

RYAN RAHINEL

Department of Marketing
Lundquist College of Business
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ACADEMIC EMPLOYMENT

UNIVERSITY OF OREGON

Associate Professor of Marketing (with tenure), June 2023 – present
Judy and Hugh Oliphant Research Scholar, June 2023 - present
Lundquist College of Business PhD Program Director, June 2024 - present
Marketing PhD Program Coordinator, June 2023 – present

UNIVERSITY OF CINCINNATI

Associate Professor of Marketing (with tenure), August 2020 – June 2023
Marketing PhD Program Coordinator, September 2019 – June 2023
Assistant Professor of Marketing, June 2014 – July 2020

EDUCATION

UNIVERSITY OF MINNESOTA

Ph.D, Business Administration (Marketing), 2014

RYERSON UNIVERSITY

B.Comm, Information Technology Management, 2008

HONORS AND AWARDS

2025 JCR Outstanding Reviewer Award
2022 Lindner Research Excellence Grant (\$2500)
2021 Finalist for Ronald J. Dornoff Fellowship for Teaching Excellence
2020 Lindner College of Business Emerging Scholar Award
2018 SMU Cox Brierly Professors Institute Invited Scholar
2015 - 2017 Lindner Dean's List of Teaching Excellence
2013 Vaile Graduate Fellowship for outstanding scholarship in the PhD program
2012 PhD Student Excellence in Teaching Award, Carlson School of Management
2012 Carlson School of Management Dissertation Fellowship (\$25,000)
2012 Best Presentation Runner Up at Haring Symposium
2011 & 2013 Best Presentation – Carlson Multidisciplinary Academic Research Summit

2010 Henrickson Research Award for success in independent research
2008 The Governor General's Academic Silver Medal for highest GPA at Ryerson University
2008 Ryerson University Academic Gold Medal for most outstanding graduating student
2007 Aldwyn Prescod and Richard Tang Hing Award for outstanding GPA (\$1000)
2003-2007 Ryerson University Deans List
2003-2007 Ryerson University Faculty of Business Award of Excellence (4 x \$1000)

RESEARCH INTERESTS

- Brands and brand assets
- Interface between physical world and visual designs / concepts
- Consumer judgment and decision making

REFEREED JOURNAL PUBLICATIONS (* indicates equal contribution)

Grossman, Daniel and Ryan Rahinel (2022) "Achievement-Based Sentimental Value as a Catalyst for Heirloom Gift-Giving" *Journal of Consumer Psychology*, 32(1), 41 – 56.

Rahinel, Ryan*, Ashley Otto*, Daniel Grossman, and Joshua Clarkson (2021) "Exposure to Brands Makes Preferential Decisions Easier" *Journal of Consumer Research*, 48(4), 541 – 561.

- Lead Research Article

Clarkson, Joshua, Riley Dugan, Cammy Crolic, and Ryan Rahinel (2020), "Influencing Those Who Influence Us: The Role of Expertise in the Emergence of Minority Influence" *Journal of Experimental Social Psychology*, 89, 103976.

Beck, Joshua, Ryan Rahinel, and Alexander Bleier (2020), "Company Worth Keeping: Personal Control and Preferences for Brand Leaders" *Journal of Consumer Research*, 46(5), 871 – 886.

Rahinel, Ryan* and Noelle Nelson* (2016), "When Brand Logos Describe the Environment: Design Instability and the Utility of Safety-Oriented Products," *Journal of Consumer Research*, 43(3), 478 – 496.

Rahinel, Ryan, Nelson Borges Amaral, Joshua J. Clarkson, and Aaron C. Kay (2016), "On Incidental Catalysts of Elaboration: Reminders of Environmental Structure Promote Effortful Thought," *Journal of Experimental Social Psychology*, 64, 1-7.

Rahinel, Ryan and Rohini Ahluwalia (2015), "Attention Modes and Price Importance: How Experiencing and Mind-Wandering Influence the Prioritization of Changeable Stimuli," *Journal of Consumer Research*, 42(2), 214 – 234.

