

MICHAEL L. LOWE

ASSOCIATE PROFESSOR OF MARKETING

SHELLER COLLEGE OF BUSINESS – GEORGIA INSTITUTE OF TECHNOLOGY

I. EARNED DEGREES

Mays Business School, Texas A&M University, College Station, TX
May 2015
Doctor of Philosophy, Business Administration (Marketing)

Kelley School of Business, Indiana University, Bloomington, IN
May 2009
Master of Business Administration, Marketing and Strategic Management

Brigham Young University, Provo, UT
August 2006
Bachelor of Arts, Media Music Studies

II. EMPLOYMENT HISTORY

Georgia Institute of Technology, Atlanta, GA
Assistant Professor of Marketing, Scheller College of Business
2015 – 2022

Georgia Institute of Technology, Atlanta, GA
Associate Professor of Marketing with Tenure, Scheller College of Business
2022 - Present

III. HONORS AND AWARDS

Research

Houston Doctoral Symposium Invitee (2014)
AMA Sheth Foundation Doctoral Consortium Invitee (2012)
Nominee: 2022 Shelby D. Hunt/Harold H. Maynard Award for marketing theory
Nominee: 2022 AMA/MSI/H. Paul Root Award for marketing practice

Teaching

“Favorite Professors of Business Majors” (Poets and Quants, 2019)
Scheller College of Business Professor of the Year (Georgia Institute of Technology, 2017)
Mays Business School Outstanding Graduate Student Teaching Award (Texas A&M University, 2012)

Academic/Scholarships

Mays Scholarship Recipient (Texas A&M University, 2009-15)
Departmental Scholarship Recipient (Texas A&M University 2009-15)
Dean’s Fellowship Recipient (Indiana University, 2008-09)

National Dean's List (Brigham Young University, 2001)
Vocal Performance Scholarship (Brigham Young University, 1998)

IV. RESEARCH, SCHOLARSHIP, AND CREATIVE ACTIVITIES

REFEREED PUBLICATIONS AND SUBMITTED ARTICLES

Published and Accepted Journal Articles

Lowe, Michael L., Wooyong Jo, Morgan Ward and Kathleen Vohs (2025), "The Sound of Status: Product Volume Conveys Social Signals of Dominance and Prestige," *Journal of Marketing Research*, published online January 2025.

Dionne Nickerson, Adithya Pattabhiramaiah, Alina Sorescu and Michael L. Lowe (2022), "The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective," *Journal of Marketing*, 86 (2) 5-28.

- Nominee: 2022 Shelby D. Hunt/Harold H. Maynard Award for marketing theory
- Nominee: 2022 AMA/MSI/H. Paul Root Award for marketing practice

Lowe, Michael L., Hristina Nikolova, Chadwick Miller and Sara Dommer (2019), "Ceding and Succeeding: How the Altruistic can Benefit from the Selfish in Joint Decisions," *Journal of Consumer Psychology*, 29 (4), 652-61.

Lowe, Michael L. and Kelly L. Haws (2019), "Confession and Self-Control: A Prelude to Repentance or Relapse," *Journal of Personality and Social Psychology*, 116 (4), 563-81.

Lowe, Michael L., Katherine Loveland and Aradhna Krishna (2018), "A Quiet Disquiet: Anxiety, Risk Appraisal and Risk Avoidance due to Imperceptible Differences in Ambient Sound," *Journal of Consumer Research*, 46 (1), 159-79.

Lowe, Michael L., Christine Ringler and Kelly L. Haws (2017), "An Overture to Overeating: The Cross-Modal Effects of Acoustic Pitch on Food Preferences and Serving Behavior," *Appetite*, 123, 128-34.

Lowe, Michael L. and Kelly L. Haws (2017), "Sounds Big: The Cross-Modal Effects of Acoustic Pitch on Product Perceptions," *Journal of Marketing Research*, 54 (2), 331-46.

Lowe, Michael L. and Kelly L. Haws (2014), "(Im)moral Support: The Social Outcomes of Parallel Self-Control Decisions," *Journal of Consumer Research*, 41 (2), 489-505.

Completed Manuscripts in the Review Process

Hyun, Kimberly, Michael L. Lowe and Aradhna Krishna "Vocal Similarity, Trust, and Persuasion in Consumer-Recommendation Agent Interactions," invited for revision at *Journal of Marketing Research*

Lowe, Michael L. and Jerry Han, “Vocal Pitch and Sales Pitches: Spokesperson Voice Characteristics and Product Attribute Communication,” Previously rejected. Revising for resubmission to *Journal of Consumer Research*.

Ward, Morgan, Michael Lowe, Tatiana Fajardo and Taly Reich, “Thanks for Nothing: When Gifts Hurt Rather than Help Sustain Important Relationships” Previously rejected. Revising for resubmission to *Journal of Marketing*.

Selected Additional Manuscripts in Progress

Janakiraman, Narayan, Kimberly Hyun and Michael L. Lowe “Voice and Volume in Persuasion,” Primary model complete.

