

GRETCHEN R. ROSS

CONTACT INFORMATION

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

gretchen.ross@tcu.edu

ACADEMIC POSITIONS

Associate Professor of Marketing

Texas Christian University, Neeley School of Business

2026 - present

Assistant Professor of Marketing

Texas Christian University, Neeley School of Business

2020 - 2026

EDUCATION

Ph.D. Business Administration, Marketing

2020

The Pennsylvania State University, Smeal College of Business

Master of Accounting

2010

The College of William and Mary, Mason School of Business

Bachelor of Arts, Major: Economics and Sociology, Minor: Religious Studies

2009

The University of Virginia, College of Arts & Sciences

RESEARCH INTERESTS

Judgment and decision-making, Consumer preferences, Consumer financial decisions, Secondhand markets, Disposal, Sensory marketing

PUBLICATIONS

1. Ross, Gretchen R., Margaret G. Meloy, and Simon Blanchard (2026), "Beyond the Thermostat: A Research Agenda for Distinguishing Consumer Thermoregulation from Retail Temperature Interventions Across the Customer Journey," *Journal of Retailing*, 102 (1), 78-94.
2. Ross, Gretchen R., Eunice Kim, and Margaret G. Meloy (2026), "Owners' Willingness to Accept in the Sharing Economy," *Journal of Marketing*, 90 (2), 177-192.
3. D'Angelo, Jennifer K. and Gretchen R. Ross (2025), "The Model Sizing Dilemma: The Use of Varied Female Model Sizes Helps Impressions of Brand Values but Hurts Shopping Ease," *Journal of Consumer Psychology*, 35 (3), 475-483.

4. Cheng, Andong and Gretchen R. Ross (2023), "Tiered Discounts as Multiple Reference Points for Spending," *Journal of Consumer Psychology*, 33 (2), 424-431.
5. Ross, Gretchen R., Lisa E. Bolton, and Margaret G. Meloy (2023), "Disorder in Secondhand Retail Spaces: The Countervailing Forces of Hidden Treasure and Risk," *Journal of Retailing*, 99 (1), 136-148.
6. Ross, Gretchen R., Margaret G. Meloy, and Lisa E. Bolton (2021), "Disorder and Downsizing," *Journal of Consumer Research*, 47 (6), 959-977.
Ferber Award winner 2021
7. Ross, Gretchen R., Margaret G. Meloy, and Kurt A. Carlson (2020), "Preference Refinement after a Budget Contraction," *Journal of Consumer Research*, 47 (3), 412-430.

BOOK CHAPTERS

1. Ross, Gretchen R., Yashoda Bhagwat, and Mark B. Houston (2025), "Governance Issues in Supplier-Platform Relationships," *Handbook of Interorganizational Research* (R. Grewal, ed.), *forthcoming*.

WORKING PAPERS

1. "What You Sell Versus What You Show: How Functional and Symbolic Cues of Inclusivity Impact Brand Evaluations," with Jennifer K. D'Angelo and Lidan Xu. Under review at *Journal of Consumer Research*.
2. "The Role of Post-Purchase Communications on Product Returns and Downstream Consequences in Online Apparel Retail," with Punya Chatterjee, Susana Jaramillo, and Ganga Urumutta Hewage. Revising for 2nd round at *Production and Operations Management*.
3. "Exploring Product Waste Aversion Throughout the Consumer Journey," with Haiyue (Felix) Xu and Andong Cheng. Reject and Resubmit at the *Journal of Marketing*.

SELECTED RESEARCH IN PROGRESS

1. "Inflation's Effect on Preference Stability," with Kurt A. Carlson and Margaret G. Meloy.
2. "Tipping in Retail," with Punya Chatterjee and Aditya Balaram.

HONORS & AWARDS

Neeley School of Business Faculty Research Award	2025
JAMS Best Reviewer	2024
Faculty Fellow, Marketing Strategy Consortium, University of Georgia, Athens, GA	2023
Faculty participant at the Professors Institute, SMU, Dallas, TX	2022
<i>Journal of Consumer Research</i> Ferber Award	2021

Peter E. Liberti and Judy D. Olian Scholarship	2019
AMA Sheth Doctoral Consortium Fellow	2019
Jerome E. Scott Memorial Scholarship	2018
Paul F. Anderson Dissertation in Marketing Award	2017
Haring Symposium Discussant	2017

CONFERENCE PRESENTATIONS

**denotes presenter*

D'Angelo, Jennifer*, Gretchen R. Ross, and Lidan Xu, "Seeing Inclusivity: How Visual Representation and Product Range Affect Size Inclusivity Perceptions?" ACR Conference, Washington, D.C., October 2025.

Xu, Felix, Gretchen R. Ross, and Andong Cheng*, "Waste Aversion Throughout the Consumer Journey," ACR Conference, Washington, D.C., October 2025.

Ross, Gretchen R., Yashoda Bhagwat, and Mark B. Houston*, "Governing Relationships Between Sharing Economy Platforms and Service Suppliers," OFR Symposium, Phoenix, AZ, February 2025.

