

Aaron B. Charlton

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EDUCATION

Ph.D., University of Oregon, Lundquist College of Business, 2019 (expected)
Marketing

M.B.A., Arizona State University, W.P. Carey School of Business, 2014
Leadership and Entrepreneurship

B.A., Brigham Young University, 2002
History with Minor in Military Science

RESEARCH OBJECTIVE

To become a leading expert in consumer-based brand strategy. I use a multi-method approach, applying theoretical lenses such as normative social influence theory and authenticity, to examine primarily consumer-level data.

DISSERTATION

Topic: Brand latitude
Chair: T. Bettina Cornwell
Status: Proposal defended May 2018
See summary in the appendix

WORKING PAPERS (ABSTRACTS IN APPENDIX)

Charlton, Aaron B. and T. Bettina Cornwell, “Authenticity in Horizontal Marketing Partnerships: A Better Measure of Brand Compatibility,” preparing for 2nd round review at *Journal of Business Research*.

Charlton, Aaron B., Joshua T. Beck and Joshua J. Clarkson, “Feeling Left Out? Political Extremism and Normalizing Consumption,” empirical package complete; preparing draft for submission to *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS

Cornwell, T. Bettina and **Aaron B. Charlton** (2016). “Developing a Measure of Promotional Partnership Authenticity” Summer AMA Conference, Atlanta, GA, August 2016.

Cornwell, T. Bettina and **Aaron B. Charlton** (2015), “Authentic partnerships in marketing: Measurement and roles in CSR” Global Fashion Management Conference, Florence, Italy, June 2015.

TEACHING INTERESTS

Digital Marketing, Marketing Analytics, Marketing Communications, Marketing Management

TEACHING EXPERIENCE

Marketing Instructor, Lundquist College of Business, University of Oregon, 2015-present

<i>Course</i>	<i>Type of course</i>	<i>Term</i>	<i>Instructor's role (out of 5)</i>
Digital Marketing	business major; elective	Winter 2018	4.1
Marketing Management	business major; required	Fall 2016	4.1
Marketing Principles	business minor; required	Spring 2018	4.0
		Fall 2015	4.5

Full-time Missionary (Portuguese-speaking), The Church of Jesus Christ of Latter-day Saints, Recife, Brazil, 1997-1999

PROFESSIONAL EXPERIENCE

Digital Marketing Analyst/Manager, Passport Health, Scottsdale, AZ, 2012-2014

Responsible for managing search engine ad campaigns (Google, Bing) for both corporate clinics and franchisee-owned travel immunization clinics (230 total locations). Secondly responsible for other aspects of digital marketing, including increasing on-page conversion, improving patient email campaigns, and search engine optimization. Also responsible for creating a paid service at corporate headquarters to manage franchisee ad campaigns, and marketing it to them. I hired and supervised one other analyst in this role.

Marketing Manager, Bio Huma Netics, Gilbert, AZ, 2010-2012

Responsible for all marketing communications and advertising for an agricultural chemicals producer that sold the majority of its products outside the U.S. (China, Turkey, Peru, etc.). I hired and supervised two people in this role. During my tenure, I was responsible for a major rebranding, the acquisition of new label-making equipment, and the creation of new websites.

Digital Marketing Specialist (Independent Contractor), 2007-2010

Managed search engine ad campaigns (Google Adwords and Bing Ads certified); optimized websites for improved search engine ranking; designed and built websites, mainly using the Wordpress platform. Clients mainly included local service companies and healthcare providers.

Infantry Captain, U.S. Army, 2002-2007

Led combat patrols as a platoon leader, responsible for 20 soldiers, four gun trucks and millions of dollars worth of equipment in both Afghanistan and Iraq; planned, coordinated and managed division-level training events at Fort Campbell, Kentucky; served as Iraqi forces liaison in Iraq; Airborne and Air Assault qualified.

AWARDS AND RECOGNITIONS

Robin and Roger Best Research Award, 2016, 2018

AMA Sheth Doctoral Fellow, 2018

ACADEMIC SERVICE

Ad hoc reviewer: AMA academic conference proceedings

Faculty advisor for Google Online Marketing Challenge group, 2016

PROFESSIONAL AFFILIATIONS

American Marketing Association

Society for Judgment and Decision Making

PROGRAMMING SKILLS

R, HTML/CSS, MongoDB

COURSEWORK

<i>Category</i>	<i>Course</i>	<i>Professor</i>	<i>Department</i>
Marketing	Consumer Behavior	T. Bettina Cornwell	Marketing
	Marketing Management	Aparna Sundar	Marketing
	Marketing Communications	T. Bettina Cornwell	Marketing
Behavioral	Creativity Psychology Seminar	Marjorie Taylor	Psychology
	Cultural Psychology	Gerard Saucier	Psychology
	Political Psychology	Gerard Saucier	Psychology
Methods	Statistical Methods	Louis Moses	Psychology
	Multiple Regression	Robert Mauro	Psychology
	Multivariate Statistics	Elliot Berkman	Psychology
	Mathematical Statistics	Van Kolpin	Economics
	Data Mining	Yongli Zhang	Operations
	Mixed Methods Research	Alan Meyer	Management
	Experimental Design	Lynn Kahle	Marketing
Structural Equation Modeling	Robert Madrigal	Marketing	

