

**Cory Haltman**  
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Department of Marketing & Logistics  
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## EDUCATION

Ph.D., Marketing The Ohio State University	2020-2025 (expected)
B.S., Business Administration (Marketing) B.A., Psychology Stony Brook University, <i>Summa cum laude</i>	2014-2018

## RESEARCH INTERESTS

Psychological response to marketing communications and promotions, political ideology as a driver of consumer behavior, and consumer welfare

## MANUSCRIPTS IN THE REVIEW PROCESS

**Haltman, Cory**, Grant E. Donnelly, and Rebecca Walker Reczek, “I Liked it Before it Was Cool: When and Why Consumers Signal Early Adoption of Popular Products,” revising for third-round review at the *Journal of Marketing*.

- Best Paper Award, Haring Symposium, Indiana University, 2023
- First Place, Edward F. Hayes Graduate Research Forum, The Ohio State University, 2024

**Haltman, Cory**, Jianna Jin, Grant E. Donnelly, and Rebecca Walker Reczek, “Equity or Immorality? How Political Ideology Shapes Consumer Response to Historically Underrepresented Identities in Marketing Communications,” revising for third-round review at the *Journal of Consumer Research*.

- Honorable Mention, Brenda M. Derby Memorial Award for best student paper, Marketing and Public Policy Conference, 2024

**Haltman, Cory**, Atar Herziger, Grant E. Donnelly, and Rebecca Walker Reczek, “Better Late than Never? Gift Givers Overestimate Relationship Harm from Late Gifts,” revising for second-round review at the *Journal of Consumer Psychology*.

Walker, Jesse and **Cory Haltman**, “Counter Projections of Political Orientation onto Elites Reduces Satisfaction with Democracy,” under review at *Nature Human Behavior*.

## RESEARCH IN PROGRESS

**Haltman, Cory**, Rebecca Walker Reczek, and Cait Lambertson, “Awareness of Having Been Nudged Triggers Oppositional Shifts in Self-Perceptions,” in preparation for submission to the *Journal of Consumer Research*.

- Brenda M. Derby Memorial Award for best student paper, Marketing and Public Policy Conference, 2022

**Haltman, Cory** and John P. Costello, “Blind Versus Constructive Patriotism: When and Why Pride for One’s Country Drives Divergent Consumer Response,” in preparation for submission to the *Journal of Marketing Research*

**Haltman, Cory** and Jesse Walker, “Political Ideology Leads to Divergent Perceptions of the Fairness of Organizational Equity Initiatives,” Data collection in progress.

Mukhopadhyay, Indeesh, **Cory Haltman**, and Rebecca Walker Reczek, “The Book for People who Hate Reading: Using Atypical Category Appeals to Increase Virtuous Consumption,” Data collection in progress.

## DISSERTATION

**Title:** Two Essays on the Use of Numerical Minority Appeals in Marketing Communications

**Co-Chairs:** Rebecca Walker Reczek and Grant E. Donnelly

**Committee Members:** Cait Lambertson, Selin A. Malkoc, Jesse Walker

**Proposal Defense:** May 16, 2024

**First Essay:** I Liked it Before it Was Cool: When and Why Consumers Signal Early Adoption of Popular Products

Seven studies demonstrate that early (vs. majority) adopters of popular products are more likely to spread word of mouth about the product when doing so allows them to communicate their adoption timing. I find that this tendency stems from both optimal distinctiveness motives (i.e., a desire to differentiate oneself from other consumers who adopted the product later) and impression management motives (i.e., a desire to make a positive impression on others). As such, early adoption signaling is reduced when early adopters believe their use of a specific product will send a negative signal, thus mitigating the positive impression they would otherwise expect to achieve by signaling their adoption timing. Finally, I explore two downstream consequences of early adoption signaling. First, word of mouth that includes reference to early adoption is more effective at encouraging product adoption by non-adopters than word of mouth without an early adoption signal. Second, consumers are miscalibrated in their beliefs about the benefits of early adoption signaling, which does not confer the impression management benefits they expect. Practically, this work suggests that providing early adopters with readily sharable information about adoption timing can be an effective strategy for driving persuasive word of mouth about popular products.

