Smith, Rosanna K.* Michelle R. vanDellen, and Lan Anh N. Ton (2022), “Makeup Who You Are: Self-Expression Enhances the Authenticity of Beauty Work,” *Authenticity and Shared Reality Preconference, Society for Personality and Social Psychology* (Virtual).

Smith, Rosanna K.*, Lan Anh N. Ton, and Ernest Baskin (2021), “Why Wealth Taints Authenticity: The Influence of Brand Founder’s Social Class on Brand Evaluations,” *Association for Consumer Research* (Virtual).

Ton, Lan Anh N.*, Rosanna K. Smith, and Julio Sevilla (2020), “Purity Packaging: How and When Simple Packaging Designs Enhance Product Evaluations and Choice,” *Association for Consumer Research*, Paris, IDF (Virtual).

Ton, Lan Anh N.* and Rosanna K. Smith (2020), “Firing Founders that Behave Badly: Effects of Morality versus Authenticity on Brand Evaluation,” *Association for Consumer Research*, Paris, IDF (Virtual).

Babin, Jessica*, Rosanna K. Smith, and John Hulland (2020), “When Humanization Backfires: Consumer Preference for Algorithmic Product Curation,” *Academy of Marketing Science 44th Annual Conference* (Virtual).

Smith, Rosanna K.*, Michelle R. vanDellen, and Lan Anh N. Ton (2019), "Makeup Who You Are: Self-Expression Enhances the Authenticity of Beauty Work," *Association for Consumer Research*, Atlanta, GA.

Smith, Rosanna K., Minju Han*, George E. Newman, and Ravi Dhar (2019), "How Heritage Branding Can Limit Innovation," *Association for Consumer Research*, Atlanta, GA.

Smith, Rosanna K.*, Michelle R. vanDellen, and Lan Anh N. Ton (2019), "Makeup Who You Are: Self-Expression Enhances the Authenticity of Beauty Work," *ISRE Conference*, Amsterdam.

Smith, Rosanna K.*, Michelle R. vanDellen, and Lan Anh N. Ton (2019), "Makeup Who You are: Self-Expression Enhances the Authenticity of Beauty Work," *Authenticity Conference at the Emory's Goizueta Business School*, Atlanta, GA.

Smith, Rosanna K.*, Elham Yazdani, Pengyuan Wang, and Saber Soleymani (2019), "The Cost of Looking Natural: Why the 'No-Makeup Movement' Led Consumers to Buy more Beauty Products," *Georgia Research Symposium at Georgia Tech*, Atlanta, GA.

Smith, Rosanna K.*, Michelle R. vanDellen, and Lan Anh N. Ton (2019), "Makeup Who You Are: Self-Expression Enhances the Authenticity of Beauty Work," *Society of Consumer Psychology*, Savannah, GA.

Gershon, Rachel* and Rosanna K. Smith (2019), "Twice-Told Tales: Self-Repetition Decreases Observer Assessments of Performer Authenticity," *Society of Consumer Psychology*, Savannah, GA.

Gershon, Rachel and Rosanna K. Smith* (2018), "Repeat Performances Decrease Authenticity," *Association for Consumer Research*, Dallas, TX.

Gershon, Rachel and Rosanna K. Smith* (2018), "Repeat Performances Decrease Authenticity," *Authenticity Conference at Kellogg School of Management*, Evanston, IL.

Reich, Taly*, Rosanna K. Smith, and Ernest Baskin (2018), "Active Consumption: How the Architecture of the Experience Activates Consumer Engagement and Enjoyment." *Society of Consumer Psychology*, Dallas, TX.

Gershon, Rachel* and Rosanna K. Smith (2017), "Repeat Performances Decrease Authenticity," *Society for Judgment and Decision Making*, Vancouver, CA

Smith, Rosanna K.*, George E. Newman, and Ravi Dhar (2017), "Curse of the Original: When Product Enhancements Undermine Authenticity and Value." *Association of Consumer Research*, San Diego, CA.

Reich, Taly*, Daniella Kupor, and Rosanna Smith (2017), "Made by Mistake: When mistakes increase product value." *Association of Consumer Research*, San Diego, CA.

Reich, Taly, Rosanna K. Smith*, and Ernest Baskin (2017), "Active Consumption: How the Architecture of the Experience Activates Consumer Engagement and Enjoyment." *Association of Consumer Research*, San Diego, CA.

Reich, Taly*, Daniella Kupor, and Rosanna Smith (2017), "Made by Mistake: When mistakes increase product value." *Society for Consumer Psychology*, San Francisco, CA.

Smith, Rosanna K.*, George E. Newman, and Ravi Dhar, (2016), "True to the Original

Plan: When Product Additions Subtract from Value,” *Whitebox Advisors Graduate Student Conference*, New Haven, CT.

Smith, Rosanna K. and Winnie Jiang* (2016), “Passion Anxiety: The Cost of Passionate Expectations,” *Annual Meeting of the Academy of Management*, Anaheim, CA.

Smith, Rosanna K.*, George E. Newman, and Ravi Dhar, (2016), “True to the Original Plan: When Product Additions Subtract from Value,” *NYU/Columbia Doctoral Conference*, NY, NY.

Smith, Rosanna K.* and George E. Newman (2016), “The Need to Belong Motivates the Valuation of Authentic Objects,” *Society of Consumer Psychology*, St. Pete Beach, FL.

Smith, Rosanna K.* and George E. Newman (2015), “Authentic Objects as Substitutes for Human Connection,” *Society for Judgment & Decision Making*, Chicago, IL.

