

# Daniel M. Grossman

June 2023

University of Missouri-St. Louis  
UMSL College of Business Administration  
214 Anheuser-Busch Hall, St. Louis, MO 63121

Cell: 716-803-5074  
[DGTDC@umsl.edu](mailto:DGTDC@umsl.edu)

## Employment

---

### Assistant Professor of Marketing

August 2020 - Present

College of Business Administration, University of Missouri-St. Louis

## Education

---

### University of Cincinnati, Cincinnati, OH

2020

PhD, Marketing

### State University of New York at Oswego, Oswego, NY

2010-2014

B.S., Marketing

*Honors: Magna Cum Laude*

## Publications

---

1. Grossman, D.M. and Rahinel, R. (2022). "Achievement-Based Sentimental Value as a Catalyst for Heirloom Gift-Giving" *Journal of Consumer Psychology*, 32(1), 41 – 56.
2. Rahinel R., Otto A., Grossman, D.M., & Clarkson, J.J. (2021). "Exposure to Brands Makes Preferential Decisions Easier" *Journal of Consumer Research*, 48(4), 541 – 561. (Lead Research article for special issue on The Future of Brands in a Changing Consumer Marketplace)

## Selected Working Papers

---

- Grossman, D.M.\*, Givi, J\*, & Kardes F.R., "The Final Score is All That Matters: How and why consumers use raw scores in the face of superseding percentiles"
  - Under review at the *Psychology & Marketing*
  - \* indicates equal contribution
- Ho, C., Grossman, D.M., Salerno A., & Clarkson, J.J., "Goal Paralysis: The Effect of Bad Luck on Consumer Goal Pursuit"
  - Revise and resubmit at *Motivation & Emotion*
- Grossman, D.M. & Rahinel, R., "When Sentimental Value Ages Like a Fine Wine"
  - Five studies completed; targeting the *Journal of Consumer Research*
- Grossman, D.M., "Sentiment Value Satiation"
  - Four studies completed; targeting the *Journal of Consumer Psychology*

- Grossman, D.M., “Reminiscing or Coping: Consumers that need sentimentally valuable possessions”
  - Three studies completed; targeting the *Journal of Consumer Psychology*
- Garcia-Collart, T. & Grossman, D.M. “Emojis and Brand Transgressions”
  - Data collection phase; targeting the *Journal of Consumer Research*
  - Funded in part by 2021 UMSL Research Award Competition Grant
- Karatas, M., Grossman, D.M., & Cutright, K., “Consumer Perceptions of Diverse Companies”
  - Data collection phase; targeting the *Journal of Marketing*

## **Presentations and Proceedings**

---

- Ho, C. & Grossman, D.M. (2023). Work “for” you or Work “with” you: The effect of a political candidate's positioning on donations. Paper Presentation at the annual meeting of Association for Consumer Research. Seattle, Washington
- Givi, J., Grossman, D.M., & Kardes, F. (2023) Judging by the Numbers: Exploring how raw scores affect consumer judgment in the face of superseding percentiles. Paper Presentation at the annual meeting of Association for Consumer Research. Seattle, Washington.
- Grossman, D.M. & Rahinel, R. (2022). Sentimental Value: Use it & Grow it. Paper Presentation at the annual meeting of Association for Consumer Research. Denver, Colorado.
- Grossman, D.M. & Rahinel, R. (2022). Growing Sentimental Value. Invited Paper Presentation at the UMSL COBA Research Seminar Series. St. Louis, Missouri.
- Yuan, M., VanBergen, N., Buechner, B.M., Grossman, D.M., & Irmak, C. (2019). To Err Is (Not) Human: Examining Beliefs about Errors Made by Artificial Intelligence. Poster Presentation at the annual meeting of Association for Consumer Research. Atlanta, Georgia.
- Buechner, B.M., Grossman, D.M., & Clarkson, J.J. (2019). OK Google, I’ll Take it From Here: The Influence of Artificial Intelligence on Consumer Information Search. Poster Presentation at the annual meeting of Association for Consumer Research. Atlanta, Georgia.
- Ho, C., Grossman, D.M., Salerno, A., & Clarkson, J.J. (2019). Today is Just Not My Day: Bad Luck's Effect on Goal Pursuit. Paper Presentation at the annual meeting of Association for Consumer Research. Atlanta, Georgia.
- Grossman, D.M. & Rahinel, R. (2019). Sentimental Value as a Driver of Heirloom Creation. Paper Presentation at the annual UC Consumer Behavior Research Camp. Cincinnati, Ohio.
- Escoe, B., Grossman, D.M., & Kardes, F.R. (2018). Blindsided by Omissions: Effects of Hidden Fees on Surprise and Regret. Paper Presentation at the Summer Society for Consumer Psychology Conference. San Francisco, California.
- Ho, C., Grossman, D.M., Clarkson, J.J., & Salerno A. (2018). Goal Paralysis: The Effect of Incidental Luck on Consumer Goal Pursuit. Paper Presentation at the annual UC Consumer Behavior Research Camp. Cincinnati, Ohio.
- Grossman, D.M. & Rahinel, R. (2017). Heirlooms as a Passage Mechanism for Achievement-Based Values. Paper Presentation at the annual meeting of Association for Consumer Research. San Diego, California.

