

ANDREW M. KAIKATI

Curriculum Vitae

Saint Louis University
Cook School of Business
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EDUCATION

Doctor of Philosophy, Marketing, 2010
Carlson School of Management, University of Minnesota

Master of Business Administration, 2005
Olin School of Business, Washington University in St. Louis

Honors Bachelor of Science, Marketing, 2000
Cook School of Business, Saint Louis University

ACADEMIC EMPLOYMENT

Associate Professor of Marketing, 2016 - present
Cook School of Business, Saint Louis University

Assistant Professor of Marketing, 2013 - 2016
Cook School of Business, Saint Louis University

Assistant Professor of Marketing, 2010 - 2013
Terry College of Business, University of Georgia

HONORS AND AWARDS

- John Cook School of Business Service Award, Saint Louis University, 2015.
- SLU Professor Who Inspires Excellence in the Classroom, Department of Athletics Straight-A Luncheon, Saint Louis University, 2014, 2015.
- Marketing Teacher of the Year, Alpha Kappa Psi, University of Georgia, 2012.
- Terry College Outstanding Teacher, University of Georgia, 2011.
- One of University of Georgia's Top Professors, Academic Affairs Committee of the Student Government Association at the University of Georgia, 2010.
- Fellow, AMA-Sheth Doctoral Consortium, Georgia State University, 2009.
- Carlson School of Management Dissertation Fellowship, Univ. of Minnesota, 2009.
- State Farm Companies Foundation Doctoral Dissertation Award in Business, 2009.
- Vaile Fellowship for Outstanding PhD Student Recognition, Univ. of Minnesota, 2008.
- Doctoral Fellow, Converse Symposium, University of Illinois at Urbana-Champaign, 2008.

- Henrickson Fellowship for Research Excellence, Univ. of Minnesota, Summer 2007.
- Fellow, Haring Symposium, Indiana University, 2007.
- Beta Gamma Sigma (Honorary Business Society; Top 20% of MBA Class), 2005.
- Mu Kappa Tau (Honorary Marketing Society), 2004.
- Dean's Scholarship, Washington University in St. Louis, 2003.
- Graduated Magna Cum Laude, Saint Louis University, 2000.
- Certificate in Service-Leadership, Saint Louis University, 2000.
- Ignatian Academic/Service Scholarship, Saint Louis University, 1996-2000.

PUBLICATIONS (*indicates equal contribution with order of authorship alphabetical)

Forthcoming/published articles

Kaikati, Andrew M., Carlos J. Torelli, Karen Page Winterich, and Maria A. Rodas (2017), "Conforming Conservatives: How Salient Social Identities Can Increase Donations," *Journal of Consumer Psychology*, 27 (4), 422-34.

Thompson, Scott A., Andrew M. Kaikati, and James Loveland (2017), "Do Brand Communities Benefit Objectively Inferior Products?," *Journal of Business and Industrial Marketing*, forthcoming.

Kaikati, Andrew M. (2014), "Keeping Fashion Brands in Vogue," *PsycCRITIQUES*, 59 (48).
[invited publication]

Kaikati, Andrew M. and Jack G. Kaikati (2013), "Doing Business Without Exchanging Money," *California Management Review*, 55, 46-71.

Torelli, Carlos J., Alokparna Monga, and Andrew M. Kaikati (2012), "Doing Poorly by Doing Good: Corporate Social Responsibility and Brand Concepts," *Journal of Consumer Research*, 38, 948-63.

*Hollenbeck, Candice and Andrew M. Kaikati (2012), "Consumers' Use of Brands to Reflect Their Actual and Ideal Selves on Facebook," *International Journal of Research in Marketing*, 29, 395-405.

*Cheema, Amar and Andrew M. Kaikati (2010), "The Effect of Need for Uniqueness on Word of Mouth," *Journal of Marketing Research*, 47, 553-63.

