

Krissa Nakos

Ph.D. Candidate, Marketing

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EDUCATION

University of Georgia, Terry College of Business Athens, GA Ph.D., Marketing	2026 (Expected)
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University of Georgia, Terry College of Business Athens, GA Master of Marketing Research	2019
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University of Georgia, Terry College of Business Athens, GA Bachelor of Business Administration, Marketing & International Business <i>Minor in German</i>	2018
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RESEARCH INTERESTS

Consumer Behavior, Perception, Product Design, Sensory Marketing, Social Media

MANUSCRIPTS UNDER REVIEW

Nakos, Krissa, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack, “Inferences from Intensity: Color Saturation Signals Sensory Attribute Strength” (Dissertation Essay 1), *invited for 3rd round review at the Journal of Marketing*.

Nakos, Krissa, Sokiente W. Dagogo-Jack, Marcus Cunha Jr., and Dan Wasserman, “Is Synthetic Data a Reliable Marketing Resource? Examining the Accuracy of AI-Generated Digital Twins in Marketing Research,” *under 1st round review at the Journal of Marketing Research*.

Dagogo-Jack, Sokiente W., **Krissa Nakos**, and Jackie Silverman, “Projecting Pessimism: Consumers Asymmetrically Extrapolate Improving vs. Declining Trends,” *under 1st round review at the Journal of Consumer Research*.

RESEARCH IN PROGRESS

Nakos, Krissa, Sokiente W. Dagogo-Jack, and Marcus Cunha Jr., “The Arithmetic of Product Improvement: Lay Beliefs About Additive vs. Subtractive Change” (Dissertation Essay 2), preparing manuscript for submission, targeting the *Journal of Marketing Research*.

Nakos, Krissa, Sokiente W. Dagogo-Jack, and Marcus Cunha Jr., “Spheres of Influence: Exploring Popularity as a Source of Perceived Expertise” (Dissertation Essay 3), data collection in progress, targeting the *Journal of Consumer Research*.

Nakos, Krissa, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack, “Abstract vs. Concrete Scent Names: The Conflicting Roles of Certainty and Uniqueness Motives,” data collection in progress, targeting the *Journal of Consumer Research*.

Dagogo-Jack, Sokiente W., Alex Kaju, and **Krissa Nakos**, “False Selves and True Threats: Online Inauthenticity Increases Social Media Abandonment,” preparing manuscript for submission, targeting the *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS (*Presenter)

Nakos, Krissa*, Sokiente W. Dagogo-Jack, and Marcus Cunha Jr., (September 2024), “Spheres of Influence: Exploring Popularity as a Source of Perceived Expertise,” *Association for Consumer Research Conference*, Competitive Paper, Paris, France.

Nakos, Krissa*, Sokiente W. Dagogo-Jack, and Marcus Cunha Jr. (April 2024), “Beyond Knowledge: Exploring Popularity as a Source of Perceived Expertise,” *Southeast Marketing Symposium*, Baton Rouge, LA.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (March 2024), “The Vividness of Strength: Color Saturation Influences Product Potency Perceptions,” *Society for Consumer Psychology Conference*, Competitive Paper, Nashville, TN.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (February 2024), “Abstract vs. Concrete Scent Names: The Conflicting Roles of Certainty and Uniqueness Motives,” *Clemson Marketing Research Symposium*, Clemson, SC.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (October 2023), “Effects of Color Saturation on Perceived Product Performance,” *Association for Consumer Research Conference*, Competitive Paper, Seattle, WA.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (April 2023), “Effects of Color Saturation on Perceived Product Performance,” *Southeast Marketing Symposium*, Knoxville, TN.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (February 2023), “Effects of Color Saturation on Brand Prominence and Potency Perceptions,” *Clemson Marketing Research Symposium*, Clemson, SC.

Nakos, Krissa* (November 2016), “The Importance of Corruption, Cultural Similarities, and Geographic Distance in the Location of Foreign Direct Investment,” *Academy of International Business – Southeast Conference*, Tampa, FL.

TEACHING EXPERIENCE

Instructor | University of Georgia

Integrated Marketing and Brand Communication

- Spring 2025 (28 students), **Rating: 4.9/5.0***
- Spring 2025 (17 students), **Rating: 4.9/5.0***

International Marketing

- Fall 2023 (52 students), **Rating: 4.9/5.0***
- Fall 2023 (43 students), **Rating: 4.8/5.0***
- Fall 2022 (52 students), **Rating: 4.8/5.0***

*Click [here](#) for evidence of teaching effectiveness.

