

Esta Denton Shah

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PROFESSIONAL WEBSITES

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EDUCATION

Kellogg School of Management, Northwestern University, Evanston, IL

Ph.D., Consumer Behavior in Marketing, 2015

Kellogg School of Management, Northwestern University, Evanston, IL

M.S., Marketing Research, 2012

Emory University, Atlanta, GA

B.A. Psychology, 2010

Goizueta School of Business, Emory University, Atlanta, GA

B.B.A., Marketing, 2010

EMPLOYMENT HISTORY

1. TENURE-TRACK APPOINTMENTS

Assistant Professor of Marketing, Fall 2018-Present, College of Charleston School of Business, Charleston, SC, 29424, USA.

Assistant Professor of Marketing – Educator Track, 2016-Summer 2018, Lindner College of Business, University of Cincinnati, Cincinnati, OH, 45221, USA.

2. OTHER APPOINTMENTS

Post-Doctoral Fellow, 2015-2016, Graduate Research and Instructor, Lindner College of Business, University of Cincinnati, Cincinnati, OH, 45221, USA

HONORS AND AWARDS

2019: Best Conference Paper – Managerial Contribution.
5th International Augmented and Virtual Reality Conference.
Munich, Germany.

Summer 2019

Darwin T. Turner Scholars Program – Faculty Recognition	Spring 2017
Dean’s List of Teaching Excellence, University of Cincinnati	Fall 2015-2016
Harold Grilliot Award, Nomination	Spring 2016
Daniel Westerbeck Junior Faculty Graduate Teaching Award, Nomination	Spring 2016

RESEARCH AND SCHOLARSHIP

1. RESEARCH INTERESTS/THEMES

Two inter-related themes in marketing research: *Consumer Behavior* (e.g., judgement and decision making, mental accounting, cognitive processes and inferences) and *Advertising* (e.g., animation, augmented reality, story-telling narratives).

2. PUBLISHED WORKS

Shah, Esta D., Larson, Lindsay RL, and Luther L. Denton III. (2019), "Animation and Consumer Perceptions of DTC Pharmaceutical Advertisement," *Journal of Consumer Affairs*, 53(4), 1456-1477.

Wu, Ruomeng, Shah, Esta D., and Frank R. Kardes (2020), "The struggle isn't real": How need for cognitive closure moderates inferences from disfluency," *Journal of Business Research*, 109, 585-594.

Wu, R., Shah, Esta D., Kardes, Frank R. and Robert Wyer (2020), "Technical nomenclature, everyday language, and consumer inference," *Marketing Letters*, 31, 299–310.

Barhorst, Jennifer, McLean, Graeme, Shah, Esta D., & Rhonda Mack (2021), "Blending the real and virtual world: Exploring the role of flow in Augmented Reality experiences," *Journal of Business Research*, 122, 423-436.

3. CURRENT RESEARCH ACTIVITIES

a. Advanced Works in Progress

Shah, Esta D., Pitts, Robert E., and Wayne Smith, "So, what’s the real story? Exploring authenticity effects in travel ads." Submitted at Cornell Quarterly.

Wu, Ruomeng, Kardes, Frank R., Clarkson, Joshua J., and **Esta D. Shah**. "Do Consumers Become More or Less Certain as They Age? How Cross-Cultural Differences in Perceived Self-Efficacy Impact the Effect of Age on Certainty." Submitted at *Journal of Consumer Psychology*.

Wu, Ruomeng, **Shah, Esta D.**, and Frank R. Kardes, "Disfluency Attenuates Omission Neglect." Risky Revision at *Marketing Letters*. Submitted at *Psychology & Marketing*.

Shah, Esta and Lindsay Larson, "Saving Gift Cards for a Rainy Day: How Mental Accounts Shape Long-Term Valuation and Propensity to Consume," Final Draft. Aimed at *Journal of Consumer Research* with Spring 2022 Submission.

Shah, Esta, Barhorst, Jennifer, Blose, Julie, "Daydreamers and Schemers: How Individual Differences Predict Negative Brand Activism." Final draft. Aimed at *Psychology and Marketing* Spring 2022 Submission.

4. REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS

Smith, W., **Shah, E.**, & Pitts, R. (2021). "Exploring the Effects of Non-traditional Narrative Video Ads on Tourism Intentions Among Viewers with and without Previous Destination Experience." *TTRA Canada 2021 Conference*. 19.