Torelli, Carlos J. and Andrew M. Kaikati (2009), "Values as Predictors of Judgments and Behaviors: The Role of Abstract and Concrete Mindsets," *Journal of Personality and Social Psychology*, 96, 231-47.

Kaikati, Jack G. and Andrew M. Kaikati (2006), "Slotting and Promotional Allowances: Red Flags in the Supply Chain," *Supply Chain Management: An International Journal*, 11, 140-47.

Kaikati, Andrew M. and Jack G. Kaikati (2004), "Stealth Marketing: How to Reach Consumers Surreptitiously," *California Management Review*, 46, 6-22. [lead article; three translations]

- Dutch: “Sluipmarketing: de heimelijke benadering van de consument,” *Holland Management Review*, 98 (November-December 2004), 48-58.
- Portuguese: “A nova e muito polemica propeganda sublimizar,” *HSM Management*, 48 (January-February 2005), 44-51.
- Spanish: “La Corriente Del Marketing Encubierto,” *Gestion*, 9, 6 (November-December 2004), 66-72.

Kaikati, Jack G. and Andrew M. Kaikati (2004), “Identity Crisis: The Dos and Don’ts of Brand Rechristening,” *Marketing Management*, 13, 45-49.

Kaikati, Jack G. and Andrew M. Kaikati (2003), “A Rose by Any Other Name: Rebranding Campaigns that Work,” *Journal of Business Strategy*, 24, 17-23.

Refereed conference proceedings

Kaikati, Andrew M., Carlos J. Torelli, and Karen Page Winterich (2014), “When the Right is Not so Rigid: Political Ideology and Charitable Giving Revisited,” *Advances in Consumer Research*, 40.

Thompson, Scott A. and Andrew M. Kaikati (2013), “Do Brand Communities Only Benefit Market Leaders?,” *American Marketing Association Proceedings*, 24.

Kaikati, Andrew M. and Michal Strahilevitz (2012), “When Consumers and Companies Do Good: Causes and Consequences,” *Advances in Consumer Research*, 39.

Cheema, Amar and Andrew M. Kaikati (2011), “Tie Strength and Need for Uniqueness Influences on Positive Word of Mouth,” *Advances in Consumer Research*, 38.

Torelli, Carlos J., Sonia Monga, and Andrew M. Kaikati (2011), “Can Luxury Brands Do Poorly By Doing Good? Brand Concepts and Responses to Socially Responsible Actions,” *Advances in Consumer Research*, 38.

Kaikati, Andrew M. (2010), “It’s a Two-Way Street: The Influence of Communicators and Recipients in Word-of-Mouth Contexts,” *Advances in Consumer Research*, 37.

Kaikati, Andrew M. (2010), “Examining Individual and Situational Drivers of Prosocial Behaviors,” *Advances in Consumer Research*, 37.

Cheema, Amar and Andrew M. Kaikati (2007), “The Effect of Need for Uniqueness on Word-of-Mouth Agency: The Moderating Roles of Product Category and Availability,” *Advances in Consumer Research*, 34, 519-521.

Book chapters and popular press publications

Ahluwalia, Rohini and Andrew M. Kaikati (2010), “Traveling the Paths to Brand Loyalty,” In *Brands & Brand Management: Contemporary Research Perspectives*, Psychology Press.

Kaikati, Andrew M. and Jack G. Kaikati (2010), “Let’s Make a Deal: The Growing Role of Barter in the Marketplace,” *Business Insight in the Wall Street Journal* (co-produced by *Sloan Management Review*), January 25.

Vohs, Kathleen D., Andrew M. Kaikati, Peter Kerkhof and Brandon J. Schmeichel (2009), "Self-Regulatory Resource Depletion: A Model for Understanding the Limited Nature of Goal Pursuit," In: G. B. Moskowitz and H. Grant (Eds.), *The Psychology of Goals*, Guilford Press.

