

JENNIFER K. D'ANGELO

CONTACT INFORMATION

Neeley School of Business
TCU Box 298530, Fort Worth, TX 76129

jennifer.dangelo@tcu.edu

CURRENT POSITION

Assistant Professor of Marketing
Texas Christian University, Neeley School of Business

2020 – Present
(Maternity Leave, 2023)

EDUCATION

Ph.D. Business Administration, Marketing
Marshall School of Business, University of Southern California

2020

B.S. Business Administration, Concentration: Marketing
Marshall School of Business, University of Southern California (with Honors)

2013

RESEARCH INTERESTS

Product Design, Uniqueness, Customization, Consumer Identity

PUBLICATIONS

1. Jennifer K. D'Angelo, Lea Dunn, and Francesca Valsesia (2025), "Is This for Me? Differential Responses to Skin Tone Inclusivity Initiatives by Underrepresented Consumers and Represented Consumers," *Journal of Marketing*, 89 (2), 25 – 42.
2. Jennifer K. D'Angelo and Gretchen Ross (2025), "The Model-Sizing Dilemma: The Use of Varied Female Model Sizes Helps the Impressions of Brand Values but Hurts Shopping Ease," *Journal of Consumer Psychology*, 35 (3), 475 – 483.
3. Jennifer K. D'Angelo and Francesca Valsesia (2023), "You Should Try These Together: Combinatory Recommendations Signal Expertise and Improve Product Attitudes," *Journal of Marketing Research*, 60 (1), 155 – 169.
4. Jennifer K. D'Angelo, Kristin Diehl, and Lisa A. Cavanaugh (2019), "Lead by Example? Custom-Made Examples Created by Close Others Lead Consumers to Make Dissimilar Choices," *Journal of Consumer Research*, 46 (4), 750 – 773.

BOOK CHAPTERS

1. Francesca Valsesia and Jennifer K. D'Angelo (2026), "Impression Management in the Digital Age," *Handbook of Social Psychology and Consumer Behavior*, Eds. Eric R. Spangenberg and Katie Spangenberg, Elgar Publishing.

MANUSCRIPTS UNDER REVIEW

Sylvia Chang, Jennifer D'Angelo, and Francesca Valsesia, "A Rough Second Act: Consumers' Wear Tolerance for Recycled-Material Products," under 2nd round review at *Journal of Consumer Research*.

Jennifer D'Angelo, Gretchen Ross, and Lidan Xu, "What You Sell Versus What You Show: How Functional and Symbolic Cues of Inclusivity Impact Brand Evaluations," invited revision at *Journal of Consumer Research*.

Jennifer D'Angelo and Francesca Valsesia, "High Chairs, Playgrounds, and Dino Nuggets: How Kid-Friendly Cues Shape Quality Perceptions," under review at *Journal of Marketing*.

WORKING PAPERS

"The Mystery Behind the Missing Product: How (Lack of) Pruning Disclosure Affects Brand Outcomes," with Byung Cheol Lee. Working Paper.

"That's My Bad: Customization Buffers Post-Purchase Loyalty Following Negative Outcomes," with Lidan Xu, Darren Dahl, and Franziska Krause. Working Paper.

"Exploring Identity Signals Through Emoji Use" with Francesca Valsesia, Verena Schoenmueller, and Davide Proserpio. Working Paper.

"One for All? Preferences for Universal Versus Differentiated Product Line Extensions," with Autumn Jilek, Olamide Olajuwon-Ige, and Francesca Valsesia. Working Paper.

SELECTED RESEARCH IN PROGRESS

"First In, First Out: The Impact of the 15% Pledge on Minority-Owned Brands," with Jihoon Hong. Manuscript in Preparation.

"Relational Information Processing Inhibits Customization Choices," with Kristin Diehl and Lisa A. Cavanaugh. Data Collection.

SELECTED HONORS & AWARDS

Journal of Marketing Research Outstanding Review Award	2026
Visiting Professors Program — Selected by the Advertising Educational Foundation	2026
Buddy Davidson Sustainability Research Award	2026
TCU Neeley School of Business Emerging Research Scholar Award	2026
AMA-Sheth Foundation Early Career Consortium Fellow	2026
TCU Neeley School of Business Research Excellence Stipend	2024, 2025, 2026
TCU Honors Laureate Mentor	2022
American Marketing Association CBSIG Small Research Grant	2020
Marshall Global Branding Center Fellowship	2019
University of Southern California Marshall Dean's Fellowship	2019

Marshall PhD Excellence in Teaching Award (Marketing)	2019
AMA-Sheth Doctoral Consortium Fellow	2019
University of Southern California Marshall Dissertation Grant	2018
Marketing Science Institute (MSI) Digitized Customer Grant	2017
Society for Judgment and Decision-Making Best Student Poster Award (1st place)	2017
James S. Ford Fellowship Winner	2017

CONFERENCE PRESENTATIONS/PROCEEDINGS

*Denotes Presenter(s)

Byung Cheol Lee* and Jennifer K. D'Angelo (2026), "Deceptive or Discreet: Openly Discontinuing Inclusive Product Lines Harms Brand Evaluations", Association for Consumer Research, to be presented in September.

Lidan Xu, Jennifer K. D'Angelo*, Darren Dahl, and Franziska Krause (2026), "I Blame Myself: When Failed Customization Benefits Firms", Association for Consumer Research, to be presented in September.

Jennifer K. D'Angelo*, Gretchen Ross, and Lidan Xu (2025), "What You Sell Versus What You Show: The Interplay of Extended Product Ranges and Visual Representation on Brand Reputation", Association for Consumer Research, October.