- Ho, C., Grossman, D.M., & Clarkson, J.J. (2017). Knock on Wood: How Incidental Luck Impacts Goal Pursuit. Paper Presentation at the annual meeting of the Midwestern Psychological Association. Chicago, Illinois.
- Grossman, D.M., Ho, C., Clarkson, J.J., & Salerno A. (2017). The Incidental Effects of Luck on Global Goal Pursuit. Invited Paper Presentation at the annual CLIK forum. Louisville, KY.
- Grossman, D.M. & Rahinel, R. (2015). Product Weight and Estimates of Price Change: An Error Management Framework. Poster Presentation at the annual meeting of the Society for Judgment and Decision Making. Chicago, Illinois.
- Rahinel, R., Otto, A., Clarkson, J.J., & Grossman, D.M. (2015). Brand Exposure Makes Decisions Easier. Paper Presentation at the annual meeting of Association for Consumer Research. New Orleans, Louisiana.
- Williams, E., Steffel, M., & Grossman, D.M. (2015). Does Sharing Signal Caring? Asymmetric Interpretations of the Informativeness of Own and Others' Social Media Communications. Paper Presentation at the annual meeting of the Association for Consumer Research. New Orleans, Louisiana.

## Relevant Experience

---

### **Instructor at the University of Missouri-St. Louis (2020- present)**

- Graduate Level Consumer Motivation & Behavior, (*Fall 2023*)
- Consumer Behavior, (*Fall 2023*)
- Principles of Marketing, (*Spring 2023*), **3.9/4.0**
- Consumer Behavior, (*Spring 2023*), **3.9/4.0**
- Consumer Behavior, (*Fall 2022*), **7.0/7.0**
- Consumer Behavior, (*Fall 2022*), **6.8/7.0**
- Basic Marketing, (*Spring 2022*), Overall Instructor rating: **6.8/7.0**
- Basic Marketing, (*Spring 2022*), Overall Instructor rating: **6.8/7.0**
- Consumer Behavior, (*Fall 2021*), Overall Instructor rating: **6.9/7.0**
- Consumer Behavior, (*Fall 2021*), Overall Instructor rating: **6.9/7.0**
- Consumer Behavior, (*Spring 2021*), Overall Instructor rating: **6.7/7.0**
- Basic Marketing, (*Spring 2021*), Overall Instructor rating: **6.9/7.0**
- Basic Marketing, (*Spring 2021*), Overall Instructor Rating: **6.8/7.0**
- Consumer Behavior, (*Fall 2020*), Overall Instructor Rating: **6.6/7.0**

### **Instructor at the University of Cincinnati (2015 – 2019)**

- (TA), MBA, Advertising [online course], (*Summer 2019*)
- Integrated Marketing Communications, *Spring 2019*, Overall Instructor Rating: **7.7/8.0**
- Academic Research Assistant Seminar, *Spring 2019*, Overall Instructor Rating: **7.9/8.0**
- Academic Research Assistant Seminar, *Fall 2018*, Overall Instructor Rating: **7.9/8.0**
- Integrated Marketing Communications, *Summer 2018*, Overall Instructor Rating: **7.8/8.0**
- Introduction to Marketing [online course], *Summer 2017*, Overall Instructor Rating: **7.3/8.0**
- Professional Selling, *Spring 2017*, Overall Instructor Rating: **7.7/8.0**
- Introduction to Marketing, *Summer 2016*, Overall Instructor Rating: **7.6/8.0**
- (TA), MBA, Marketing Ethics [online course], *Spring 2016*
- Introduction to Marketing, *Summer 2015*, Overall Instructor Rating: **7.0/8.0**
- (TA), MBA, Buyer Behavior [online course], *Spring 2015*