Cheng, Andong, Felix Xu*, and Gretchen R. Ross*, "Waste Aversion in the Consumption Journey," SCP Conference, Las Vegas, NV, February 2025.

Cheng, Andong*, Felix Xu, and Gretchen R. Ross, "Waste Aversion as an Individual Difference," SJDM Conference, New York, NY, November 2024.

D'Angelo, Jennifer and Gretchen R. Ross*, "The Size Inclusivity Dilemma: The Use of Size-Inclusive Models Helps Brand Impressions But Hurts Shopping Ease," SCP Boutique conference, Leeds, UK, June 2024.

Cheng, Andong* and Gretchen R. Ross, "Tiered Discounts as Multiple Reference Points for Spending," SCP Conference, Puerto Rico, March 2023.

Ross, Gretchen R.*, "Rethinking Consumer Health and Well-being in a New Reality," virtual panel discussion at AMA Winter Academic Conference, February 2023.

Cheng, Andong* and Gretchen R. Ross, "Tiered Discounts as Multiple Reference Points for Spending," ACR Conference, Denver, CO, October 2022.

Cheng, Andong and Gretchen R. Ross*, "Tiered Discounts as Multiple Numeric Anchors," SCP virtual conference, March 2022.

Ross, Gretchen R.*, Margaret G. Meloy, and Lisa Bolton, "Disorder and Downsizing," ACR Conference, Atlanta, GA, October 2019.

Ross, Gretchen R.*, Margaret G. Meloy, and Simon J. Blanchard, "Is Warm Always Trusting? The Conditional Effect of Ambient Temperature on Retailer Trust," ACR conference, Dallas, TX, October 2018.

Ross, Gretchen R.*, Margaret G. Meloy, and Kurt A. Carlson, “Preference Refinement After a Budget Contraction,” BDRM Conference, Boston, MA, June 2018.

Ross, Gretchen R.*, Margaret G. Meloy, and Kurt A. Carlson, “Preference Refinement After a Budget Contraction,” ACR Conference, San Diego, CA, October 2017.

MEDIA MENTIONS

Neeley News, Penn State Smeal News, Pittsburgh Post-Gazette, One5c

TEACHING

Texas Christian University

- Customer Insights - Undergraduate and MBA
- Marketing Management- MBA

The Pennsylvania State University

- Consumer Behavior – Undergraduate
- Teaching Assistant for “Strategy Implementation and Organizational Change”- MBA and EMBA

SERVICE

Student Mentorship

Thesis Chair

Alexandra Cox (BBA Honors, TCU) – 2026

Alysa Morrison (BBA Honors, TCU) – 2024

Committee Member

Ashley Gemoets (BBA Honors, TCU) – 2025

Rachel Lynch (BA Honors, TCU) – 2024

Reviewing

Editorial Board Member

2026 – present

Journal of Retailing

2022 – present

Journal of the Academy of Marketing Science

Ad-Hoc Reviewer

Journals

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Consumer Psychology

Conferences & Competitions

ACR Conference

SCP Conference

AMA CBSIG Conference

SCP Dissertation Competition
John A. Howard/AMA Doctoral Dissertation award

Committee membership and Service to the department, school, and discipline

Service to Department and Neeley School of Business

Behavioral Lab Team	2021- present
Undergraduate Marketing Curriculum Subcommittee	2024 -present
<i>Committee Chair: 2024 -2025</i>	
Teaching Effectiveness Committee	2023 - present
Neeley Undergraduate Curriculum Committee	2025 - present
Marketing Department Micro-Committee: Social Connections and Culture	2025 - present
PhD Resource Committee for the Department of Marketing	2025
Undergraduate Honors Thesis judge	2025
Assistant Professor Research Camp coordinator	2024 & 2025
Dyess Speaker coordinator	2025
Neeley Undergraduate Admissions Committee	2023
Faculty/Staff Recruitment committees:	
Faculty recruitment committee member (Management)	2026
Faculty recruitment committee co-chair (Marketing)	2025
Neeley Behavioral Lab Coordinator recruitment committee chair	2025
Faculty recruitment committee member (Marketing)	2022, 2024, & 2025
Neeley Dean recruitment committee member	2024
Faculty recruitment committee member (Accounting)	2023 & 2024

Service to University

College 101 Mentor	2021- present
Silver Frogs instructor	2023- present
<i>program for individuals in the greater DFW community aged 50+</i>	
Volunteer at First Gen Graduation Celebration	2025
Volunteer at Business Attire Pop-Up Shop	2023 & 2024

INDUSTRY EXPERIENCE

<i>Hedge Accounting Specialist</i> , Smithfield Foods, Smithfield, VA	March 2013-July 2015
<i>Assurance Associate</i> , Dixon Hughes Goodman, Newport News, VA	Nov. 2012-Feb. 2013
<i>Staff Accountant</i> , CliftonLarsonAllen, Arlington, VA	Aug. 2010-Nov. 2012

PROFESSIONAL CERTIFICATIONS & AFFILIATIONS

Certified Public Accountant, Virginia (Inactive status)
 Association for Consumer Research
 Society for Consumer Psychology