Vohs, Kathleen, Joseph Redden, and Ryan Rahinel (2013), “Physical Order Produces Healthy Choices, Generosity, Conventionality, Whereas Disorder Produces Creativity,” *Psychological Science*, 24(9), 1860 – 1867.

Rahinel, Ryan and Joseph Redden (2013), “Brands as Product Coordinators: Matching Brands make Joint Consumption Experiences More Enjoyable,” *Journal of Consumer Research*, 39(6), 1290 – 1299.

Publications Prior to PhD Program

Foster, Mary, Barbara Bell-Angus, and Ryan Rahinel (2008), “‘All in the Hall’ or ‘Sage on the Stage’: Learning in Leadership Development Programs,” *Leadership and Organizational Development Journal*, 29(6), 504-521.

O’Reilly, N., Alan Kaplan, Ryan Rahinel, and John Nadeau (2008), “‘So you traded my favorite player, why should I buy a ticket?’: Hope, Fan Welfare, and Competitive Balance,” *International Journal of Sport Finance*, 3(2), 42-57.

O’Reilly, N., Ryan Rahinel, Mary Foster, and Mark Patterson (2007), “‘Connecting’ in Mega Classes: The Netnographic Advantage,” *Journal of Marketing Education*, 29(1), 69-84.

O’Reilly, N., and Ryan Rahinel (2006), “Forecasting the Importance of Media Technology in Sport: The Case of the Televised Ice Hockey Product in Canada,” *International Journal of Sport Marketing and Sponsorship*, 8(1), 82-97.

BOOK CHAPTERS

Rahinel, Ryan, Rohini Ahluwalia, and Ashley S. Otto (2024) “Leaves in the Wind: Underdeveloped Thinking Systems Increase Vulnerability to Judgments Driven by Salient Stimuli”, Lee, A.Y. (Ed.) *The Vulnerable Consumer (Review of Marketing Research, Vol. 21)*, Emerald Publishing Limited, Leeds, pp. 113-131

CONFERENCE PRESENTATIONS (* indicates presenter)

Han, Hyerin* and Ryan Rahinel, (2025, October) “A New Framework for Understanding the Attribute Framing Effect: The Role of Schema-Congruency,” working paper presented at Association for Consumer Research, Washington, DC.

Shen, Liang*, and Ryan Rahinel (2023, October) “The Effect of Interpersonal Violence Threat on Logo Salience Preference,” Association for Consumer Research Conference, Seattle, Washington.

Grossman, Dan*, and Ryan Rahinel (2022, October) “Sentimental Value: Use it and Grow It,” Presented at the Association for Consumer Research Conference, Denver, Colorado.