Hyun, Kimberly, Michael L. Lowe and Aradhna Krishna, “The Voice of Leadership: Vocal Characteristics and Promotion in Corporate Settings,” Model of Fortune 500 CEOs complete. Supporting study in progress.

Hong, Yuly and Michael L. Lowe “Sharing the CSR Load: The Effect of Combined Consumer and Company Efforts in CSR,” Data collection complete. 1 study complete. Model in progress.

Hyun, Kimberly and Michael L. Lowe, “Unintentional Humor in Consumer / AI Interactions,” Data collection in progress.

INVITED TALKS

“Sounds, Subtle Signals, and Selling: Nonverbal Communication in Marketing,” delivered at Texas A&M University, February 2019.

“Decibels and Dominance: Product Volume and Social Signaling,” delivered at Brigham Young University, November 2019.

CONFERENCE PRESENTATIONS

Hyun, Kimberly* Michael Lowe and Aradhna Krishna(2023) “Voice of Leadership: The Role of Vocal Characteristics as Indicators of CEO Promotion” presented at Society for Consumer Psychology 2023 Annual Conference

Hyun, Kimberly* Michael Lowe and Aradhna Krishna(2022) “Voice of Leadership: The Role of Vocal Characteristics as Indicators of CEO Promotion” presented at Society for Consumer Psychology 2022 Annual Conference

Hyun, Kimberly* Michael L. Lowe and Aradhna Krishna (2022), “Voice of Leadership: The Role of Vocal Characteristics as Indicators of CEO Promotion,” presented at Winter AMA Academic Conference 2022

Hyun, Kimberly* Michael L. Lowe and Aradhna Krishna (2022), “Voice of Leadership: The Role of Vocal Characteristics as Indicators of CEO Promotion,” presented at Society for Consumer Psychology 2021 Annual Conference

Hyun, Kimberly* and Michael L. Lowe (2021), “Measuring Objective Vocal Similarity in Human-AI Agent Interactions,” presented at 2021 Association for Consumer Research Conference

Hyun, Kimberly* and Michael L. Lowe (2021), “Vocal Similarity, Trust and Persuasion in Human-AI Agent Interactions,” presented at Society for Consumer Psychology 2021 Annual Conference

Lowe, Michael L.*, Morgan Ward and Wooyong Jo (2020), “The Sound of Status: Product Volume Conveys Social Signals of Dominance and Prestige,” presented at 2020 Association for Consumer Research Conference

Ward, Morgan*, Michael Lowe, Tatiana Fajardo and Taly Reich (2020), “Thanks for Nothing: When Gifts Hurt Rather than Help Sustain Important Relationships” presented at 2020 Association for Consumer Research Conference

Lowe, Michael L. and Jerry Han* (2020), “Vocal Pitch and Sales Pitches: Spokesperson Voice Characteristics and Product Attribute Communication,” presented at 2020 Association for Consumer Research Conference

Hyun, Kimberly* and Michael L. Lowe (2020), “The Effects of Vocal Similarity on Trust in A.I. Devices,” presented at 2020 Association for Consumer Research Conference

Dionne Nickerson*, Adithya Pattabhiramaiah and Michael L. Lowe (2020), “Correct, Compensate, Cultivate: A Framework of Firm Responsibility and Consumer Responsiveness to CSR Initiatives,” presented at the 2020 American Marketing Association conference in San Diego, CA. (Awarded “Best Paper in Track”)

Sayin, Eda*, Aradhna Krishna and Michael Lowe (2019) “Talk to ‘Her’: On How the Nature of the Communication with Voice-Activated Devices Determines Judgement and Choice,” presented at the 2019 Association for Consumer Research Conference in Atlanta, GA.

Lowe, Michael L.* and Jerry Han (2018), “Vocal Pitch and Sales Pitches: Spokesperson Voice Characteristics and Product Attribute Communication,” presented at the inaugural Clemson Research Symposium, in Clemson, SC.

Lowe, Michael L.*, Katherine Loveland and Aradhna Krishna (2018), “Fixes and Favors: The Effect of Consumer’s Vocal Pitch on Service Provider Compliance,” presented at the inaugural Clemson Research Symposium, in Clemson, SC.

Dionne Nickerson, Adithya Pattabhiramaiah and Michael L. Lowe* (2018), “Address Your Mess: Consumer Purchase Response to Firm CSR Activities,” presented at the 2018 Association for Consumer Research conference in Dallas, TX.

Lowe, Michael L., Katherine Loveland* and Aradhna Krishna (2017), “Fevered Pitch, Anxiety and Risk Avoidance in Response to Low-Pitch Ambient Sounds,” presented at the 2017 Association for Consumer Research conference in San Diego, CA.

Abrams, Deborah*, Samuel Bond and Michael L. Lowe (2017), “Friends with Benefits: Social Support and Pain of Payment,” presented at the 2017 Association for Consumer Research conference in San Diego, CA.

