**Matthew J. Hall**

Ph.D. (Marketing)

Assistant Professor of Marketing

Oregon State University

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(785) 285-1828

**EDUCATION**

**University of Nebraska-Lincoln**, Lincoln, NE

PhD, *Marketing.* May 2020

**Washburn University**, Topeka, KS

MBA, *Marketing.* May 2015

BBA, *Marketing and Management.* May 2011

BA, *Kinesiology (Sport Management).* May 2011

**RESEARCH INTERESTS**

Consumer behavior: social influence, word of mouth, experiential consumption, impression management, consumer-to-consumer attention exchange

**PEER-REVIEWED PUBLICATIONS**

**Hall, Matthew J., Les Carlson, and James W. Gentry** (forthcoming). “Aha! I Knew that Sounded Familiar!”: Recognizing a Voice-over Endorser Increases Ad Enjoyment via Moments of Insight, *Journal of Business Research,* Accepted January 2024*,* <https://www.sciencedirect.com/science/article/abs/pii/S0148296323008548>.

**Hall, Matthew J., Jamie D. Hyodo, and Kirk Kristofferson** (forthcoming). “How Rejected Recommendations Shape Recommenders’ Future Product Intentions,” *Journal of Consumer Psychology,* Accepted November 2023, <https://myscp.onlinelibrary.wiley.com/doi/abs/10.1002/jcpy.1401>.

**Hall, Matthew J.** (2024), “Embracing the Spotlight (Effect): How Attention Received Online Influences Consumers’ Offline Spotlight Biases,” *Marketing Letters,* 35, <https://link.springer.com/article/10.1007/s11002-023-09685-4>.

**Hall, Matthew J.,** and Jamie D. Hyodo(2023), “Service Provider to the Rescue: How Firm Recovery of Do-It-Yourself Service Failure Turns Consumers from Competitors to Satisfied Customers,”*Journal of Service Research,* 26(4), 578-596, <https://journals.sagepub.com/doi/abs/10.1177/10946705221111347>.

**Hall, Matthew** **J.** and Xin Zhao (2016),"Perpetual Dispossession: an Exploration of Ownership Without Possession," in *NA—Advances in Consumer Research*, 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 299-303, <https://www.acrwebsite.org/volumes/v44/acr_vol44_1021173.pdf>.

**MANUSCRIPTS UNDER REVIEW**

“When Others’ Experiential Consumption Motives Become My Own: Exploring Motivation Contagion on Social Media,” with Daniel Zane.

*Status*: Invited for resubmission (after second round) at the *Journal of Consumer Research.*

“The Curvilinear Effect of Image Saturation on Sharing: The Competing Effects of Emotional Arousal and Image Naturalness,” with Timothy Kaskela and Bin Zhu.

*Status*: Invited for resubmission (after first round) at the *Journal of Consumer Psychology.*

“Why All Attention is Good Attention: Social Media Views and Retrospective Experiential Satisfaction,” with Jamie D. Hyodo and Alix Barasch.

*Status:* Invited for resubmission (after first round) at the *Journal of the Association for Consumer Research*

**WORKING PAPERS AND OTHER PROJECTS**

“Consumers Responses to Dormant Identity Related Content on Social Media,” with Colleen Bee, Jason Stornelli, and Timothy Kaskela (targeting *Journal of Advertising)*

“Portrayals of Gender in Sports,” with Colleen Bee, Jason Stornelli, and Timothy Kaskela (targeting *Journal of Advertising)*

“On a Resource-Based View of Consumption Experiences,” with Alix Barasch.

**CONFERENCE PAPERS AND PRESENTATIONS** (\*Denotes presenter)

How Attention Received Online Enhances the Spotlight Effect Offline, solo author.

* *\*Association for Consumer Research,* Seattle, WA (2023); Virtual Conference (2020)

Examining Consumption Consequences of Rejected Recommendations, with Jamie D. Hyodo and Kirk Kristofferson.

* *\*Association for Consumer Research,* Seattle, WA (2023); Virtual Conference (2020)
* *\*Society for Consumer Psychology,* Savannah, GA (2019)

When Others’ Experiential Consumption Motives Become My Own: Exploring Motivation Contagion on Social Media, with Daniel Zane.

* *Society for Consumer Psychology,* San Juan, Puerto Rico (2023)
* *\*SCP - Experiential Consumption Boutique Conference*, Gainesville, FL (2022)
* *\*Association for Consumer Research,* Virtual Conference (2020)

The Effects of Image Properties on Consumer Sharing: An Examination of Saturation, Brightness, and Perceived Image Naturalness, with Timothy Kaskela and Bin Zhu.

* *\*Association for Consumer Research*, Denver, CO (2022)

Post-Sharing Attention and Experience Satisfaction, with Jamie D. Hyodo and Alix Barasch

* *\*Association for Consumer Research,* Virtual (2021); Dallas, TX (2018)
* *American Marketing Association (Winter),* San Diego, CA (2020)
* *\*Society for Consumer Psychology,* Dallas, TX (2018)

Firm Recovery of Consumers’ DIY Service Failure, with Jamie D. Hyodo

* *American Marketing Association (Winter)*, San Diego, CA (2020)
* *AMA CBSig Conference*, Bern, Switzerland (2020)
* *\*Association for Consumer Research,* San Diego, CA (2017)

Perpetual Dispossession: An Exploration of Ownership without Possession, with Xin Zhao

* *\*Association for Consumer Research,* Berlin, Germany (2016)

**OTHER RESEARCH PRESENTATIONS**

The Effects of Image Properties on Consumer Sharing: An Examination of Saturation, Brightness, and Perceived Image Naturalness, with Timothy Kaskela and Bin Zhu.