- Pogacar, Ruth*, Ryan Rahinel, and Tom Carpenter (2021, October) “Aaron is Warmer than Darren: Names Beginning with Vowels Convey Warmth,” Presented at the Association for Consumer Research Conference, Virtual.
- Otto, Ashley S.*, Joshua J. Clarkson, and Ryan Rahinel (2017, October), “The Drain of Emotional Decisions,” Presented at the Association for Consumer Research Conference, San Diego, California.
- Grossman, Dan*, and Ryan Rahinel (2017, October) “Heirlooms as a Passage Mechanism for Achievement-Based Values,” Presented at the Association for Consumer Research Conference, San Diego, California.
- Otto, Ashley S.*, Joshua J. Clarkson, and Ryan Rahinel (2017, January), “The Drain of Affective Decisions,” Presented at the Society for Personality and Social Psychology Annual Convention, San Antonio, Texas.
- Otto, Ashley S.*, Joshua J. Clarkson, and Ryan Rahinel (2016, November), “The Drain of Emotional Decisions,” Presented at the Society for Judgment and Decision Making Annual Meeting, Boston, Massachusetts.
- Beck, Joshua, Alexander Bleier*, and Ryan Rahinel (2016, October) “By the Grace of Brands: The Role of Brand Leadership in the Process of Restoring Control,” Presented at the Association for Consumer Research Conference, Berlin, Germany.
- Beck, Joshua, Alexander Bleier*, and Ryan Rahinel (2016, May) “Brands as Actuators: How Low Control Perpetuates Preferences for Brand Leaders,” Presented at the European Marketing Academy Conference, Groningen, Netherlands.
- Grossman, Dan* and Ryan Rahinel (2015, November) “Product Weight and Estimates of Price Change: An Error Management Framework,” Poster session at the Society for Judgment and Decision Making, Chicago, Illinois.
- Rahinel, Ryan*, Ashley Otto, Joshua Clarkson, and Daniel Grossman (2015, October) “Brand Exposure Makes Decisions Easier,” Presented at the Association for Consumer Research North American Conference, New Orleans, LA.
- Rahinel, Ryan*, Nelson Amaral, and Aaron Kay (2015, February) “Environmental Structure Stimulates Elaborative Thought,” Presented at the Society for Consumer Psychology Annual Conference, Phoenix, AZ.
- Rahinel, Ryan* and Rohini Ahluwalia (2014, October) “Attention Modes in Consumer Decision Making: Merely Attending to the Physical Environment Makes Price More Important,” Presented at the Association for Consumer Research North American Conference, Baltimore, MD.

- Vohs, Kathleen*, Joseph Redden, Ryan Rahinel, Aparna Labroo, and Ravi Dhar (2014, May) "Physical Order and Disorder: Healthy Choices and Doing What's Expected versus Creative Outputs and Preferring What's New," Presented at the Association for Psychological Science Convention, San Francisco, CA.
- Nelson, Noelle* and Ryan Rahinel (2014, March) "Perceptual Balance in Brand Logos Affects Consumer Use and Valuation of Goods," Presented at the Society for Consumer Psychology Annual Conference, Miami, FL.
- Vohs, Kathleen, Joseph Redden, and Ryan Rahinel* (2014, February) "Physical Order Produces Healthy Choices, Generosity, Conventionality, Whereas Disorder Produces Creativity," Presented at the Society for Personality and Social Psychology Annual Meeting, Austin, TX.
- Rahinel, Ryan* (2013, July) "Attention Modes in Consumer Decision Making: How and Why They Influence Weighting of Price," Presented at the Multidisciplinary Academic Research Summit, University of Minnesota, Minneapolis, MN.
- *Awarded best presentation.*
- Rahinel, Ryan* and Joseph Redden (2012, November) "Brands as Product Coordinators: Matching Brands make Joint Consumption Experiences More Enjoyable," Presented at the Society for Judgment and Decision Making Annual Conference, Minneapolis, MN.
- Rahinel, Ryan* and Rohini Ahluwalia (2012, October) "Controlled by the Experience: Thinking Systems and Environmental Cues in Decision Making," Presented at the Association for Consumer Research North American Conference, Vancouver, BC.
- Rahinel, Ryan* and Joseph Redden (2012, April) "Brands as Product Coordinators: Matching Brands make Joint Consumption Experiences More Enjoyable," Presented at the Haring Symposium, Indiana University, Bloomington, IN.
- *Runner up for best presentation.*
- Rahinel, Ryan* and Joseph Redden (2011, October) "Brands as Product Coordinators: Matching Brands make Joint Consumption Experiences More Enjoyable," Presented at the Association for Consumer Research Annual North American Conference, St. Louis, MO.
- *Served as session chair.*
- Rahinel, Ryan* and Joseph Redden (2011, May) "Brands as Product Coordinators: Matching Brands make Joint Consumption Experiences More Enjoyable," Presented at the Multidisciplinary Academic Research Summit, University of Minnesota, Minneapolis, MN.
- *Awarded best presentation.*
- Rahinel, Ryan* and Joseph Redden (2010, October) "Brand Synergy in Multi-Product Experiences," Poster session at the Association for Consumer Research Annual North American Conference, Jacksonville, FL.

