

# BLAIR KIDWELL

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## EDUCATION

Ph.D. Marketing, Pamplin College of Business, Virginia Tech, 2004  
Dissertation: *Emotional Intelligence in Consumer Behavior: Ability, Confidence and Calibration as Predictors of Performance*

B.S. Psychology (concentration in social psychology), Boise State University, 1999, *magna cum laude*

## ACADEMIC POSITIONS

College of Business, University of North Texas  
*Associate Professor of Marketing* - 2017 to present

College of Business, Florida International University  
*Assistant Professor of Marketing* - 2015 to 2017

Fisher College of Business, The Ohio State University  
*Assistant Professor of Marketing* - 2012 to 2015\*  
\*Passed all stages of tenure review in 2015; resigned prior to Board of Regents vote.

Gatton College of Business, University of Kentucky  
*Associate Professor of Marketing* - 2011 to 2012  
*Assistant Professor of Marketing* - 2005 to 2011

College of Business, Kansas State University  
*Assistant Professor of Marketing* - 2004 to 2005

## PUBLICATIONS

Hasford, Jonathan, David M. Hardesty, and Blair Kidwell (forthcoming), "Deliberation or Distraction: How the Presentation Format of Choice Information Impacts Complex Decision Making," *Journal of Business Research*.

Hasford, Jonathan, Blair Kidwell, and David M. Hardesty (2018) "Emotional ability and associative learning: How experiencing and reasoning about emotions impacts evaluative conditioning." *Journal of Consumer Research*, 45, (December), 743-60.

Hasford, Jonathan, Blair Kidwell and Virginie Lopez Kidwell (2018) "Happy wife, happy life: Food choices in romantic relationships," *Journal of Consumer Research*, 44 (April), 1238-56.

Anupama Sukhu, Soobin Seo, Robert Scharff and Blair Kidwell, (2018) "Emotional intelligence in transcendent customer experiences," *Journal of Consumer Marketing*, 35, 7 (November), 709-20.

Hasford, Jonathan, David M. Hardesty, and Blair Kidwell (2015) "More than a feeling: Emotional contagion effects in persuasive communication," *Journal of Marketing Research*, 52 (December), 836-47.

- Kidwell, Blair, Jonathan Hasford, and David M. Hardesty (2015) "Emotional ability training and mindful eating," *Journal of Marketing Research*, 52 (February), 105-19.
- Kidwell, Blair, and Jonathan Hasford (2014) "Emotional ability and nonverbal communication," *Psychology & Marketing*, 31(July), 526-38. \*Invited article for special issue on Non-Verbal Communication.
- Kidwell, Blair, Robert A. Farmer, and David M. Hardesty (2013) "Getting liberals and conservatives to go green: Political ideology and congruent appeals," *Journal of Consumer Research*, 40 (August), 350-67.
- Bublitz, M. G., L. A. Peracchio, A. R. Andreasen, J. Kees, B. Kidwell, E. G. Miller, C. M. Motley, P. C. Peter, P. Rajagopal, M. L. Scott, and B. Vallen (2013). Promoting positive change: Advancing the food well-being paradigm. *Journal of Business Research*, 66 (8), 1211-18.
- Hardesty, David M., William O. Bearden, Kelly Haws, and Blair Kidwell (2012), "Enhancing perceptions of value associated with price matching guarantees," *Journal of Business Research*, 65 (8), 1096-1101.
- Kidwell, Blair, David M. Hardesty, Brian Murtha, and Shibin Sheng (2012), "A Closer Look at Emotional Intelligence in Marketing Exchanges," *GfK-Marketing Intelligence Review*. Reprint of 2011 JM article.
- Kidwell, Blair, David M. Hardesty, Brian R. Murtha, & Shibin Sheng (2011) "Emotional intelligence in marketing exchanges," *Journal of Marketing*, 75 (January), 78-95.
- Kidwell, Blair and Robert D. Jewell (2010) "The motivational impact of perceived control on behavioral intentions," *Journal of Applied Social Psychology*, 9 (September), 2407-33.
- Kidwell, Blair, David M. Hardesty, and Terry L. Childers (2008) "Emotional calibration effects on consumer choice," *Journal of Consumer Research*, 35 (December), 611-21.
- Kidwell, Blair and Robert D. Jewell (2008) "The influence of past behavior on behavioral intent: An information-processing explanation," *Psychology & Marketing*, 25 (12), 1151-66.
- Kidwell, Blair, David M. Hardesty, and Terry L. Childers (2008) "Consumer emotional intelligence: Conceptualization, measurement, and the prediction of consumer decision making," *Journal of Consumer Research*, 35 (June), 154-66.
- Kidwell, Blair, Richard McFarland, and Ramon Avila (2007), "Perceiving emotion in the buyer-seller interchange: The moderated impact on performance," *Journal of Personal Selling and Sales Management*, 27 (Spring), 119-32.
- McFarland, Richard, and Blair Kidwell (2006) "Instrumental and expressive traits as predictors of salesperson goal orientations and self-perceived sales abilities," *Journal of Personal Selling and Sales Management*, 26 (Spring), 143-59.
- Jewell, Robert D., and Blair Kidwell (2005) "The moderating effect of perceived control on motivation to engage in deliberative processing," *Psychology & Marketing*, 22(9), 751-69.
- Moorman, Christine, Kristin Diehl, David Brinberg, and Blair Kidwell (2004), "Subjective knowledge, search locations, and consumer choice," *Journal of Consumer Research*, 30 (December), 624-36.
- Kidwell, Blair, and Robert Turrisi (2004), "An examination of money management tendencies," *Journal of Economic Psychology*, 25 (October), 601-16.
- Kidwell, Blair, and Robert D. Jewell (2003), "The moderated influence of internal control: An examination across health related behaviors," *Journal of Consumer Psychology*, 13 (4), 377-86. \*JCP Young Contributor Award - Runner up