* *Northwest Marketing Symposium*, Vancouver, WA (2023)
* *Simon Frasier University,* Vancouver*, BC* (2024)

When Likes Lead to Liking: How Post-Consumption Attention Enhances Experience Satisfaction,” with Jamie D. Hyodo and Alix Barasch (2020)

* *\*Haring Symposium,* Indiana University-Bloomington (2020)

Is My Failure Your Problem? Examining Carryover Effects of Prior Consumer Failure on Customer Satisfaction,” with Jamie D. Hyodo

* *\*Mittelstaedt Symposium,* University of Nebraska-Lincoln (2016)

**MEDIA COVERAGE**

How DIY retailers can learn from and leverage customers’ DIY failures, *DIY International*, 2022, <https://www.diyinternational.com/content/diyplus/2022/09/28/how-diy-retailers-can-learn-from-and-leverage-customers-diy-failures.html>.

Consumer Experiences and DIY Service Failures, *Social Science Space,* September 16, 2022, <https://www.socialsciencespace.com/2022/09/consumer-experiences-and-diy-service-failures/>.

**TEACHING EXPERIENCE**

**Principles of Marketing**

* Oregon State University (undergraduate business core)
  + - Fall 2020 – present (13 sections; evaluations: 5.2-5.9 out of 6)
* University of Nebraska-Lincoln (undergraduate business core)
  + - Spring 2016 – Fall 2017 (3 sections; evaluations: 4.5-4.7 out of 5)

**Marketing Analytics**

* Oregon State University (Marketing Analytics Program capstone)
  + - In-person: Spring 2021 – present (3 sections; evaluations: 5.8-6.0 out of 6)
    - Ecampus: Spring 2024 (1 section)
* University of Nebraska-Lincoln (upper division Marketing elective)
  + - Fall 2019 – Spring 2020 (2 sections; evaluations: 4.4-4.7 out of 5)

**Contemporary Marketing**

* University of Nebraska-Lincoln (undergraduate core for business minors)
  + - Summer 2017 & 2018 (2 online sections; evaluations: 4.2-4.3 out of 5)

**Sport and Event Marketing**

* University of Nebraska-Lincoln (upper division Marketing elective)
  + - Summer 2018 (1 section; evaluations: 4.5 out of 5)

**Marketing Channels Management**

* University of Nebraska-Lincoln (upper division Marketing elective)
  + - Fall 2016 (1 section; evaluations: 4.7 out of 5)

**HONORS AND AWARDS**

* Best Working Paper – Society for Consumer Psychology Winter Conference (2022)
* Runner-up – Society for Consumer Psychology Dissertation Proposal Competition (2020)
* Haring Symposium Fellow (2020)
* AMA-Sheth Foundation Doctoral Consortium Fellow (2019)
* College of Business Outstanding Research Assistant (Nebraska; 2018)
* College of Business Graduate Teaching Award (Nebraska; 2018)
* Marketing Department Graduate Teaching Award (Nebraska; 2019)
* Marketing Department Graduate Student Service Award (Nebraska; 2019)
* Marketing Department Graduate Research Award (Nebraska; 2018)

**PROFESSIONAL SERVICE**

* Ad Hoc Journal Reviewer
  + - *Journal of Service Research* (2023-present)
    - *Journal of Business Research* (2022-present)
    - *International Journal of Consumer Affairs* (2022)
    - *Journal of Consumer Affairs* (2022)
* Textbook Reviewer
  + - *Essentials of Marketing Analytics* (Hair et al. 2021; McGraw-Hill)
* Conference Reviewer
  + - Association for Consumer Research Conference (2017-Present)
    - Society of Consumer Psychology (2018-Present)
    - American Marketing Association Summer Conference (2017)
* Conference Organization
  + - Mittelstaedt Symposium Chair; University of Nebraska (2018-2019)

**UNIVERSITY SERVICE**

* College of Business Research Suite and Participant Pool Manager (2021-present)
* Tenure Track Faculty Search Committee, Oregon State College of Business (2022-23; 2023-24)
* Commencement Ceremony Marshall (2023)
* Undergraduate Honors Thesis Supervisor (2 students; 2022-present)
* Awards Committee Member, Oregon State College of Business (2020-2022)
* PhD Student Social Chair, University of Nebraska College of Business (2017-2020)

**INDUSTRY EXPERIENCE**

**Washburn University,** Topeka, KS *2011-2015*

*Admissions Counselor*

* Promoted the university to prospective students.
* Engaged in customer relationship management with 400 clients.
* Designed, promoted, implemented, and evaluated promotional and student affairs events.

**PROFESSIONAL ASSOCIATIONS**

* Association for Consumer Research; American Marketing Association; Society for Consumer Psychology