## **Second Essay: Equity or Immorality? How Political Ideology Shapes Consumer Response to Historically Underrepresented Identities in Marketing Communications**

Nine studies demonstrate that consumer response to historically underrepresented identities (HUIs) in marketing communications is determined by consumers' political ideology and how the HUI is perceived along two dimensions: agency and normativity with respect to bodily purity norms in the U.S. I thus develop a typology of HUIs to predict consumers' response to their depiction as a function of political ideology. I find that relative to non-HUI appeals, liberals respond positively to all HUIs due to the belief that the firm is choosing to depict the HUI to represent American demographics more equitably. Conservatives, however, respond negatively to HUIs when the identity is perceived as agentic and non-normative with respect to descriptive bodily purity norms (e.g., a transgender model), because the depiction of these identities evoke moral outrage. Finally, I demonstrate two practically relevant boundary conditions for the proposed effects: First, conservatives' negative response to HUIs that evoke moral outrage is mitigated when the HUI is depicted as a numerical minority in a given campaign. Second, liberals' positive response to HUIs is eliminated if they perceive a lack of true commitment to equitable representation from the firm (e.g., a firm removes an ad featuring an HUI following backlash).

## **HONORS AND AWARDS**

- Honorable Mention, Brenda M. Derby Memorial Award for best student paper, Marketing and Public Policy Conference, Washington, D.C., 2024
- Winner, Fisher Excellence in Ph.D. Student Teaching Award, Fisher College of Business, The Ohio State University, 2024
- Nominee, Outstanding Undergraduate Instructor Award, Fisher College of Business, The Ohio State University, 2024
- Doctoral Fellow, Mittelstaedt Symposium, University of Nebraska-Lincoln, 2024
- First Place, Edward F. Hayes Graduate Research Forum, The Ohio State University, 2024
- Doctoral Fellow, AMA-Sheth Doctoral Consortium, Oslo, Norway, 2023
- The Ohio State University Decision Science Collaborative Research Grant Recipient (\$3,000), 2023
- Best Paper Award, Haring Symposium, Indiana University, 2023
- Doctoral Fellow, Haring Symposium, Indiana University, 2023
- Selected Student Presenter, Annual Decision Science Collaborative Spring Research Forum, The Ohio State University, 2023
- Brenda M. Derby Memorial Award for best student paper at the Marketing and Public Policy Conference, Austin, Texas, 2022
- Association for Consumer Research TCR Grant Recipient (\$1,500), 2021

**CONFERENCE PRESENTATIONS** (\*denotes presenter)

**Haltman, Cory\***, Jianna Jin, Grant E. Donnelly, and Rebecca Walker Reczek, “Equity or Immorality? How Political Ideology Shapes Consumer Response to Historically Underrepresented Identities in Marketing Communications,” Paper presented at the 2024 Marketing and Public Policy Conference, Washington, D.C.

**Haltman, Cory\***, Jianna Jin, Grant E. Donnelly, and Rebecca Walker Reczek, “Equity or Immorality? How Political Ideology Shapes Consumer Response to Historically Underrepresented Identities in Marketing Communications,” Paper presented at the 2024 Society for Consumer Psychology Conference, Nashville, Tennessee.

**Haltman, Cory\***, Grant E. Donnelly, and Rebecca Walker Reczek, “I Liked it Before it was Cool: How Firms Can Leverage Adoption Timing to Encourage Word of Mouth,” Paper presented at the 2023 Association for Consumer Research Conference, Seattle, Washington.

Walker, Jesse and **Cory Haltman\***, “Counter Projections of Political Orientation onto Elites Reduces Satisfaction with Democracy,” Paper presented at the 2023 Association for Consumer Research Conference, Seattle, Washington.

**Haltman, Cory\***, Grant E. Donnelly, and Rebecca Walker Reczek, “I Liked it Before it was Cool: How Firms Can Leverage Adoption Timing to Encourage Word of Mouth,” Paper presented at the 2023 CLIK Conference at the University of Louisville, Louisville, Kentucky.

**Haltman, Cory\***, Grant E. Donnelly, and Rebecca Walker Reczek, “I Liked it Before it was Cool: How Firms Can Leverage Adoption Timing to Encourage Word of Mouth,” Paper presented at the 2023 Haring Symposium at Indiana University, Bloomington, Indiana.