Reich, Taly and Rosanna K. Smith* (2015), “The Machine Mindset: How Self-Distance Enables Healthy Choice,” *Columbia/NYU Doctoral Conference*, New York, NY.

Smith, Rosanna K.*, George E. Newman, and Ravi Dhar (2014), “The Early Number Effect: The Use of Numbers as a Proxy for Distance from the Creative Origin,” *Society for Judgment & Decision Making*, Long Beach, CA.

Smith, Rosanna K.* and George E. Newman (2013), “When Multiple Creators are Worse than One: Single Author Biases in the Evaluation of Art,” *Society for Judgment & Decision Making*, Toronto, CA.

AWARDS, GRANTS, AND FELLOWSHIPS

Presidential Interdisciplinary Seed Grant (\$145,054), University of Georgia, 2021

Diversity Research and Scholarship Grant (\$7,900), University of Georgia, 2021

Pre-Seed Program for Interdisciplinary Research (\$5,000), University of Georgia, 2019

Lilly Teaching Fellowship, University of Georgia, 2019-2021

Provost International Travel Fund, University of Georgia, 2019

Outstanding Teacher Award, University of Georgia Honors Week, 2019

Provost International Travel Fund, University of Georgia, 2017

Whitebox Advisors Research Award, Yale University, 2017

Whitebox Advisors Fellow, Yale University, 2017

Science in the News Speaker, Yale University, 2016

Yale School of Management Graduate Fellowship, 2012-2017

National Institute on Drug Abuse Infographic Poster Award, 2013

Howard Lamar Prize in Film and Video, Yale University, 2010

International Summer Award, Yale University, 2009

INVITED SPEAKER

Interdisciplinary Authenticity ECR Workshop Series, (2022)

Auburn University and University of Georgia, Aesthetics and the Expanded Field, (2022)

UMKC, Bloch School of Management, Lunch & Learn Series, (2021)
 The Social Logic of the Demand and Supply of Authenticity Seminar Series, (2021)
 University of Georgia, Torrance Festival of Ideas, (2021)
 University of Utah, David Eccles School of Business, Behavioral Seminar, (2021)
 University of Chicago, Booth School of Business, Marketing Seminar (2016)
 University of Kansas School of Business, Marketing Seminar (2016)
 University of Minnesota, Carlson School of Management, Marketing Seminar (2016)
 Washington University in St. Louis, Olin School of Business, Marketing Seminar (2016)
 Kansas State University, College of Business Administration, Marketing Seminar (2016)
 University of Georgia, Terry School of Business, Marketing Seminar (2016)

POPULAR PRESS ARTICLES

SPSP's Character and Context Blog (2020), "Repeating Yourself is Viewed as Inauthentic."
Oxford University Press Blog (2017), "The Value of Mistakes."

SELECTED MEDIA MENTIONS

Chicago Booth Review, ""Natural Beauty' Isn't Effortless (or Free)"
Yale Center for Consumer Insights, "Innovation vs. Heritage: Does a Brand's Heritage Help or Hurt When Marketing New Innovations?"
Wall Street Journal, "You've Told That Story 100 Times. Please Stop."
The Atlantic, "Authenticity Just Means Faking It Well"
Scientific American, "Why We Love Dad's Old Sweater"
Vox, "The More Authors a Piece has, the Less People Like it"
Boston Globe, "The Cult of the (Solo) Creator"
New York Times, "Giving Meaning to 'Art'"
Chicago Booth Review, "Why We'll Invest in a Banksy"

PROFESSIONAL AND UNIVERSITY SERVICE

Ad Hoc Reviewer:

Journal of Consumer Research
Journal of Marketing Research
Journal of the Academy of Marketing Science
International Journal of Research in Marketing
Journal of the Association Consumer Research
Journal of Business Research

Journal of Experimental Social Psychology
Psychological Science
Organizational Behavior and Human Decision Processes
Arts and the Market

Conference Reviewing: *ACR*, 2017-present; *SCP*, 2017-present

Specialty Certificate Programs Committee, University of Georgia, 2017-present

Faculty Job Search Committee Member, University of Georgia

Fashion Merchandising Faculty Position, 2021

Marketing Consumer Behavior Faculty Position, 2018

MENTORSHIP

Dissertation Committee Member

Nicole Davis (Co-Advisor), University of Georgia, 2020-present

Lan Anh N. Ton (Chair), University of Georgia, 2018-present

Lana Waschka, University of Georgia, 2018-present

Jessica Babin, University of Georgia, 2018

Rachel Gershon, Washington University in St. Louis, 2018

CURO Undergraduate Advisor, University of Georgia

2021-2022: Drew Capuano, Angela Chavez

2020-2021: Ryan Edmisten, Savannah Maddux

2019-2020: Sydney Hau, Sonia Hundal

2018-2019: Haley Naylor

TEACHING INTERESTS

Consumer Behavior, Brand Management, Marketing Research, Digital Marketing,
 Visual Marketing, Innovation and Design Thinking

TEACHING EXPERIENCE

Instructor, Consumer Buyer Behavior, Spring 2018-present, University of Georgia

Instructor, Psychology Models of Consumer Behavior (Doctoral Seminar), expected
 Spring 2023, University of Georgia

Faculty-Mentor, Undergraduate Research, Fall 2020-present, University of Georgia

Teaching Assistant, Yale University, *Full Time and Executive MBA programs*

Consumer Behavior, 2017

The Employee Perspective, 2015-2017

Negotiations, 2014-2015

Managing Groups and Teams, 2014

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Association of Consumer Research (ACR)

Society of Consumer Psychology (SCP)