

KATIE QUINN (SPANGENBERG)

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APPOINTMENTS

Assistant Professor, Department of Marketing Albers School of Business & Economics, Seattle University	2022 – Present
Assistant Teaching Professor, Department of Marketing Albers School of Business & Economics, Seattle University	2021 – 2022

EDUCATION

Ph.D., Marketing, University of Washington, Seattle, WA Dissertation: <i>Brand Archetypes</i> ; Advisor: Dr. Mark Forehand	2021
B.B.A., Finance, Gonzaga University, Spokane, WA	2011

PUBLICATIONS

- Spangenberg, Katie**, and Eric R. Spangenberg, (2026) “Social Psychological Theories Underlying Holidays and Group Celebrations,” *Handbook of Social Psychology and Consumer Behavior*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.
- Spangenberg, Eric R. and **Katie Spangenberg**, (2026), “An Introduction of Social Psychology and Consumer Behavior,” *Handbook of Social Psychology and Consumer Behavior*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.
- Connors, Scott, and **Katie Spangenberg**, (2025), “The Role of Psychological Distance in Enhancing Identity-Relevant Brand Awareness,” *Journal of Advertising*, 54(3), 359-376.
- Bauer, Christoph, **Katie Spangenberg**, Eric R. Spangenberg, and Andreas Herrmann (2022), “Collect Them All! Increasing Product Category Cross-Selling Using the Incompleteness Effect,” *Journal of the Academy of Marketing Science*, 50, 713-741.
- Connors, Scott, **Katie Spangenberg**, Andrew Perkins and Mark Forehand (2021), “Health-Based Weight Stereotypes in Advertising: Perpetuating Unhealthy Responses among Overweight Identifiers,” *Journal of Advertising*, 50(2), 97-118.
- Isaac, Mathew and **Katie Spangenberg** (2021) “The Perfection Premium,” *Social Psychological and Personality Science*, 12(6), 930-937. (Featured in *Character & Context*)

Connors, Scott, **Katie Spangenberg**, Andrew Perkins and Mark Forehand (2020)
“Crowdsourcing the Implicit Association Test: Limitations and Best Practices,” *Journal of Advertising*, 49(4), 495-503.

Spangenberg, Katie, and Justin Angle (2019), “Associations Matter: Revisiting the Threat Typology Model,” in Mark R. Forehand and Americus Reed II (eds), *Handbook of Research on Identity Theory in Marketing*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.

PUBLISHED BOOKS

Spangenberg, Eric R. and **Katie Spangenberg**, (2026), *Handbook of Social Psychology and Consumer Behavior*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.

WORKING PAPERS – UNDER REVIEW

Sprott, David E., **Katie Spangenberg**, Bianca Grohmann, and Eric R. Spangenberg, “Love of Christmas: Conceptualization, Measurement, and Effects Regarding a Major Global Holiday,” *Under Review: International Journal of Research in Marketing*.

WORKING PAPERS – PREPARING FOR SUBMISSION

Isaac, Mathew S., **Katie Spangenberg**, Nevena Koukova, and Rebecca Wang, “Trusted or Tainted? A Dual-Process Account of Consumer Response to Brand-Sourced Online Reviews,” *Target Journal: Journal of Marketing Research*.

Spangenberg, Katie, and Ann Schlosser, “Buy Local? The Perceived Humanness of Local Versus National Brands.” *Target Journal: Journal of Marketing Research*.

Spangenberg, Katie, Mark Forehand, Cal McAllister, and Yasemin Oktay, “Reevaluating Brand Archetypes,” *Target Journal: Marketing Letters*.

WORKING PAPERS – DATA COLLECTION

Spangenberg, Katie and Scott Connors, “Athletic Identity as a Driver of Fitness Data Disclosure,” *data collection underway*; accepted at *Society of Consumer Psychology’s Privacy Psychology* conference, October 2026.

Sprott, David E., **Katie Spangenberg**, Eric R. Spangenberg, Sandor Czellar, Elizabeth Cowley, “Check Out My Swoosh: Consumer Reactions to Tattooed Brand Displays,” *Three studies conducted*.