Rahinel, Ryan* and Norman O'Reilly (2008, October) "Deception at a Distance: How and When does Temporal Distance Affect Persuasion Knowledge Activation?," Presented at the Association for Consumer Research Annual North American Conference, San Francisco, CA.

Presentations Prior to PhD Program

Foster, Mary*, and Ryan Rahinel (2008, August), "Student Engagement and Competency Development," Presented at the Academy of Management Conference, Anaheim, CA.
- *Best Paper Award in Management and Education Division*

Foster, Mary, and Ryan Rahinel* (2008, August), "Socialization or Selection? A study of Student Engagement and Competency Development amongst Marketing and Accounting Students," Presented at the American Marketing Association Summer Marketing Educators Conference, San Diego, CA.

Rahinel, Ryan*, Norman O'Reilly, Christopher Chang, C., and Jonathan Cheng (2008, May), "Straddling between Hope and Uncertainty: Using Decision Trees and Neural Networks to Predict Fan Orientations to Competitive Balance," Presented at the North American Society for Sport Management Conference, Toronto, ON.

Rahinel, Ryan*, and Norman O'Reilly (2008, May), "'The Playoff Safety Bias': Exploring how the Sequential Goal Heuristic could make Playoff Appearances Matter More than Championships," Presented at the North American Society for Sport Management Conference, Toronto, ON.

Foster, Mary, Barbara Bell Angus, and Ryan Rahinel* (2007, August), "What can Management Development Programs Learn from Cognitive Psychology?," Presented at the Academy of Management Conference, Philadelphia, Pennsylvania, PA.

Kaplan, Alan*, Norman O'Reilly*, Ryan Rahinel, and John Nadeau (2007, June), "Competitive Balance in Professional Team Sport: Connecting the Dots," Presented at the Administrative Sciences Association of Canada Conference, Ottawa, ON.

Rahinel, Ryan*, Norman O'Reilly, and Judith Madill (2006, October), "Public Urban Gun Use Behaviour and Social Marketing: Balancing Theoretical and Practical Considerations," Presented at the Social Marketing Advances in Research and Theory Conference, Banff, AB.
- *Top Student Paper Award*

Rahinel, Ryan*, and Norman O'Reilly (2006, April), "Ice Hockey Events in Canada as Televised Products: Forecasting the Impact of New Technologies," Presented at the Brock University Student Research Colloquium, St. Catharines, ON.

Rahinel, Ryan*, Norman O'Reilly, Wendy Cukier, and Susan Cody (2005, October), "Mathematics as a Performance Predictor in Information Technology Management," Presented at the Information Systems Educators Conference, Columbus, OH.

O'Reilly, N.*, Mary Foster, Mark Patterson*, and Ryan Rahinel* (2005, May), "Netnography and Marketing Education: Learnings from a Large Class Environment," Presented at the Administrative Sciences Association of Canada Conference, Toronto, ON.

CHAired CONFERENCE SYMPOSIA

Rahinel, Ryan (2015) "Show Me What You Can Do: Emerging Research on the Roles of Brands," Association for Consumer Research Annual North American Conference, New Orleans, LA.

Rahinel, Ryan (2015) "New Answers to an Old Question: Emerging Research on the Determinants of Elaboration," Society for Consumer Psychology, Phoenix, AZ.

Rahinel, Ryan and Melanie Rudd (2014) "Consumer Attention: Fresh Perspectives on a Classic Construct," Association for Consumer Research Annual North American Conference, Baltimore, MD.

MANUSCRIPTS UNDER REVIEW OR IN PREPARATION FOR REFEREED JOURNALS

(indicates equal contribution)*

Pogacar, Ruth, Ryan Rahinel, David Sidhu, and Thomas P. Carpenter "Everybody Wants to Buy a Vowel: Sonorous Sounds Increase Brand Preference and Choice" (under first round review at *JAMS*).