Kidwell, Blair, David Brinberg, and Robert Turrisi (2003), "Determinants of money management," *Journal of Applied Social Psychology*, 33 (6), 1244-60.

Kidwell, Blair, and Robert D. Jewell (2003), "An examination of perceived behavioral control: Internal and external influences on intention," *Psychology & Marketing*, 20(7), 625-42.

## **PAPERS IN THE REVIEW PROCESS**

Kidwell, Blair, Virginie Lopez Kidwell, Christopher Blocker and Erick Mas, "Birds of a Feather *Feel* Together: Emotional Ability Similarity in Consumer Interactions." Invited 3<sup>rd</sup> round review at the *Journal of Consumer Research*.

Kidwell, Blair, Jonathan Hasford, Broderick Turner, and David M. Hardesty, "I Know How You Feel: Calibrating Emotions in Personal Selling." Invited 2<sup>nd</sup> round review at the *Journal of Marketing*.

Jones, Niusha and Blair Kidwell, "The Best of Both Worlds: Androgyny in Consumer Choice." Invited 2<sup>nd</sup> round review at the *Journal of Consumer Research*.

Farmer, Adam, Blair Kidwell, and David M. Hardesty, "The Politics of Choice: Political Ideology and Construal Level." Invited 2<sup>nd</sup> round review at the *Journal of Consumer Psychology*.

Farmer, Adam, Blair Kidwell, and David M. Hardesty, "Helping a Few a Lot or Many a Little: Political Ideology and Charitable Giving." Invited 2<sup>nd</sup> round review at the *Journal of Consumer Psychology*.

Hasford, Jonathan, Blair Kidwell, and David M. Hardesty, "The (Mis)use of Emotions: How Emotional Intelligence and Self-Focus Impact the Incidence of Consumer Fraud." Invited 2<sup>nd</sup> round review at the *Journal of Consumer Research*.

Jones, Niusha and Blair Kidwell, "A Motivational Theory of Gendered Consumption." Under 1<sup>st</sup> round review at the *Journal of Consumer Research*.

Diego Alvarado Karste and Blair Kidwell, "The Role of Brand Rivalries in the Development and Magnitude of Brand Attitudes." Under 1<sup>st</sup> round review at *Psychology & Marketing*.

Farmer, Adam, Blair Kidwell, and David M. Hardesty, "Political Ideology and Consumer Preferences." Revising for resubmission at the *Journal of Consumer Research*.

Kidwell, Blair, Andrea Bennett, Jonathan Hasford, Molly Burchett, and David M. Hardesty, "Emotional Reasoning and Consumer Choice." Revising for resubmission at the *Journal of Consumer Research*.

Kidwell, Blair, Jonathan Hasford and Su Yun Bae, "The Dark Side of Emotional Intelligence: How Differences in Empathy Underlie Behavior." Revising for resubmission at the *Journal of Personality and Social Psychology*.