Francesca Valsesia*, Verena Schoenmueller, Davide Proserpio, and Jennifer K. D'Angelo (2025), "Exploring Identity Signals through Emoji Use", Association for Consumer Research, October.

Lidan Xu and Jennifer K. D'Angelo* (2024), "That's My Bad: Customization Helps Firms Retain Loyalty Following Negative Product Outcomes", Association for Consumer Research, September.

Jennifer K. D'Angelo*, Lea Dunn, and Francesca Valsesia (2024), "Differential Responses to Inclusive Product Lines", American Marketing Association, August.

Jennifer K. D'Angelo and Gretchen Ross* (2024), "The Model Sizing Inclusivity Dilemma", Society for Consumer Psychology "Consumer Psychology of Brands" Boutique Conference, June.

Lidan Xu* and Jennifer K. D'Angelo (2023), "That's My Bad: Customization Helps Firms Retain Loyalty Following Negative Product Outcomes", Society for Consumer Psychology, March.

Sylvia Chang*, Jennifer K. D'Angelo, and Francesca Valsesia (2022), "You're More Expendable: Consumers' Perceptions and Usage of Repurposed Products", Association for Consumer Research, October.

Sylvia Chang*, Jennifer K. D'Angelo, and Francesca Valsesia (2022), "Further Along in Life: Consumers' Cavalier Usage of Repurposed Products", Society for Consumer Psychology, March.

Jennifer K. D'Angelo, Lea Dunn, and Francesca Valsesia* (2022), "Is this For Me? Differential Responses to Inclusive Product Lines", Society for Consumer Psychology, March.

Jennifer K. D'Angelo*, Lea Dunn*, and Francesca Valsesia* (2021), "Is this For Me? Differential Responses to Inclusive Product Lines", Association for Consumer Research, October.

Jennifer K. D'Angelo* and Francesca Valsesia* (2020), "You Should Try It With This: Recommending Compatible Items Increases Perceptions of Expertise and Persuasiveness", Association for Consumer Research, October.

Jennifer K. D'Angelo*, Kristin Diehl, and Lisa A. Cavanaugh (2018), "Lead by Example: Custom Product Examples from Close Others Lead to Dissimilar Choices", Houston Doctoral Symposium, Houston, TX, April.

Jennifer K. D'Angelo*, Kristin Diehl, and Lisa A. Cavanaugh (2018), "Being Unique Makes Us Similar: Product Examples Linked to Social Others Influence How We Customize", Society for Consumer Psychology, Dallas, TX, February.

Jennifer K. D'Angelo*, Kristin Diehl, and Lisa A. Cavanaugh (2017), "Being Unique Makes Us Similar: Product Examples Linked to Social Others Influence How We Customize", Society for Judgment and Decision Making, Vancouver, BC, November. (Winner of Best Student Poster Award)

Jennifer K. D'Angelo*, Kristin Diehl, and Lisa A. Cavanaugh (2017), "Being Unique Makes Us Similar? How Product Examples and their Creators Influence How We Customize", Association for Consumer Research, San Diego, CA, October.

INVITED TALKS

Seattle University (virtual)	2026
University of Washington (virtual)	2026
Baylor University	2026
The PhD Project	2024
University of North Texas	2023
Marketing Science Institute	2021
Georgetown University	2020
Imperial College	2020
Indiana University	2020
University of Connecticut	2020
University of Hawaii	2020
University of Texas at Austin	2020

PROFESSIONAL SERVICE

Ad-hoc Reviewer

International Journal of Research in Marketing

Journal of Business Research
Journal of Marketing
Journal of Marketing Research
Journal of the Academy of Marketing Science

Conference Reviewer

Association for Consumer Research Conference
American Marketing Association CBSIG Conference
American Marketing Association Marketing and Public Policy Conference
American Marketing Association Winter Conference
Society for Consumer Psychology Conference

Conference Committee Member

Co-Chair, Social Committee, 2027 Society for Consumer Psychology Conference	2026
Chair, Early Career Workshop, American Marketing Association Summer Conference	2024

SERVICE TO UNIVERSITY

Department

Undergraduate Marketing Curriculum Committee	
Chair	2025 – Present
Member	2023 – 2025
Research Micro-Committee	2025 – Present
Lamb Junior Research Camp, Co-Chair	2024 – Present
Associate Professor Search Committee	2025
Assistant Professor Search Committee	2024
Provost Postdoctoral Fellow Program Search Committee	2022

College

Behavioral Lab Team	2021 – Present
Undergraduate Honors Thesis Judge	2024, 2025, 2026
AACSB Peer Review Team	2024
Undergraduate Honors Thesis Committee	2023

Mentorship

Undergraduate

Undergraduate Department Honors Project Chair	2021 – 2022
Yejin Lim (Neeley Thesis College Winner, University-Wide Boller Competition Finalist)	

Graduate

Andrew Lindsey, M.S. Business Analytics, TCU	2025 – 2026
Autumn Jilek, Ph.D. Marketing, University of Washington	2025 – Present

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology

TEACHING

Texas Christian University

Multimedia Marketing Campaigns	2021, 2024, 2025, 2026
Marketing Management	2020, 2021
Principles of Marketing	2022

University of Southern California

Marketing Fundamentals	2018
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MEDIA MENTIONS

Buzz Podcast, Fort Worth Inc, Fort Worth Report, KGO Radio, Salon Today, The News Journal, The Science Of

INDUSTRY EXPERIENCE

Los Angeles Times, Research Development
Bovitz, Market Research
Samsung, Product Innovation Research