Wallace, Scott G., Sokiente W. Dagogo-Jack, **Katie Spangenberg**, and Mark Forehand, “Temporal Comparisons, Social Comparisons, and the Pursuit of Self-Improvement.” *Two studies conducted*.

Schlosser, Ann E., **Katie Spangenberg**, and Kevin Jiang, “Balancing Consumers’ Need to Touch Products Against Their Germaphobia: The Positive and Negative Effects of Touch Amid COVID-19.” *Three studies conducted*.

Spangenberg, Katie, and Mark Forehand, “The Effect of Archetype-Based Cause-Brand Fit on Cause-Brand Alliance Success,” *Four studies conducted*.

RESEARCH PRESENTATIONS (*DENOTES PRESENTER)

Isaac, Mathew S., **Katie Spangenberg**, Nevena Koukova, and *Rebecca Wang, (2026) “Trusted or Tainted? A Dual-Process Account of Consumer Response to Brand-Sourced Online Reviews,” *European Marketing Academy Conference*, Bath, United Kingdom.

Isaac, Mathew S., **Katie Spangenberg**, *Nevena Koukova, and Rebecca Wang, (2025) “Source Neglect in Online Reviews,” *Association for Consumer Research*, Washington, D.C.

Isaac, Mathew S., **Katie Spangenberg**, *Nevena Koukova, and Rebecca Wang, (2024) “Platform Neglect in the Consideration and Utilization of Online Reviews,” *Association for Consumer Research*, Paris, France.

Sprott, David E., ***Katie Spangenberg**, Eric R. Spangenberg, Sandor Czellar, Elizabeth Cowley, (2024) “Check Out My Swoosh: Consumer Reactions to Tattooed Brand Displays,” *AMA CBSIG 2024 Conference*, Vienna, Austria.

Isaac, Mathew S., ***Katie Spangenberg**, Nevena Koukova, and Rebecca Wang, (2024) “Platform Neglect in the Consideration and Utilization of Online Reviews,” *Josh T. Beck Northwest Marketing Research Symposium*, Portland, OR.

Isaac, Mathew S., **Katie Spangenberg**, *Nevena Koukova, and Rebecca Wang, (2024) “Platform Neglect in the Consideration and Utilization of Online Reviews,” *Society for Consumer Psychology Conference*, Nashville, TN.

***Spangenberg, Katie**, and Ann Schlosser, (2023) “Buy Local? The Perceived Trustworthiness of Local Versus National Brands,” *Albers Scholarship Series*, Seattle, Washington.

Schlosser, Ann E., **Katie Spangenberg**, and *Kevin Jiang, (2023) “Balancing Consumers’ Need to Touch Products Against Their Germaphobia: The Combined Positive and Negative Effects of Touch,” *Association for Consumer Research*, Seattle, Washington.

*Lopez, Colin, Natalie Welch, and **Katie Spangenberg**, (2023) “Native American Mascot Name Changes: Threats to Social Identity & Influence on Future Intentions,” *North American Society for Sport Management Conference*, Montreal, Quebec, Canada.

***Spangenberg, Katie**, and Mark Forehand (2021), “The Effect of Archetype-Based Cause-Brand Fit on Cause-Brand Alliance Success,” *University of Washington-University of British Columbia Conference*, Virtual Conference.

Isaac, Mathew S., and ***Katie Spangenberg** (2020) “The Perfection Premium,” *Association for Consumer Research Conference*, Virtual Conference, Paris, France.

***Spangenberg, Katie** (2020), “Brand Archetypes as Predictors of Brand Extension Success,” *Northwest Marketing Research Symposium*, Virtual Conference.

***Spangenberg, Katie**, and Mark Forehand (2019), “Virtual Digital Assistants and the Roles of Socialness and Warmth,” *University of Washington-University of British Columbia Conference*, Vancouver, BC, Canada.

***Spangenberg, Katie**, and Ann Schlosser (2019), “Buy Local? The Perceived Trustworthiness of Local Versus National Brands,” *Society for Consumer Psychology Conference*, Savannah, GA.