## **WORKING PAPERS**

Diego Alvarado Karste and Blair Kidwell, "The Anatomy of a Rival: The Role of Resentment in the Formation of Brand Rivalries."

Erick Mas and Blair Kidwell, "Social Class and Consumer Choice."

Aaron Schibik and Blair Kidwell, "Emotional Processing and Consumer Risk in Decision Making."

Niusha Jones and Blair Kidwell, "When Men Avoid Masculine and Women Avoid Feminine Choices"

Niusha Jones and Blair Kidwell, "The Golden Quadrant: How to Balance Masculine and Feminine Features to Enhance Well-being"

Tingting Zhang and Blair Kidwell, "The Power of Gratitude on Consumer Choice."

## RESEARCH PRESENTATIONS

The (Mis)use of Emotions: How Emotional Intelligence and Self-Focus Impact the Incidence of Consumer Fraud  
Paper will be presented at the Society of Consumer Psychology Boutique Conference, Seattle, WA 2019.

The Best of Both Worlds: Androgyny in Consumer Choice

Paper presented at the Academy of Marketing Science Conference (46th AMS), New Orleans, LA 2018.

Paper presented at the *American Marketing Association Winter Conference*, New Orleans, LA 2018.

Paper presented at the *Association for Consumer Research Conference*, Dallas, TX 2018.

Paper presented at the *ACR Gender, Marketing and Consumer Behavior Conference*, Dallas, TX 2018.

Compensatory Roles of Masculine and Feminine Choices

Paper will be presented at the *Association for Consumer Research Conference*, Dallas, TX 2018.

Paper will be presented at the *ACR Gender, Marketing and Consumer Behavior Conference*, Dallas, TX 2018.

Birds of a Feather *Feel* Together: Emotional Ability Similarity in Consumer Interactions

Paper presented at the *Association for Consumer Research Conference*, San Diego, CA 2017.

Paper presented at the University of Miami, March 2017.

Paper presented at the University of Kentucky, September 2016

Paper presented at Florida International University, April 2015.

Paper presented at the Marketing Research Colloquium, Ohio State, 2014.

Evolutionary Motives and Consumer Food Choice

Paper presented at the *American Marketing Association Winter Conference*, Orlando, FL 2017.

Paper presented at the *Association for Consumer Research Conference*, Berlin, Germany 2016.

Political Ideology and Consumer Preferences

Paper presented at the *Association for Consumer Research Conference*, Baltimore, MD 2014.

Emotional Ability Training and Mindful Eating

Paper presented at the *Marketing and Public Policy Conference*, Washington D.C. 2013.

Paper presented at the *Association for Consumer Research Conference*, Vancouver, BC 2012.

Paper presented at the *Society of Consumer Psychology Conference*, Las Vegas, Nevada 2011.

Paper presented at the *European Association for Consumer Research Conference*, London, England 2010.

Political Ideology, Persuasive Appeals, and Sustainability

Paper presented at the *Association for Consumer Research Conference*, Vancouver, BC 2012.

Paper presented at the *Green Marketing Colloquium*, Lexington, Kentucky 2010.

Poster presented at the *Association for Consumer Research Conference*, Jacksonville, Florida 2011.

Hasford, Jonathan, David Hardesty, & Blair Kidwell (2011), "Evaluative Conditioning Revisited: An Affective Information Processing Model," Paper presented at the *Association for Consumer Research Conference*, St. Louis, Missouri.

Levit, Tatiana, David M. Hardesty, Blair Kidwell, & Terry Childers (2010), "Affective Misforecasting and Consumption Behavior: The Influence of Restrained Eating and Emotional Intelligence," Paper presented at the *European Association for Consumer Research Conference*, London, England.

Murtha, Brian, Sundar Bharadwaj, & Blair Kidwell (2010) "Salesperson Activity and Solution Sales: A Panel Data Approach" Paper presented at the *3rd Biennial Sales Force Productivity Conference*, Kansas City, Kansas.

Hardesty, David, Blair Kidwell, & Jason Rowe (2008) "Consumer Hope Scale: State and Trait based assessment of Consumer Yearning for Positive Outcomes" Paper presented at the *Association for Consumer Research Conference*, San Francisco, California.

Cui, Annie, Robert D. Jewell, & Blair Kidwell (2008) "Consumer Emotional Intelligence: A Comparison between the U.S. and China" Paper presented at the *Association for Consumer Research Conference*, San Francisco, California.