REFERENCES

<i>Name</i>	<i>Address</i>	<i>Contact info</i>
T. Bettina Cornwell, Ph.D. Edwin E. And June Woldt Cone Professor of Marketing	Lundquist College of Business University of Oregon 1208 University St., Eugene, OR 97403	541-346-8241 tbc@uoregon.edu
Hong Yuan, Ph.D. Associate Professor of Marketing	Lundquist College of Business University of Oregon 1208 University St., Eugene, OR 97403	541-346-3196 hongy@uoregon.edu
Joshua T. Beck, Ph.D. Assistant Professor of Marketing	Lundquist College of Business University of Oregon 1208 University St., Eugene, OR 97403	541-346-4850 jbeck2@uoregon.edu

APPENDIX: ABSTRACTS

Charlton, Aaron B. and T. Bettina Cornwell, “Authenticity in Horizontal Marketing Partnerships: A Better Measure of Brand Compatibility,” preparing for 2nd round review at *Journal of Business Research*.

Abstract: Fit between a sport and a brand (in sponsorship), between a celebrity and a brand (in influencer marketing) and between two brands (in co-branding) positively influences outcomes such as attitudes, awareness and purchase. Widespread use of fit and match constructs demonstrates the need to understand how partnerships work together. We argue that authenticity may be more useful measuring and understanding partner compatibility. This research adapts the perceived brand authenticity scale developed by Morhart et al. (2015) to a measure of horizontal marketing partnership authenticity (HMP-Authenticity). In three studies, the HMP-Authenticity scale is tested for reliability, validity, and incremental predictive validity beyond what can be explained by fit. In a fourth study, the dimensions of the scale are evaluated. In the final study, a brief 4-item scale is introduced and compared with the full version in a celebrity endorsement context.

Charlton, Aaron B., Joshua T. Beck and Joshua J. Clarkson, “Feeling Left Out? Political Extremism and Normalizing Consumption,” empirical package complete; preparing draft for submission to *Journal of Consumer Research*.

Abstract: Political ideology and consumption reciprocally influence each other in many ways. Yet, little consumer research has examined political ideology. Specifically, the role of political extremism, in which people self-identify as either very liberal or very conservative, has received no mention in consumer literature. This is surprising given that analysis of decades of public, longitudinal data shows that political extremism is on the rise in America. Prior literature on political extremism has debated whether the politically extreme process political information independently or follow the crowd. The current research takes this debate in a new direction by showing that the politically extreme are more likely to be influenced by normative suggestions. In study 1, we find this effect in analysis of a North American brands survey of over 30,000 participants. Next, we prime political extremism using controlled experiments to show that the focal effect is moderated by approval (study 2), susceptibility to normative influence (study 3), and expertise (study 4). Together these findings provide evidence for a normative motivation behind this effect, such that the politically extreme feel more isolated in social contexts, leading them to consume popular products in order to achieve reaffiliation with the group.

DISSERTATION: BRAND LATITUDE

My dissertation, under the guidance of committee chair T. Bettina Cornwell, examines brand latitude, which I provisionally define as a public-facing entity’s capacity to behave unexpectedly without incurring adverse responses from consumers. A notable example of brand latitude is seen in Patagonia’s unorthodox full-page New York Times “don’t buy this jacket” ad that ran on the biggest shopping day of the year in 2011. While the public generally showed overwhelming support for

Patagonia's de-consumerist appeal, another brand may have been punished for such a departure from normal brand behavior. Why are some brands allowed to deviate from expectations while others face negative repercussions? This question is important because in today's world of commercial clutter, brands must routinely deviate from expectations in order to stand out and actually be noticed. Invisible brands are irrelevant and don't last for long. My research looks at what attributes or patterns of behavior lead to increased brand latitude.

In Essay 1, I develop a conceptual framework for brand latitude and review relevant literature. As part of this process, I further define brand latitude and distinguish it from related constructs, including brand equity. I show how brand stretchability, or the capacity of a brand to extend into distant product categories, is a form of brand latitude. In identifying this and other forms of brand latitude, I arrive at potential antecedents and outcomes of various forms of brand latitude. By showing the commonality among these forms of brand latitude from the consumer's perspective, I show that brand latitude can be considered one overarching construct that encompasses many forms and contexts. Lastly, I propose future research directions for studying the concept of brand latitude.

Essay 2 tests the theoretical framework developed in Essay 1, and investigates the underlying processes that lead to increased brand latitude. Brand latitude is essential to long-term brand health, yet research examining the antecedents of brand latitude is lacking. First, I conduct a field experiment using brand mentions in news articles. I apply content analysis using available R software packages and custom programming to understand reporters' reactions to these deviations. Next, using both n-gram clustering and sentiment analysis I seek to understand how individual brands are perceived in the press, identifying the commonalities in brands that seem to have high brand latitude. Next, drawing on literature in social deviance, I use a series of controlled experiments to look at how a pattern of deviance by the brand, both overconforming and underconforming deviance, when positively perceived, can lead to increased brand latitude in the future. Lastly, I confirm the findings of Essay 2 and seek to fully explore the process and conditions under which brand latitude is likely to occur.