## Digital Marketer at Hotel Novotel Ambassador Daegu

- Designed online and print promotional posters, using Adobe Illustrator, that were displayed around the hotel as well as on the company website
- Expanded the social media reach on Facebook and Twitter through social media marketing techniques and strategies
- Modified the marketing techniques used on the company website to achieve greater overall promotion quality

## Service

---

- Served as an expert panelist, Title of Discussion: Developing an Academic CV and Application Materials, Hosted by Certificate in University Teaching (CUT), 2023
- Served as an expert panelist, Nestlé Purina Executive Training Seminar, located at Nestlé Purina Corporate Headquarters, 2023
- Served as Aisle Marshall at Spring 2023 Commencement
- Served as Faculty Sponsor for Jack Wittner Internship, 2023
- Reviewer, Society of Consumer Psychology, 2022-present
- Reviewer, Association for Consumer Research, 2018-present
- Ad hoc reviewer, Academy of International Business, 2022
- Enterprise Opportunity Drivers Scholarship Mentor, 2021-present
- Created the UMSL Undergraduate MKTG Assessment of Learning (AoL) Exam, 2021
- Serves on the Undergraduate Studies Committee, 2020-present
- Serves on the UMSL Marketing Advisory Board, 2020-present
  - Serves as a faculty member on the Entrepreneurship Committee, 2022-present
  - Served as a faculty member on the Student Mentor Committee, 2021-2022
  - Served as a faculty member on the Marketing Club Committee, 2020-2021
- Member of the UMSL Global Faculty Ambassador Network, 2021
- Attended the annual Midwest Digital Marketing Conference, 2020-2023
- Completed *Online-in-9* eLearning Course Development Program via UMSL CTL, 2020
- Consumer and Market Insights Laboratory Head Director, Fall 2018-2020
  - Managed a Behavioral Research Lab with 2000-3000 student enrollment per semester and 7000 student research sessions per semester
  - Trained and managed a team of 30 undergraduate and graduate research assistants to run the lab
  - Met with faculty of the Lindner College of Business to design and execute complex studies within the controlled laboratory environment
- Assisted organizing the annual UC Consumer Behavior Research Camp, 2015-2020
- UC Research Assistant Mentorship, 2014-2020
- UC Fragrance Panel Laboratory Facilitator, 2014-2020
- Invited Speaker at Consumer Behavior Research Assistant Seminar, 2017
- SUNY Oswego Study Abroad Mentor, 2013-2014
- Market Research Analysis for The Office of International Education at SUNY Oswego, 2012

## Awards

---

- Douglas E. Durand Award for Research Excellence, 2022
- Anheuser-Busch Excellence in Teaching Award, 2022
- UMSL COBA Research Impact Award in Marketing and Entrepreneurship, 2022

- Winner of UMSL Junior Faculty Travel Grant Competition, \$925, 2022
- Write-up on recent publications in Fall 2022 COBA Achievements Newsletter, 2022
- Winner of UMSL Junior Faculty Travel Grant Competition, \$800, 2021
- UMSL Supplemental Summer Research Support Award, \$1500, 2021
- Up-Down STL Frogger High Score Champion, St. Louis, Missouri, 2021
- AMA Sheth Doctoral Consortium Fellow, 2019
- University Graduate Scholarship, University of Cincinnati, 2014-2019
- Kelly Siddall Fellowship, University of Cincinnati, 2014-2019
- UC Lindner College of Business Dean's List of Teaching Excellence, 2015-19
- UC Lindner College of Business Excellence in Teaching Award for Graduate Students, 2018
- UC Marketing Department Graduate Student Teaching Award, 2017
- Placed first in McGraw Hill marketing simulation competition and received cash reward, 2014
- Magna Cum Laude, SUNY Oswego, 2014
- The Global Travel Experience Grant, Linguistic Department, SUNY Oswego, 2013
- Presidential Scholarship, SUNY Oswego, 2010-2014

## References

---

Dr. Ryan Rahinel (Co-Advisor)  
 Associate Professor of Marketing  
 University of Cincinnati  
 612-462-9736  
 rahinern@ucmail.uc.edu

Dr. Joshua J. Clarkson  
 Arthur Beerman Professor of Marketing  
 University of Cincinnati  
 904-994-5674  
 clarksja@ucmail.uc.edu

Dr. Frank R. Kardes (Co-Advisor)  
 Donald E. Weston Professor of Marketing  
 University of Cincinnati  
 859-445-2089  
 kardesfr@ucmail.uc.edu

Dr. Nate Martin  
 Assistant Professor of Marketing  
 University of Alabama  
 864-650-2099  
 nsmartin3@cba.ua.edu