Kidwell, Blair, David Hardesty, & Terry Childers (2007), "Consumer Emotional Intelligence: Conceptualization, Measurement and the Prediction of Consumer Decision Making," Paper presented at the *Association for Consumer Research Conference*, Memphis, Tennessee.

Levit, Tatiana & Blair Kidwell (2007) "The Similarity Tactic and Purchase Intentions: The Moderating Influence of Persuasion Knowledge." Presented at the *Society for Marketing Advances Conference*, San Antonio, Texas.

Kidwell, Blair, & Robert D. Jewell (2006), "The moderating effects of past experience on behavioral intentions," Paper presented at the *Association for Consumer Research Conference*, Orlando, Florida.

Kidwell, Blair, & Richard McFarland (2005), "Emotional calibration on consumer decision making: Ability and confidence as predictors of performance," Paper presented at *The 2005 International Research Seminar in Consumer Behavior*, La Londe les Maures, France. \*Winner of the Best Conference Paper Award

Kidwell, Blair, & Robert Turrisi (2002), "An examination of money management tendencies," Paper presented at the *Association for Consumer Research Conference*, Atlanta, Georgia.

Kidwell, Blair, & Robert D. Jewell (2001), "The moderated influence of internal control: An examination across health related behaviors," Paper presented at the *Association for Consumer Research Conference*, Austin, Texas.

Moorman, Christine, Kristin Diehl, David Brinberg, & Blair Kidwell (2000), "Subjective knowledge and consumer choice," Paper presented at the *Association for Consumer Research Conference*, Salt Lake City, Utah.

Brinberg, David, Blair Kidwell, & Eloise Coupey (2000), "Determinants of drinking and driving: Developing interventions based on cognitive structure, affect, and past experience," Paper presented at *Marketing and Public Policy Conference*, Washington D. C.

## **AWARDS AND HONORS**

2019 – PDI Fellowship Award for Outstanding Research Contributions, Ryan College of Business, UNT

2015 – AMA Doctoral Networking Breakfast Faculty Fellow, San Antonio, TX

2014 – The 23rd Robert Mittelstaedt Marketing Doctoral Symposium fellow (University of Nebraska)

2013 – Haring Doctoral Symposium fellow (Indiana University)

2011 – Selected to participate in the *TCR Conference* at Baylor University

2010 – *Green Marketing Research Grant* – Von Allmen Center for Green Marketing in the Gatton College of Business and Economics, University of Kentucky (\$5000)

2009 – *SBIR Phase Zero Research Grant* (reference: #KSEF-09-SBIR-161) – "BehaveMoney.com: A Behavioral Intervention to Improve the Financial Status of Individuals and Families" (\$4000)

2005 – *University Small Research Grant* – Kansas State, Competitive Grant (\$4000-principle investigator)

2005 – *Best Conference Paper Award* - 32<sup>nd</sup> Annual La Londe Research Conference

2003 – *JCP Young Contributor Award* – Runner Up - Award is given to the best first-author publication in JCP by a person whose paper has been accepted within 3 years of receiving his/her Ph.D.

1999 – Chapter president of *Psi Chi* honor society – Boise State University

## **TEACHING EXPERIENCE**

*Undergraduate:* Advertising Management, Consumer Behavior, Introduction to Marketing, Social Marketing and Public Policy, Internet Marketing, Integrated Marketing Communications, Principles of Advertising

*MBA:* Consumer Behavior, Customer Relationship Management, Sales Management

*Ph.D.:* Social Marketing, Marketing Theory, Consumer Decision Making, Behavioral Experimentation, GREEN Workshops

## **SERVICE TO THE FIELD**

### **Editorial Review Boards:**

*Journal of Marketing (2018 – present)*

### **Journal and Conference Reviewing (Ad hoc):**

*Journal of Marketing Research*

*Journal of Consumer Research*

*Journal of Marketing*

*Journal of Consumer Psychology*

*Journal of Retailing*

*Journal of the Association of Consumer Research*

*Journal of Economic Psychology*

*Journal of Personal Selling and Sales Management*

*Personality and Social Psychology Bulletin*

*Psychology & Marketing*

*Marketing Letters*

*Journal of Experimental Psychology*

*European Journal of Marketing*

Advances in Consumer Research Conference

American Marketing Association Conference

Society for Marketing Advances Conference

La Londe Research Seminar

*National Science Foundation Grant Proposals*

### **Other Service to the Field:**

University of North Texas – Invited presentation – February 2017

Texas Tech University – Invited presentation – September, 2016

University of Kentucky – Invited presentation – August, 2016

University of Miami – Invited presentation – March, 2016

Bluegrass Dietetic Association Annual Conference – Invited Presentation – March, 2012

