

ISABELLA BUNOSSO

Fisher College of Business, The Ohio State University
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EDUCATION

Ph.D. in Business Administration, Marketing Fisher College of Business, The Ohio State University Columbus, Ohio, USA	In Progress
Ph.D. Candidacy in Business Administration, Marketing Fisher College of Business, The Ohio State University Columbus, Ohio, USA	2023
Master of Business Administration, Marketing Fisher College of Business, The Ohio State University Columbus, Ohio, USA	2023
Bachelor of Business Administration, Marketing (<i>Magna cum laude</i>) Parker College of Business, Georgia Southern University Statesboro, Georgia, USA	2019

AREAS OF EXPERTISE

Judgment and Decision Making, Political Psychology, Consumer Well-Being, Sustainability, Experiential/Material Purchases

JOURNAL PUBLICATIONS

Shin, Hyunju, **Isabella Bunosso**, and Lindsay R. Levine (2023), “The Influence of Chatbot Humor on Consumer Evaluations of Services,” *International Journal of Consumer Studies*, 47(2), 545-562.

- Top 10% of the journal’s most downloaded papers
- Citations: 77

MANUSCRIPTS UNDER REVIEW

Bunosso, Isabella, Grant E. Donnelly, and Selin A. Malkoc, “Is This Store Liberal (Un)Like Me? Consumer Response to Politicized Business Operations” Under review at the *Journal of Consumer Research*

WORKING PAPERS (DATA COLLECTION COMPLETE)

Bunosso, Isabella and Grant E. Donnelly, “Broken Promises or Honest Disclosures? Consumer Response to Firms Overpromising but Underdelivering on Environmental Goals” Writing to submit to the *Journal of Consumer Research*

SELECTED RESEARCH IN PROGRESS

Bunosso, Isabella and Grant E. Donnelly, “Caught in the Crossfire: How Social Judgment Concerns Deter Consumers from Politically Active Brands” 4 studies completed

Bunosso, Isabella and Grant E. Donnelly, “Stay in Your Lane: How Domain Expertise Shapes Consumer Response to Corporate Sociopolitical Advocacy” 3 studies completed

Malkoc, Selin A., Joseph Goodman, Jesse Walker, and **Isabella Bunosso**, “Consuming Experiences in a ‘Materialistic’ Way Reduces Happiness: Decoupling Materialism by Purchase Type and Motive” 7 studies completed

POPULAR PRESS PUBLICATIONS

Bunosso, Isabella, Grant E. Donnelly, and Selin A. Malkoc (May 27, 2022). Keeping a Business Safe without a Mask Mandate Requires a Nuanced Approach. [*Scientific American*](#).

HONORS AND AWARDS

- Doctoral Fellow, AMA-Sheth Doctoral Consortium, The Ohio State University, 2025
- Doctoral Fellow, Haring Symposium, Indiana University, 2025
- Nominee, Graduate Associate Teaching Award, The Ohio State University, 2024/25

CONFERENCE PARTICIPATION AT PEER-REVIEWED SCIENTIFIC MEETINGS

CHAired SYMPOSIA

“From Materials to Messaging: Consumer Response to Sustainability Signals and Pledges,” *Society for Consumer Psychology*, Las Vegas, NV (February 2025).

“How Political Ideology and Politicized Behaviors Influence Consumer Behavior,” *Society for Consumer Psychology*, Las Vegas, NV (February 2025).

PAPER PRESENTATIONS

Bunosso, Isabella and Grant E. Donnelly, “Green Goals, Broken Promises: How Transparency About Company Sustainability Pledges Shapes Consumer Interest”

- Society for Consumer Psychology, 2025 (Las Vegas)

Bunosso, Isabella and Grant E. Donnelly, “Caught in the Crossfire: How Social Judgment Concerns Deter Consumers from Politically Active Brands”

- Society for Consumer Psychology, 2025 (Las Vegas)

Bunosso, Isabella, Grant E. Donnelly, and Selin A. Malkoc, “Is this Store Liberal (Un)like me? Politicization of Companies in a Polarized World”

- Society for Consumer Psychology, 2024 (San Juan)

Bunosso, Isabella, Grant E. Donnelly, and Selin A. Malkoc, “Consumer Response to COVID-19 Policies in a Politically Polarized World”

- Association for Consumer Research, 2022 (Denver)
- Society for Consumer Psychology, 2022 (Virtual)

Bunosso, Isabella, Jesse Walker, Selin A. Malkoc, and Joseph Goodman, “Consuming Experiences in a ‘Materialistic’ Way Leads to Less Happiness”

- Association for Consumer Research, 2022 (Denver)

Bunosso, Isabella, Hyunju Shin, and Lindsay R. Levine (2019), “The Influence of Chatbot Humor on Consumer Evaluations of Services”

- Society for Marketing Advances, 2019 (New Orleans)

POSTER PRESENTATIONS

Malkoc, Selin A., Gabriela Tonietto, and **Isabella Bunosso**, “Putting Free-Time to Work: The Productivity of Gained Time”

- Society for Judgment and Decision Making, 2022 (Virtual)

TEACHING EXPERIENCE

Independent Instructor

Consumer Behavior (Undergraduate) 2024

Fisher College of Business, The Ohio State University

- Overall Rating: 4.92 out of 5 (*College Average was 4.54*)

Consumer Behavior (Undergraduate) 2023

Fisher College of Business, The Ohio State University

- Overall Rating: 4.91 out of 5 (*College Average was 4.39*)

Teaching Associate

Consumer Behavior (Undergraduate) 2023
Fisher College of Business, The Ohio State University

Consumer Behavior (MBA) 2023
Fisher College of Business, The Ohio State University

PROFESSIONAL SERVICE

Trainee Reviewer, *Journal of Consumer Research*

ACADEMIC AFFILIATIONS

Association for Consumer Research
American Marketing Association
Society for Consumer Psychology
Society for Judgment and Decision Making
The Ohio State University Decision Sciences Collaborative

RELEVANT WORK EXPERIENCE

Graduate Research Associate

Fisher College of Business, The Ohio State University, Columbus, Ohio
August 2021 – Present

- Coordinate and supervise experiments for the Marketing Behavioral Research Lab.
- Design and implement experimental protocol, ensure that Research Assistants and lab participants are following the protocol, and that data collection is being conducted in a way that would not reduce the confidence of the observed results.

Consumer Marketing Associate

The Taunton Press, Newtown, Connecticut
May 2019 – July 2021 (Full-Time)

- Managed revenue-generating consumer acquisition and engagement initiatives across all stages of the marketing funnel for each of the company's brands and products.

Marketing Research Assistant

Parker College of Business, Georgia Southern University, Statesboro, Georgia
April – December 2019 (Part-Time as my Undergraduate Capstone Work)

- Assisted several research projects including coding and analyzing behavioral experiments.
- Led collaboration between the university's Office of Communications and Marketing and the College of Business, using findings from marketing research to inform the University's marketing strategies, such as rebranding University logos.

Digital Brand Coordinator

The Taunton Press, Newtown, Connecticut

May – August 2018; May – August 2017 (Full-Time as a College Summer Intern)

- Systematized the brand's digital asset development by strategically evaluating user experience and asset performance data. Created and distributed digital assets that optimized consumer engagement.