

Stephanie L. Flout

Fisher College of Business, Department of Marketing & Logistics
2100 Neil Avenue, 506A Fisher Hall, Columbus, OH 43210

flout.1@buckeyemail.osu.edu | Tel: +1(502) 939-3330 | [Personal Website](#)

EDUCATION

Ph.D., Marketing, Fisher College of Business, The Ohio State University
Columbus, OH, 2025 (Expected)

M.B.A., Carl H. Lindner College of Business, University of Cincinnati
Cincinnati, OH, 2020

M.A. in Arts Administration, College-Conservatory of Music, University of Cincinnati
Cincinnati, OH, 2020

B.A. in Political Science, *cum laude*, College of Arts and Sciences, University of Kentucky
Lexington, KY, 2018

B.A. in Foreign Language (French) and International Economics, *cum laude*, College of Arts and
Sciences, University of Kentucky
Lexington, KY, 2018

RESEARCH INTERESTS

Aesthetics

Consumer Inference

Artificial Intelligence (AI)

Person Perception

WORKING PAPERS

Flout, Stephanie L., Xiaoyan Deng, Yunhui Huang, and Qiang Hong “Minimally Indulgent: How
Consumer Minimalism Signals High Self-Control,” under review at the *Journal of Consumer
Psychology*

RESEARCH IN PROGRESS

The following list represents select projects currently at the data collection phase.

Flout, Stephanie L. and Donald R. Gaffney “The TikTok Paradox”

Gaffney, Donald R., Bryan Buechner, **Stephanie L. Flout**, Frank R. Kardes, “Artificial Intelligence and Decision-Sidestepping”

Flout, Stephanie L. and Donald R. Gaffney “When Anthropomorphism Fails: The Dehumanization of AI Agents”

Flout, Stephanie L., Xiaoyan Deng, and Yunhui Huang “Minimalism and Experiential Consumption”

Flout, Stephanie L. and Xiaoyan Deng, “App Usage Frequency as Influenced by App Icon vs. Brand Logo Design”

Sittenauer, Emma, Donald R. Gaffney, Liang Shen, **Stephanie L. Flout**, Frank R. Kardes, “Novel Moderators of the Reception and Detection of Pseudo-Profound Bullshit”

DISSERTATION ---

Dissertation Title: Minimally Indulgent: How Consumer Minimalism Signals High Self-Control

Chair: Xiaoyan Deng

Committee Members: Grant E. Donnelly, Donald R. Gaffney, Yunhui Huang, Ben Tepper

Proposal Defense: May 2, 2025

Minimalism is a rising consumption trend. However, there remains limited research on consumer minimalism as well as its implications for consumers, marketers, and policymakers. The current research proposes and shows that minimalist consumers are perceived by others to excel in their self-control abilities, as reflected in making healthier eating and lifestyle choices and being good at self-control in general. Because a minimalist lifestyle necessitates little indulgent consumption and consistent denial of small consumption rewards, people infer that minimalist consumers tend to avoid indulgent consumption, which in turn leads to the perception of minimalist consumers being high on self-control. This work contributes to the literature on self-control by expanding the scope of self-control to include minimalism as an antecedent of inferences of high self-control. Additionally, this work contributes to the understanding of consumer inference-making by demonstrating that minimalism as a consumption style can affect the inferences of self-control. Finally, this research provides implications for consumers, marketers, and policymakers. This work finds that adopting a minimalist lifestyle will lead others to perceive one as less indulgent and, therefore, as having high self-control. Consumers interested in signaling to others their ability to exert self-control might consider adopting a minimalist aesthetic.