Nikolova, Hristina, Sara Dommer, Chadwick Miller and Michael L. Lowe* (2017), “Subversive Selflessness: The Ironic Effects of Deference in Dyads,” presented at the 2017 Association for Consumer Research conference in San Diego, CA.

Lowe, Michael L.* and Kelly L. Haws (2015), “Off My Chest and At It Again: Is Confession a Prelude to Repentance or Relapse?” presented at the 2015 Association for Consumer Research conference in New Orleans, LA.

Lowe, Michael L.* and Suresh Ramanathan (2015), “Headspace: The Effect of Reverberation on Willingness to Try,” presented at the 2015 Society of Consumer Psychology 2015 Annual Conference in Phoenix, AZ.

Lowe, Michael L.* and Kelly L. Haws (2015), “(Im)moral Support: The Social Outcomes of Parallel Self-Control Decisions,” presented at the Society of Consumer Psychology 2015 Annual Conference in Phoenix, AZ.

Lowe, Michael L.* and Kelly L. Haws (2014), “Sounds Big: The Cross-Modal Effects of Auditory Pitch on Product Perceptions,” presented at the 2014 Association for Consumer Research conference in Baltimore, MD.

Lowe, Michael L.* and Kate Loveland (2014), “Auditory Pitch, Threat, and Risk Aversion,” presented at the 2014 Association for Consumer Research conference in Baltimore, MD.

Lowe, Michael L.* and Kelly L. Haws (2014), “(Im)moral Support: The Social Outcomes of Parallel Self-Control Decisions,” presented at the Society for Personality and Social Psychology conference in Austin, TX.

Lowe, Michael L.*, and Kelly L. Haws (2013), “Camaraderie in Crime: Shared Self-Control Decisions and Affiliation,” presented at the 2013 Association for Consumer Research conference in Chicago, IL.

Haws, Kelly L., Juliano Laran and Michael L. Lowe* (2012), “Postponing Pleasure as a Self-Control Mechanism,” presented at the Society of Consumer Psychology 2012 Annual Conference in Las Vegas, NV.

Lowe, Michael*, Kelly L. Haws, and Rebecca Schelgel (2011), “‘I’ve Got This Song in My Head’: How Music Influences Identity and Product Preference,” presented at the Society for Consumer Psychology 2011 Annual Conference in Atlanta, GA.

Lowe, Michael* and Kelly L. Haws (2010), “Anticipate, Go Big, Enjoy, Repeat: Towards an Optimal Consumption Strategy and Well-Being,” presented at the 2010 Association of Consumer Research conference in Jacksonville, FL.

V. TEACHING

COURSES TAUGHT

Summer 2023	MGT 3310	Marketing Research
Spring 2022-23	MGT 4345	Marketing Consulting
Spring 2020	MGT 7306	Doctoral Seminar in Buyer Behavior
Spring 2019-20	MGT 6203	Data Analytics in Business
Spring, 2016-24	MGT 3300	Marketing Management I
Fall, 2019	MGT 4803	Advanced Topics in Marketing
Spring 2012-15	MKTG 322	Consumer Behavior

INDIVIDUAL STUDENT GUIDANCE

Ph.D. Students Advised

1. Ms. Dionne Nickerson – started at Indiana University in Fall 2019
2. Ms. Kimberly Hyun – started at University of Cincinnati in Fall 2023
3. Ms. Yuly Hong – started at NEOMA University in Fall 2023

VI. SERVICE

PROFESSIONAL CONTRIBUTIONS

Advisory Board, Viridian Benefits
Member of Association for Consumer Research
Member of the Society for Consumer Psychology
Society for Consumer Psychology 2019 Conference Committee
Society for Consumer Psychology 2022 Program Committee

REVIEWER ACTIVITIES

Journals (Ad-Hoc Reviewer)

Journal of Marketing Research
Journal of Consumer Research
Journal of Marketing
Journal of the Academy of Marketing Science
Journal of Retailing
Psychology and Marketing
Marketing Letters
International Journal of Research in Marketing
Journal of Public Policy and Management
Journal of Consumer Psychology

Conferences

Association for Consumer Research
Competitive Papers Reviewer: 2018-2023

Society of Consumer Psychology Conference
Competitive Papers Reviewer: 2017-2022
Program Committee Member: 2019

AMA Summer Marketing Educators' Conference
Competitive Papers Reviewer: 2014

Society for Consumer Psychology Annual Winter Conference
Competitive Papers Reviewer: 2012

World Marketing Congress: Cultural Perspectives in Marketing
Competitive Papers Reviewer: 2012

INSITUTE CONTRIBUTIONS

PhD Program Coordinator
PhD Committee Member
Marketing Curriculum Committee Chair
Behavioral Laboratory Administrator
Scheller Honors Committee Member
Scheller DEI Council Membet
Stamps Presidential Scholars Faculty Mentor
Doctoral Student Mentorship
Crafting and Grading of Comprehensive Exam Questions
Faculty Recruitment
Graduate Student Recruitment
Undergraduate Student Recruitment