OSU Department of Marketing – Invited Presentation – February, 2012

Bluegrass Dietetic Association – Invited Presentation – March 9, 2010

Track Co-chair (Consumer Behavior) - AMA Winter 2009

University of Kentucky Department of Psychology – Invited Presentation – February, 2009

## **SERVICE TO THE UNIVERSITY**

### **Department, College and University:**

*University of North Texas*

At-Large representative on the Faculty Awards Committee – 2018 – present

At-Large representative on the UNT Mentoring Grant & Award Selection Committee – 2018 – present  
Director of the CoB Behavioral Lab – 2017 – present  
Administrator of the SONA participant pool – 2017 – present  
PhD coordinator – 2017 – 2018  
Faculty Search Committee – 2017 – 2018  
Faculty Appeals Committee – Selected as Faculty Representative - 2018

*Florida International University*

PhD committee – 2015 – 2017  
PhD coordinator (interim) – 2015

*The Ohio State University*

Departmental research colloquium presentation – Spring 2014  
Organized the departmental speaker series – 2012 – 2013  
Fisher College of Business Behavioral Lab Group – Fall 2012 – 2015

*University of Kentucky*

Search Committee for Interim Director of the SOM – 2011 – 2012  
EBV Program Committee (Wal-Mart Foundation Grant for Veterans) – 2011  
Library Committee (University Senate Committee) – 2009 – 2012  
Learning Outcomes Assessment Committee – 2009 – 2010  
Marketing Area Doctoral Program Committee – 2009 – 2012  
Coordinator for the college subject pool “Research Experience Program” – 2008 – 2009  
Faculty Senate – 2008 – 2011 (elected for 3 year appointment beginning 2008)  
Consultation for the University of Kufa, Najaf, Iraq (Implementation of CB course) – 2007  
Undergraduate Appeals Committee – 2005 – 2010  
Faculty-Supervised Internships – 14 students from 2005 – 2012

*Kansas State University*

Awards and Recognition Committee 2004 – 2005 – Kansas State  
Curriculum Changes Committee 2004 – 2005 – Kansas State

**Dissertation Committees:**

*University of North Texas*

Niusha Jones (chair) – 4<sup>th</sup> year – Boise State University  
Erick Mas (chair) – 4<sup>th</sup> year – Vanderbilt University  
Andrea Bennett (chair) – 3<sup>rd</sup> year  
Diego Alvarado-Karste (chair) – 3<sup>rd</sup> year  
Fernanda Muniz (committee member) – 3<sup>rd</sup> year  
Aaron Schibik (chair) – 2<sup>nd</sup> year

*The Ohio State University*

Anupama Sukhu (committee member) – University of Connecticut  
Su Yun Bae (committee member) – The Ohio State University, Visiting  
Christina Zhang (committee member) – University of Central Florida

*University of Kentucky*

Adam Farmer (co-chair) – Mississippi State University  
Rob Richardson (co-chair) – Salisbury University  
Jonathan Hasford (co-chair) – University of Nevada  
Tatiana Levit (committee member) – Regina University  
Bill Jones (committee member) – Wayne State University  
Shannon Rinaldo (committee member) – Texas Tech University

## **RELEVANT EXPERIENCE AND EMPLOYMENT**

Graduate Assistant, Department of Marketing, Virginia Tech – 1999 – 2004

Polygraph Examiner and Trainer, Polygraph Lab, Boise State – 1998 – 1999  
Supervised by Charles Honts, Ph.D.

Micron Technologies, Boise Idaho – 1995 – 1998  
Customer Solutions Specialist

United States Marine Corps, Active Duty, Gulf War Veteran – 1990 – 1994  
Marksmanship Instructor, Camp Pendleton, CA  
Squad Leader, 3rd Battalion 5th Marine Division, Camp Pendleton, CA  
Security Forces Specialization, Marine Detachment, USS Midway CV-41

## **PROFESSIONAL MEMBERSHIPS**

American Marketing Association 2002 – present  
Society for Consumer Psychology 2001 – present  
Association for Consumer Research 2000 – present