

Alexander H. Ziegler

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Curriculum Vitae

ACADEMIC POSITIONS

Assistant Professor of Marketing (July 2019 – present), W. Frank Barton School of Business,
Wichita State University

EDUCATION

- Ph.D.** **University of Kentucky**, Gatton College of Business and Economics, Lexington, KY
Concentration: Marketing
Degree awarded: May 2019
- M.B.A** **Virginia Tech**, R.B. Pamplin College of Business, Blacksburg, VA
Concentration: Finance
Degree awarded: May 2014
- B.S.** **Virginia Tech**, R.B. Pamplin College of Business, Blacksburg, VA
Concentration: Entrepreneurship, Innovation, and Technology Management
Degree awarded: August 2012

PUBLICATIONS

Sheehan, Daniel, David M. Hardesty, **Alexander H. Ziegler**, and Haipeng (Allan) Chen (2019),
“Consumer Reactions to Price Discounts across Online Shopping Experiences,” *Journal of
Retailing and Consumer Services*, 51 (November), 129-38.

PAPERS UNDER REVIEW

Ziegler, Alexander H., John Peloza, and Leslie H. Vincent, “Dying of Embarrassment: A Meta-
Analytic Review of Responses to Embarrassment.”
Status: Data collection, coding, and analysis complete. Studies included in the data set were
published over a 40-year timespan in multiple disciplines, and report 114 independent effects.
Invited for 3rd round review at Journal of Consumer Research.

Ziegler, Alexander H., Alexis Allen, John Peloza, and J. Ian Norris, “The Nature of Observer Embarrassment.”

Status: Initial submission consisted of six experiments, including two skin conductance response ($n = 29$ and $n = 39$) and one observational experiment in a mock retail store in the behavioral lab ($n = 45$). Reconceptualization and data collection for resubmission in progress.

Reject and resubmit at Journal of Consumer Research.

WORKING PAPERS

Available upon request.

CONFERENCE PRESENTATIONS

Ziegler, Alexander H., Thomas E. DeCarlo, Michael J. Barone, and Adam W. Craig (2018), “The Power of Persuasion (Knowledge): How Power and Persuasion Knowledge Affect Suspicion,” presented at CLIK Conference, Louisville, KY.

Ziegler, Alexander H. (2018), discussant: Sunaina Shrivastava, Dhananjay Nayakankuppam, Gary J Gaeth (University of Iowa), “Can’t Switch Off: The Impact of an Attentional Bias on Attitudes,” at the Robert Mittelstaedt Doctoral Symposium, Lincoln, NE.

Ziegler, Alexander H., John Peloza, and Leslie H. Vincent (2018), “Consumer Embarrassment: A Meta-Analytic Review of Antecedents and Outcomes,” presented at the Southeast Marketing Symposium, Tuscaloosa, AL.

Ziegler, Alexander H., Alexis Allen, John Peloza, and J. Ian Norris (2017), “How Embarrassing for You (and Me): The Nature of Vicarious Embarrassment,” presented at the Southeast Marketing Symposium, Lexington, KY.

Ziegler, Alexander H., Alexis Allen, and John Peloza (2016), “Observer Embarrassment: How Emotional Contagion Impacts Embarrassed Observers,” Competitive paper presented at the Association for Consumer Research Conference, Berlin, Germany.

Ziegler, Alexander H., Alexis Allen, John Peloza, and Lucas Hopkins (2016), “How Embarrassing for You (and Me): The Nature of Observer Embarrassment,” Working paper presented at the Winter Marketing Educators' Conference, Las Vegas, NV.

Ziegler, Alexander H., Alexis Allen, John Peloza, and Lucas Hopkins (2015), “How Embarrassing for You (and Me): The Nature of Vicarious Embarrassment,” Working paper presented at the Association for Consumer Research Conference, New Orleans, LA.

Ziegler, Alexander H. (2015), “How Embarrassing for You (and Me): The Nature of Vicarious Embarrassment,” presented at the Southeast Marketing Symposium, Tallahassee, FL.

RESEARCH INTERESTS

Embarrassment and self-conscious emotions, information processing and eye tracking, behavioral pricing

SOFTWARE PROGRAMS

SPSS, Eprime, Tobii Pro Studio and Lab, AcqKnowledge, AMOS , Qualtrics, Canvas

AFFILIATIONS

American Marketing Association
 Association for Consumer Research
 Society for Consumer Psychology

TEACHING

INSTRUCTOR RATINGS*

Wichita State University

Instructor:

Consumer Behavior (Spring 2020)	
Consumer Behavior (Spring 2020)	
Consumer Behavior (Fall 2019) – 27 students	4.3/5.0
Consumer Behavior (Fall 2019) – 6 students	4.7/5.0

University of Kentucky

Instructor:

Consumer Behavior (Spring 2019) – 29 students	4.4/5.0
Consumer Behavior (Fall 2017) – 45 students	4.7/5.0
Introductory Marketing Research (Fall 2015) – 31 students	2.2/4.0

*Overall Instructor Quality

Teaching Assistant:

Marketing Strategy and Planning (instructor: Allan Chen; Spring 2018)

SERVICE

University of Kentucky Behavioral Research Lab Assistant 2014 to 2019
 Reviewer, ACR – 2015, 2016, 2017
 Reviewer, Winter AMA – 2016
 Reviewer, SCP – 2016, 2019