***Spangenberg, Katie**, and Mark Forehand (2018), “The Effect of Brand Communication Modality on Agency and Consumer Response,” *University of Washington-University of British Columbia Conference*, Seattle, WA.

*Connors, Scott, ***Katie Spangenberg**, Andrew Perkins, and Mark Forehand (2017), “How Health-based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions Among at Risk Populations,” *Society for Consumer Psychology Conference*, San Francisco, CA.

Connors, Scott, ***Katie Spangenberg**, Andrew Perkins, and Mark Forehand (2016), “How Health-based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions Among at Risk Populations,” *Association for Consumer Research Conference*, Berlin, Germany.

TEACHING

Albers School of Business and Economics, Seattle University

Instructor (*Student evaluation average: 4.70/5, Recommend Instructor*)

Brand Management. Undergraduate elective, 2023, 2026.

Marketing Research. Undergraduate elective, 2021 – Present.

Introduction to Marketing. Undergraduate required (Asynchronous and in person), 2023 – Present.

Marketing Research. MBA elective, 2022 – 2024.

Sales Management. MBA elective, 2021.

University of Washington Bothell

Instructor (*Student evaluation average: 4.70/5*)

Brand Management. Undergraduate elective (Online), 2020, 2021.

Foster School of Business, University of Washington

Instructor (*Student evaluation average: 4.03/5, early career/COVID*)

Consumer Behavior. Undergraduate elective, 2020.

Consumer Marketing & Brand Strategy. Undergraduate elective, 2017 – 2018.

Teaching Assistant

Marketing Strategy. MBA elective, 2017.

Consumer Marketing & Brand Strategy. Undergraduate elective, 2017.

Marketing Research. Undergraduate required, 2016.

Introduction to Marketing. Undergraduate required, 2015 – 2016.

HONORS AND AWARDS

Seattle University Men's Basketball Faculty Appreciation Honor, 2024

AMA Sheth Foundation Doctoral Consortium Fellow, 2020

James B. Wiley Endowed PhD Fellowship, *University of Washington*, 2018 – 2020

Michael G. Foster Students First Scholarship, *University of Washington*, 2017 – 2018

Wayne and Anne Gittinger Ph.D. Fellowship, *University of Washington*, 2014 – 2017

ACADEMIC SERVICE

To the Field

Ad Hoc Reviewer:

International Journal of Consumer Studies (2025-Present)

Psychology & Marketing (2024-Present)

Marketing Letters (2025-Present)

Conference Reviewer:

American Marketing Association (2021-Present)

Society for Consumer Psychology (2018-Present)

American Marketing Association CBSIG (2023-Present)

To the University

Athletic Advisory Board (2026-Present)

Faculty Handbook Committee (2025-Present)

Hunthausen Award Selection Committee (2023)

Reimagine and Revise Our Curriculum, Marketing Department (2023-2024)

IGNITE Student Mentor, Seattle University (2022-2023)

Faculty Advisor, Seattle University Women's Club Soccer Team (2023-Present)

To the College

Co-chair for Albers Scholarship Series, Seattle University (2023-Present)

Albers Tech Bowl Panelist/Co-host, Seattle University (2023-Present)

CAPCOM Committee (2023-2024; rejoining Fall 2026)

Guest Speaker, Business Integration (BUAD 1000) Class (2022-2023)

To the Department

Faculty Advisor, Seattle University American Marketing Association (2025-Present)

Peer Faculty Mentor, (2024-Present)

To the Community

Faculty Mentor (Adult Sponsor), Tesla STEM High School Student Research Project
(2023–2024)

PROFESSIONAL EXPERIENCE

Ph.D. Consultant – DNA Seattle Advertising Agency (2019 – 2020)

Ph.D. Consultant – Wexley School for Girls Advertising Agency (2015 – 2018)

Behavioral Lab Manager – Foster School of Business (2015 – 2018)

Financial Analyst – Epic (2012 – 2014)