

Nathan Allred

Assistant Professor of Marketing
McIntire School of Commerce, University of Virginia
Phone: TBD; Email: nba4cx@virginia.edu

ACADEMIC POSITIONS

University of Virginia, McIntire School of Commerce
Assistant Professor of Marketing, 2025-present

Texas Tech University, Rawls College of Business
Assistant Professor of Marketing, 2023-2025

EDUCATION

The Pennsylvania State University, Smeal College of Business
Ph.D. Marketing (Consumer Behavior), May 2023

Brigham Young University, Marriott School of Management
Bachelor of Science in Marketing, May 2018

RESEARCH INTERESTS

Conspiracy Theories, Sustainability, Prosocial Behavior, Lay Beliefs, Emerging Markets

JOURNAL PUBLICATIONS

Allred, Nathan and Lisa Bolton (2024), "Conspiracy Beliefs and Consumption: The Role of Scientific Literacy." *Journal of Consumer Research*. Forthcoming.

SELECT RESEARCH IN PROGRESS

1. "Repair Service Signals: How OEM Repair Services Signal Unused Utility and Decrease Product Replacement," with Karen Winterich. Revising for 4th round review at the *Journal of Consumer Research*.
2. "Break Free from Plastic: A Megastudy Examining Effective Appeals to Reduce Plastic Use," with Szu-chi Huang, Gita Johar, et al. Preregistered report submitted to the *Journal of Experimental Psychology*.
3. "Crucial Conversations: Uncovering the Most Effective Conversational Techniques to Debunk Conspiracy Theories Using AI Led Interviews," with Dan Nielson and Kathleen Vohs. International field experiment underway, targeted at *Nature Human Behaviour*.

4. “Empowering Women Entrepreneurs: The Impact of Women's Empowerment Programs on Business Success in Cambodia,” with Ben Beck and Franzi Schimdt. Field experiment underway, targeted at the *Journal of Marketing*.
5. “Perceived Disadvantage and Conspiracy Beliefs: A Story of Control and Institutional Trust,” with Bryce Pryah and Tari Dagogo-Jack. Targeted at the *Journal of Consumer Research*.
6. “The Role of Motivational and Process Evidence in Conspiracy Theory Adherence,” with Bryce Pryah, Tari Dagogo-Jack, and Ada Aka. Targeted at the *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS

* denotes presenter

Beck, Ben and Nathan Allred*, “Overcoming Obstacles in Emerging Markets Research,” Special Session, Winter Conference of the American Marketing Association, Feb 2024.

Allred, Nathan* and Karen Winterich, “Repair Service Signals: How OEM Repair Services Signal Unused Utility and Decrease Product Replacement,” Special Session, Association of Consumer Research Conference, Oct 2022.

Allred, Nathan* and Karen Winterich, “Replace or Repair?: How Companies Can Signal Unused Utility and Decrease Product Replacement,” Paper Presentation, Haring Symposium, April 2022.

Allred, Nathan* and Lisa Bolton, “Aliens and Scientists: The Mitigating Role of Scientific Literacy on Conspiracy Theory Belief,” Competitive Paper, Society of Consumer Psychology Conference, March 2022.

Allred, Nathan* and Karen Winterich, “Waste Not: Paid Repair Services Decrease Product Replacement by Signaling Unused Utility,” Special Session, Association of Consumer Research Conference, Oct 2021.

Allred, Nathan* and Karen Winterich, “Repair or Replace: Consumer’s Response When Products Break,” Poster Presentation, Research to Action: The Science of Drawdown, Sep 2019.

TEACHING EXPERIENCE

Instructor

2023-2025

Course: Consumer Behavior – Undergraduate, Avg Rating 4.8/5

Course: International Marketing – Undergraduate, Avg Rating 4.8/5

2020-2022 Department of Marketing, The Pennsylvania State University
Course: Consumer Behavior – Undergraduate, Avg Rating 6.6/7

MEDIA MENTIONS

Stanford Social Innovation Review, Character & Context SPSP Blog, Penn State Smeal News, Texas Tech Rawls News

AWARDS AND HONORS

- Ossian R. Mackenzie Teaching Award Winner, 2022
- Haring Best Presenter Award, 2022
- Haring Symposium Fellow, 2022
- Paul F. Anderson Dissertation in Marketing Award, 2021
- Sustainability Research Grant (\$10,000) from the Center for the Business of Sustainability, 2020
- Smeal Small Research Grant, 2019

SERVICE

- *Reviewing and Service to Field*
 - Ad Hoc Reviewer
 - Journal of Consumer Research
 - Journal of Marketing Research
 - Journal of Consumer Psychology
 - Society of Consumer Psychology
 - Association for Consumer Research
 - Society of Consumer Psychology (SCP) Executive Committee Ph.D. Representative, 2019-2023
- *Service to Department/University*
 - Marketing Scholarships Committee (Fall 2023-2025)
 - New Student Orientation Marketing Representative (2024-2025)
 - Texas Tech Ad Team Faculty Advisor (Spring 2023-2025)

INDUSTRY EXPERIENCE

United Healthcare, Salt Lake City, UT (2018)

Goldman Sachs, Salt Lake City, UT (2017)

Claravine (Marketing web analytics firm), Orem, UT (2016-2017)