Grossman, Daniel and Ryan Rahinel "Sentimental Value: Use it and Grow It" (in revision for third-round R&R at *JCP*).

Frank, Abby, Ryan Rahinel, and John Lancaster "The Afterlife Advantage" (six studies complete; data collection ongoing).

Lancaster, John and Ryan Rahinel "Contingency Based Promotions" (five studies complete; data collection ongoing).

Shen, Liang and Ryan Rahinel "Interpersonal Violence Threats and Logo Salience" (collecting new data; manuscript in progress).

Han, Hyerin and Ryan Rahinel "Framing Zero" (four studies complete; data collection ongoing)

SELECT MEDIA COVERAGE

Huffington Post, ABCNews.com, NY Daily News, CBS.com, Today Show, Good Morning America, New York Times, Financial Times, Forbes, Chicago Tribune, Harvard Business Review Daily Stat, Science Daily, Food Navigator, Miami Herald, Medical Daily

SPEAKING

Invited Research Seminars

Rutgers University, Spring 2024
Indiana University, Fall 2022
University of Oregon, Fall 2022
Harvard University, Spring 2022
University of Cincinnati (CB Research Camp), Spring 2018
University of Virginia (McIntire), Fall 2017
University of Louisville, Fall 2015
University of Kentucky, Spring 2015
University of Kansas, Spring 2014
University of Oregon, Fall 2013
Georgia Institute of Technology, Fall 2013
University of Arizona, Fall 2013
University of Cincinnati, Fall 2013
University of Washington, Fall 2013
Concordia University, Fall 2013

Professional Conferences and Podcasts

Here We Are podcast featured guest (January 2020)
Brandemonium Panelist (2017)
Brandemonium Speaker (2018)
TEDxUC Speaker (February, 2018)

TEACHING

Instructor of Record

- Marketing Management (UO undergraduate; 2023, 2024)
- Brand Strategy (UO MBA; 2023)
- Branding (UC undergraduate; 2014 – 2019, 2021 – 2022)
- Consumer Decision Science (UC MS; 2022)
- Advanced Experimental Design, Analysis, and Empirical Strategy (UC PhD seminar; 2020)
- Strategic Brand Management (UC MBA & MS; 2016 – 2019)
- Judgment and Decision Making (UC PhD seminar; 2017, 2019, 2020, 2021, 2022)
- Introduction to Marketing (UMN undergraduate; 2012)

Teaching Assistantships

- Sales Management (UMN undergraduates) for Wayne Mueller, Spring 2010 – 2014
- Consumer Behavior (UMN MBA) for Kathleen Vohs, Fall 2009
- Introduction to Marketing (Ryerson undergraduates) for Norman O'Reilly, Fall 2004 –

Spring 2005

Guest Lectures

- Building Brand Equity and Brand Value – UO Musicology Department (Winter 2025)

UNIVERSITY SERVICE

PhD Committees (*first placement; dissertation committee role*)

- Abby Frank (current; advisor)
- Hyerin Han (current; committee)
- Bina Ajay (Sam Houston State (Management); committee)
- Daniel Grossman (Missouri at St. Louis; co-advisor)
- Ashley Otto (Baylor; committee)

Research Assistant Advisor

UO: Abby Frank (PhD), John Lancaster (PhD)

UC: Ha Dinh, Vincent Anderson, Morgan Miller, Chris DiBiase, Ryan Patty, Joseph Levers, Lindsay Holcombe, Daniel Grossman (PhD), Emma Neybert (PhD), Jaswant Singh (PhD), Liang Shen (PhD), Hyerin Han (PhD), Abby Frank (PhD), John Lancaster (PhD)