HONORS AND AWARDS ---

Doctoral Fellow, AMA-Sheth Doctoral Consortium, University of Manchester, 2024

Doctoral Fellow (Presenter) Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska-Lincoln, 2024

CONFERENCE PRESENTATIONS (*denotes presenter) _____

Flout, Stephanie L.*, Xiaoyan Deng, and Yunhui Huang (2024) “Minimally Indulgent: How Consumer Minimalism Signals High Self-Control”, Mittelstaedt & Gentry Doctoral Symposium, Lincoln, Nebraska

Flout, Stephanie L., Xiaoyan Deng, and Yunhui Huang* (2023) “Minimally Indulgent: How Consumer Minimalism Signals High Self-Control”, *Society for Consumer Psychology*, San Juan, Puerto Rico.

Flout, Stephanie L.*, Xiaoyan Deng, and Yunhui Huang (2022) “Minimally Indulgent: How Consumer Minimalism Signals High Self-Control”, *Association for Consumer Research*, Denver, Colorado (*poster*).

Neybert, Emma*, Donald R Gaffney, Liang Shen, **Stephanie L. Flout**, Maxwell Richards, Frank Kardes, Sarah Elizabeth Perry, Zoey Phelps (2020), “Novel Moderators of the Reception and Detection of Pseudo-Profound Bullshit”, *The Society for Judgment and Decision Making*, Virtual, [PDF](#).

TEACHING INTERESTS _____

Consumer Behavior, Social Media and Digital Marketing, International Marketing

TEACHING EXPERIENCE _____

Instructor, Consumer Behavior (BUSML 4201), Fisher College of Business, (Undergraduate), Summer 2022, 25 students, in-person, Instructor Evaluation: 4.78/5 (University Mean: 4.49).

RELEVANT COURSEWORK _____

Marketing

Attitudes and Persuasion Seminar
Consumer Behavior Seminar I
Consumer Behavior Seminar II- JDM
Marketing Models Seminar

Joshua J. Clarkson¹
Rebecca Walker Reczek
Selin A. Malkoc
Alice Li and Dong Soo Kim

Psychology

The Social Self
Social Motivation

Jennifer Crocker
Lisa (Libby) Kuhns

¹ University of Cincinnati, Fall 2019

Principles of Social Psychology
Attitudes and Persuasion
Social Cognition

Dylan D. Wagner
Richard E. Petty
Russel Fazio

Research and Quantitative Methods

Research Methods in Consumer Psychology
Advanced Experimental Design
Research Methods in Social Psychology
Statistical Methods in Psychology I
Statistical Methods in Psychology II

Frank R. Kardes²
Ryan Rahinel³
Richard E. Petty
Andrew Hayes
Theodore P. Beauchaine

ACADEMIC AFFILIATIONS _____

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
The Ohio State University Decision Sciences Collaborative
American Marketing Association (AMA)
Lindner Graduate Student Government Association (2019-2020)

SELECT WORK EXPERIENCE _____

Lab Manager, University of Cincinnati Consumer and Market Insights Lab, Jan. 2019 – May 2020
Marketing Consultant, Footlighters, Inc., Sept. 2019 – May 2020
Marketing Intern, Cincinnati Opera, May – Aug. 2019
Audience Engagement Intern (Marketing), Cincinnati Symphony Orchestra, Sept. 2018 – May 2019
Development Assistant, Lexington Public Library Foundation, Jan. 2018 – Aug. 2018
Marketing Intern, Louisville Orchestra, Jun. 2017 – Dec. 2017

² University of Cincinnati, Fall 2019

³ University of Cincinnati, Spring 2020

REFERENCES

Xiaoyan Deng

Associate Professor of Marketing
Fisher College of Business
The Ohio State University
Deng.84@osu.edu

Grant E. Donnelly

Assistant Professor of Marketing
Fisher College of Business
The Ohio State University
donnelly.177@osu.edu

Yunhui Huang

Assistant Professor of Marketing
School of Business
Hong Kong Baptist University
yunhuihuang@hkbu.edu.hk

Donald R. Gaffney

Adjunct Professor of Management
Owen Graduate School of Management
Vanderbilt University
Donald.R.Gaffney@Vanderbilt.edu