Teaching Assistant | University of Georgia

Principles of Marketing (online course)

- Summer 2023 (102 students), Instructor: Dr. Kimberly Grantham

Consumer Buyer Behavior (online course)

- Summer 2023 (32 students), Instructor: Dr. Candice Hollenbeck

Digital Marketing Analytics

- Spring 2022 (43 students), Instructor: Dr. Elham Yazdani

HONORS & AWARDS

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| • AMA-Sheth Foundation Doctoral Consortium Fellow | 2024 |
| • UGA Outstanding Teaching Assistant Award Winner | 2024 |
| • Georgia Impact Now (GAIN) Fellowship Recipient | 2018 - 2019 |
| • Best Undergraduate Student Research Paper Award, Academy of International Business – Southeast Conference | 2016 |

SERVICE

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| • Reviewer, Society for Consumer Psychology Annual Conference | 2025 |
| • Behavioral Lab Coordinator, Marketing Department, University of Georgia | 2023 - 2024 |

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)

SELECTED DOCTORAL COURSEWORK

Seminar Courses

Advanced Seminar in Consumer Behavior (Marcus Cunha Jr.)
Seminar in Buyer Behavior (Julio Sevilla)
Seminar in Marketing Management (Sundar Bharadwaj)

Seminar in Marketing Strategy (Son Lam)
Job Attitudes (Jessica Rodell)
Advanced Topics in Psychology: Personality (Nathan Carter)

Methodology Courses

Multivariate Statistics (John Hulland)
Marketing Models (Anindita Chakravarty)
Advanced Experimental Psychology (Drew Abney)
Applied Regression Methods in Psychology (Drew Abney)
Applied Analysis of Variance Methods (Shiyu Wang)
Econometrics for Strategic Management (Timothy Quigley)
Analysis and Interpretation of Sociological Data II (Man Kit Lei)
Introduction to Political Methodology (Joseph Ornstein)
Intermediate Political Methodology (Mollie Cohen)

EMPLOYMENT

Kantar Insights Atlanta, GA Manager, Client Leadership Team	2019
Merck & Co. Athens, GA Graduate Student Researcher	2018 - 2019
Terry College of Business University of Georgia Athens, GA Graduate Research Assistant	2018 - 2019

DISSERTATION

Essay 1

Nakos, Krissa, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack, “Inferences from Intensity: Color Saturation Signals Sensory Attribute Strength,” *invited for 3rd round review at the Journal of Marketing*.

This research examines the impact of product and package color saturation on judgments of sensory attribute strength and subsequent product preferences. Eleven studies use hypothetical and incentive-compatible experiments to demonstrate cross-modal correspondences between color saturation—a visual input—and perceptions of strength across multiple sensory modalities, including scent strength (e.g., candle scent), haptic strength (e.g., paper durability), and taste strength (e.g., tea taste). Specifically, when consumers seek products with sensory characteristics of high (low) strength, they prefer products with high- (low-) saturation colors. Illuminating the underlying mechanism, this effect occurs because consumers implicitly associate saturation with strength. Thus, consumers automatically infer the strength of sensory attributes from color saturation, and these inferences subsequently drive product preferences. Additionally, color saturation influences not only expectations of sensory strength when consumers merely see the product (e.g., online shopping) but also subjective judgments of sensory strength when consumers physically experience the product. The authors demonstrate these effects using both real and fictitious products across a variety of categories and hues and discuss the theoretical and

managerial implications. Critically, an analysis of field data shows that many major brands currently fail to apply these insights when differentiating product lines by strength.

Essay 2

Nakos, Krissa, Sokiente W. Dagogo-Jack, and Marcus Cunha Jr., “The Arithmetic of Product Improvement: Lay Beliefs About Additive vs. Subtractive Change,” preparing manuscript for submission, targeting the *Journal of Marketing Research*.

Companies typically improve products by adding or removing features, but it is unclear how consumers perceive these different changes. Eight experiments reveal a dominant lay belief that additive changes constitute greater improvement than comparable subtractive changes. Accordingly, consumers prefer products resulting from additive (vs. subtractive) change. We demonstrate this lay belief and resulting preference across multiple product categories. Furthermore, this effect occurs for changes that are integral to product performance as well as changes that are simply aesthetic. Importantly, the preference for additive (vs. subtractive) change arises even when the final products are identical. Finally, we uncover a boundary condition: consumers’ preferences reverse when they have the goal of finding a product with greater purity.

Essay 3

Nakos, Krissa, Sokiente W. Dagogo-Jack, and Marcus Cunha Jr., “Spheres of Influence: Exploring Popularity as a Source of Perceived Expertise,” data collection in progress, targeting the *Journal of Consumer Research*.

Social media influencers often post about a variety of topics, and their followers seek their advice in many domains. Consistent with the principle of social proof, the current research demonstrates that influencers’ popularity—irrespective of any formal knowledge—affects expectations that consumers will follow their advice. Reconsidering extant theory on social influence, we find that this occurs because popularity itself is considered a signal of expertise. Notably, prior research generally focuses on knowledge as the determinant of perceived expertise and also considers expertise and popularity as separate sources of social influence. Countering this prevailing viewpoint, we posit a causal relationship between popularity and expertise judgments. Six studies demonstrate that influencers’ popularity increases their perceived persuasiveness, and this is mediated by perceived expertise. Additionally, the effect of popularity on perceived persuasiveness persists even in domains that are distant from the influencer’s focal area. Finally, we find that consumers are less sensitive to influencers’ popularity when deciding for themselves versus others. Altogether, these findings reappraise dominant perspectives on social influence and offer compelling directions for future research.

REFERENCES

Marcus Cunha Jr.

Dissertation Co-Chair

Robert O. Arnold Professor of Business
Professor of Marketing
Terry College of Business
University of Georgia
cunhamv@uga.edu

John Hulland

Marketing Department Head
Nalley Distinguished Chair in Business
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Sokiente (Tari) Dagogo-Jack

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Owen Graduate School of Management
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