Committees and Service Positions

- LCB Pre-PhD Mentoring Program Coordinator (Summer 2025 – present)
- LCB Stewart Award Committee (November 2024)
- Teaching Evaluator (Conor Henderson, Winter 2024; Ashley Angulo, Spring 2024)
- Research Day Coordinator, UO Marketing Department (2024 – present)
- Ph.D. Program Director, UO Lundquist College of Business (2024 – present)
- Ph.D. Program Coordinator, UO Marketing Department (2023 - present)
- Ph.D. Program Coordinator, UC Marketing Department (2019 - 2023)
- Marketing Department Lab Lunch Organizer, UC Marketing Department (2022)
- Lindner CB Research Camp Co-Organizer, UC Marketing Department (2016 - 2023)
- Ph.D. Program Committee Member, UC Marketing Department (2015 – 2023)
- Ph.D. Qualifying Exam grader, UC Marketing Department (2014 – 2023)
- Recruiting Committee (Tenure-Track), UC Marketing Department, (2015, 2016, 2021)
- MBA Faculty Curriculum Committee, UC Lindner College of Business (2018)
- Department Head Nomination Committee, UC Marketing Department (2018)
- MBA Capstone Coach, UC Lindner College of Business (2016-2017)
- Recruiting Committee (Educator), UC Marketing Department (2015)
- ACG Case Competition Judge (2015)
- Student Advisory Committee, UMN CSOM PhD Program (2011- 2013)
- Brown Bag Organizer, UMN Marketing PhD students (2010-2011)

PROFESSIONAL SERVICE

Editorial Review Board

- Journal of Consumer Research (2021 - present)

Ad Hoc Reviewer

- Journal of Marketing
- Journal of Marketing Research
- Journal of Consumer Research
- Journal of Consumer Psychology
- Journal of the Association for Consumer Research
- Journal of Experimental Psychology: General
- Journal of Public Policy and Marketing
- Journal of Business Research
- Journal of Advertising
- Journal of Retailing
- Personality and Social Psychology Bulletin
- Emotion
- European Journal of Marketing
- Service Science
- Marketing Letters
- MSI Alden G. Clayton Dissertation Proposal competition

Scholarly Conference Service

- Associate Editor, ACR Conference (2024)
- ACR Conference Research Roundtable Faculty (2023)
- ACR Doctoral Consortium Shark Tank Research Competition Judge (2022)
- Branding Track Co-Chair, AMA Summer Educator's Conference (2022)
- Program Committee, ACR North American Conference (2017 - 2018, 2021 - 2023)
- Program Committee, SCP North American Conference (2019, 2022)
- Volunteer, ACR North American Conference (2011)

PUBLIC SERVICE

- VIA-1 (Vietnamese College Student Association) Conference Invited Speaker (2017) – Seminar on under-represented Asian groups in business academia
- WE Mean Business Conference Invited Speaker; hosted by African American Chamber of Commerce of Cincinnati and Ohio Minority Business Assistance Center (2020) – Seminar on managing minority-owned businesses during a recession

OTHER WORK EXPERIENCE (ACADEMIC)

Research Assistant (Sept. 2008 – May 2014) – Joseph Redden, Rohini Ahluwalia, Vldas Griskevicius

Subject Pool Administrator (Sept. 2010 – June 2011) – Carlson School of Management, University of Minnesota

Research Manager (Sept. 2007 – July 2008) – Institute for Sport Marketing, Faculty of Management, Laurentian University

Research Assistant (July 2004 – Sept. 2007) – Faculty of Business, Ryerson University

OTHER WORK EXPERIENCE (INDUSTRY)

Expert Witness Consulting / Testimony (Aug. 2022 – June 2023) – Kohrman, Jackson, & Krantz LLP

Supply Chain Support Analyst (Sept. 2005 – Dec. 2005) – Canadian Tire Corporation, Toronto, Ontario

Marketing Copy Writer (May 2005 – Aug. 2005) – Canadian Imperial Bank of Commerce, Toronto, Ontario

Territory Sales Representative (Nov. 2003 – Sept. 2004) – Marketsource Canada, Mississauga, Ontario