TEACHING EXPERIENCE (Garnered department-level, college-level, and university-wide teaching accolades; see Honors and Awards section).

Cook School of Business, Saint Louis University (Courses taught 2013-present)

Instructor, Consumer Behavior (MKT 4400)

Instructor, Advertising Management (MKT 6300 – MBA Course)

Instructor, Integrated Marketing Communications (MKT 3400)

Instructor, Doing Business in Hong Kong and China (MBA 6510 – MBA Course)

Instructor, Business Foundations (BIZ 1000)

Co-Instructor, Social Media and Digital Marketing (MKT 6400 – MBA Course)

Terry College of Business, University of Georgia

Instructor, Consumer Behavior (MARK 4100), 2010 - 2013.

Carlson School of Management, University of Minnesota

Instructor, Principles of Marketing (MKTG 3001), 2008.

Teaching Assistant, Marketing Management (MBA Course), 2006.

Olin School of Business, Washington University in St. Louis

Teaching Assistant, Marketing Management (MBA Course), 2004.

ACADEMIC SERVICE

Reviewing Activity

Competitive Paper Review Board Member, ACR Conference, 2013, 2014, 2015, 2016, 2017.

Ad-hoc Reviewer: Journal of Consumer Research, Journal of Consumer Psychology, Psychological Science, Journal of Interactive Marketing, Journal of Business Research, Journal of Business Ethics, European Journal of Marketing, International Marketing Review, International Journal of Hospitality Management, Association for Consumer Research Annual Conference, Society for Consumer Psychology Annual Conference, American Marketing Association Winter Educators' Conference, American Marketing Association Summer Conference, Marketing and Public Policy Conference.

Other Service

Saint Louis University

- JCSB Cook Council, 2017-present.
- Cook School Research and Scholarship Committee, 2016-present (committee chair 2017-present).
- Cook School PhD Steering Committee, 2016-present.
- SLU Graduate Academic Affairs Committee, 2016-17.

- Full-Time MBA Program Committee, 2015-16.
- Emerson Leadership Institute Founding Steering Committee, 2015-present.
- Dissertation Committee Member for doctoral student Steven Liu, 2015-present.
- Dissertation Committee Member for doctoral student Mike Frechette, Graduated 2016.
- Promotion/Tenure/Annual Review committee, 2015.
- Represented SLU at PhD Project minority recruiting conference in Chicago, 2015.
- JCSB Graduate Board Committee, 2014-present.
- *University News* Advisory Board, 2014-2017.
- Dean Search Committee, Cook School of Business, 2014.
- Judge, Saint Louis University Graduate Research Symposium, 2014.
- Marketing Department Professional Selling Task Force, 2013-15.
- Faculty Mentor, Undergraduate Student Internship, 2013-present.
- Faculty Advisor, SLU Table Tennis Club, 2013-present.

University of Georgia

- International Business Program Committee, 2011-13.
- Marketing Department Faculty Search Committee, 2010-13.
- Advisory Committee Chair for doctoral student DJ Min, 2010-13.
- Faculty Advisor, Master in Marketing Research Program, 2010-13.
 - 2010-11 Project: Coca-Cola: My Coke Rewards.
 - 2011-12 Project: Coca-Cola: Live Positively.
 - 2012-13 Project: Coca-Cola: Sprite Zero.
- Program Mentor, UGA Young Dawgs, 2011.
- Terry 10th Annual Professional Sales Competition Referee, 2010.

University of Minnesota

- Marketing Department Ph.D. Student Research Series Coordinator, 2007-08.
- Carlson on Branding Conference Volunteer, 2006.
- Society for Consumer Psychology Conference Volunteer, St. Pete's Beach, FL, 2005.

NON-ACADEMIC WORK EXPERIENCE

- Sara Lee, Brand Management, 2004.
- Accenture, Management Consulting, 2000 – 2003.

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research
- American Marketing Association
- Society for Consumer Psychology.