**Haltman, Cory\***, Grant E. Donnelly, and Rebecca Walker Reczek, “I Liked it Before it was Cool: How Firms Can Leverage Adoption Timing to Encourage Word of Mouth,” Poster presented at the 2023 Decision Science Collaborative Spring Research Forum at The Ohio State University, Columbus, Ohio.

**Haltman, Cory\***, Grant E. Donnelly, and Rebecca Walker Reczek, “I Liked it Before it was Cool: How Firms Can Leverage Adoption Timing to Encourage Word of Mouth,” Paper presented at the 2023 Society for Consumer Psychology Research Conference, San Juan, Puerto Rico.

**Haltman, Cory\***, Rebecca Walker Reczek, and Cait Lamberton, “It’s Not Me, It’s You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perception,” Paper presented at the 2022 Association for Consumer Research Conference, Denver, Colorado.

**Haltman, Cory\***, Rebecca Walker Reczek, and Cait Lamberton, “It’s Not Me, It’s You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perception,” Paper presented at the 2022 Marketing and Public Policy Conference, Austin, Texas.

**Haltman, Cory\***, Grant E. Donnelly, and Rebecca Walker Reczek, “The Potential Pitfalls of Firms Communicating Philanthropic CSR on Social Media,” Paper presented at the 2022 Society for Consumer Psychology Conference, Virtual.

**Haltman, Cory\***, Rebecca Walker Reczek, and Cait Lamberton, “It’s Not Me, It’s You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perception,” Poster presented at the 2022 Society for Consumer Psychology Conference, Virtual.

**Haltman, Cory\***, Rebecca Walker Reczek, and Cait Lamberton, “It’s Not Me, It’s You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perception,” Poster presented at the 2021 Society for Judgment and Decision Making Conference, Virtual.

**Haltman, Cory\***, Rebecca Walker Reczek, and Cait Lamberton, “It’s Not Me, It’s You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perception,” Poster presented at the 2021 Association for Consumer Research Conference, 2021, Virtual.

## TEACHING INTERESTS

Consumer Behavior, Brand Management, Advertising and Promotion, Principles of Marketing, Retailing, Marketing Research, Digital Marketing

## TEACHING EXPERIENCE

*Marketing Research (undergraduate), Fisher College of Business, The Ohio State University*  
Summer 2023: Overall Rating, 4.95 out of 5 (college average, 4.39 out of 5)  
Summer 2022: Overall Rating, 4.95 out of 5 (college average, 4.50 out of 5)

## PROFESSIONAL SERVICE

Trainee Reviewer, *Journal of Consumer Research*  
Reviewer, Association for Consumer Research Conference Submissions  
Reviewer, Society for Consumer Psychology Conference Submissions  
Reviewer, AMA-CBSIG Conference Submissions

## ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)  
American Marketing Association (AMA)  
Society for Consumer Psychology (SCP)  
The Ohio State University Decision Sciences Collaborative

## INDUSTRY EXPERIENCE

*NPD Group, Port Washington, NY*

Research Scientist 2018-2020

- Maintained syndicated and custom databases for mobile phone, houseware, and toy industry trackers, as well as conducted segmented market trend analyses.
- Led monthly stakeholder meetings to update firms on trends related to ecommerce vs. brick-and-mortar sales share as well as category-specific shifts in market share.

## RELEVANT COURSEWORK

### Marketing

Consumer Behavior Seminar I  
Consumer Behavior Seminar II-JDM  
Marketing Models

Rebecca Walker Reczek  
Selin Malkoc  
Alice Li, Dong Soo Kim

### Psychology

Principles of Social Psychology  
Social Motivation  
Attitudes and Persuasion  
Social Cognition  
Decision Psychology  
The Social Self

Dylan Wagner  
Lisa Libby  
Richard Petty  
Russell Fazio  
Duane Wegener  
Jennifer Crocker

### Methods

Statistical Methods in Psychology I  
Statistical Methods in Psychology II  
Research Methods in Social Psychology  
Intro to Mediation and Moderation  
Mediation and Moderation Analysis  
Causal Inference

Andrew Hayes  
Theodore Beauchaine  
Richard Petty  
Andrew Hayes  
Jolynn Pek  
Dan Schley

## REFERENCES

**Rebecca Walker Reczek**

*Berry Chair of New Technologies in  
Marketing, Professor of Marketing*  
Fisher College of Business  
The Ohio State University  
614-961-8987  
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