Barhorst, J., McLean, G., **Shah, E.**, & Mack, R. (2019). "Exploring the Antecedents and Consequences of Augmented Reality on Brand Experience – A Longitudinal Perspective," *5th International Augmented and Virtual Reality Conference*, Munich, Germany

Barhorst, J., McLean, G., **Shah, E.**, & Mack, R (2019). "Exploring the Antecedents and Consequences of Augmented Reality on Brand Experience – A Longitudinal Perspective," *2019 Theory + Practice in Marketing Conference*, Columbia Business School, New York, New York

Sojka, Jane, Elliot Manzon, and **Esta Shah** (2017), "Bringing the "Real World" into the Marketing Classroom: Incorporating In-class Experiential Learning throughout the Marketing Curriculum" (Special Session), *Winter American Marketing Association*, Orlando, Florida.

Ruomeng Wu, **Esta Shah**, and Frank Kardes (2016) , "Disfluency Effects on Inference and Evaluation", in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : *Association for Consumer Research*, Pages: 689-690.

Esta Shah, Frank Kardes, and Ruomeng Wu (2015) , "The Effect of Jargon on Sensitivity to Omissions in Judgment Based on Limited Evidence", in AP - Asia-Pacific Advances in Consumer Research Volume 11, eds. Echo Wen Wan and Meng Zhang, Duluth, MN : *Association for Consumer Research*, Pages: 283-284.

Denton, Esta and Derek Rucker (2013), "Mentally Accounting For Others: Evidence for Mental Stealing Effects on Purchase Decisions," Working Paper at the *Association of Consumer Research*, Chicago, IL

Denton, Esta and Derek Rucker (2013), "Mentally Accounting For Others: Evidence for Mental Stealing Effects on Purchase Decisions," Working Paper at the *Society for Consumer Psychology*, San Antonio, TX

Denton, Esta, Dubois, David, and Derek Rucker (2012), "I'll Sell That for a Dollar: Interpersonal and Intrapersonal Threats and Possession Evaluation," Working Paper presented at *Association of Consumer Research*, Vancouver, Canada

Denton, Esta, Dubois, David, and Derek Rucker (2012), “I’ll Sell That for a Dollar: How Social Status Threats Devalue One’s Possessions,” Working Paper presented at *Midwestern Psychological Association*, Chicago, IL

Denton, Esta, Dubois, David, and Derek Rucker (2012), “I’ll Sell That for a Dollar: How Social Status Threats Devalue One’s Possessions,” Working Paper presented at *Society for Consumer Psychology*, Las Vegas, NV

5. INVITED TALKS

Shah, Esta (2015), “Mental Accounting in Modern Day Research: Opportunities for Psychology and Marketing,” Ohio State University, Psychology Department Guest Seminar

TEACHING ACTIVITIES/EXPERIENCE

1. TEACHING INTERESTS

Consumer Behavior; Marketing Principles; Marketing Management; Data Analytics

2. COURSES TAUGHT

a. School of Business, College of Charleston, SC

Advertising (MKTG 330)	2021 - present
Marketing Management (MKTG 525)	2020 - present
Consumer Behavior (MKTG 329)	2019-present
Marketing Concepts (MKTG 302)	2018 - present
Managerial Marketing (MKTG 315)	2018-2020

b. Lindner College of Business, University of Cincinnati, OH

Consumer Behavior (MKTG 3085)	2015-2018
Buyer Behavior (MKTG 7015)*	2015-2018
Academic Research Assistant (MKTG 5198)*	2015-2018
International Marketing (MKTG7031)*	Spring 2017
Advertising Management (MKTG 4025)	Fall 2016
Marketing for Managers (MKTG 7011)*	Fall 2016

c. Kellogg School of Management, Northwestern University, USA Teaching Assistant

Advertising Strategy (MKTG 454)*	2012-2013
Marketing Management (MKTG 430)**	2012, 2014
Quantitative Research (MKTG 551)*	2011

* Denotes graduate (MBA and/or MS) courses and ** denotes Executive MBA courses.

3. TEACHING EFFECTIVENESS

- Taught 40+ course-sections since 2015
- Taught several special topic seminars for doctoral students
- Taught diverse groups of students in undergraduate, MS, and MBA
- Given presentations in large lecture sections (>500 students)
- Summary student evaluations have been consistently excellent (Mean \geq 4.0 out of 5)
- Student written feedback (where available) has been very positive and enthusiastic
- Class observation-based commentary from both faculty colleagues and instructional development staff (where available) has been excellent
- Cited by students as “best professor at the CofC”, “favorite”, and “most effective”

4. TEACHING DEVELOPMENT

2017: Georgia State University International Business Pedagogy Workshop, Atlanta, Georgia.

5. PERSONAL TEACHING PEDAGOGY

- Emphasis on both theory and practical application to improve student retention of concepts. Strategy is incorporated into all topics and assignments. Grades are determined largely by how well a student is able to apply theory to real world problems.
- No note-taking is allowed. No technology of any sort is allowed on the desk. Lectures are interactive and require active participation. Students must think critically about course concepts, frequently debating or competing in class. Comprehensive notes are provided to students at the beginning of the semester to apply to quizzes and exams.
- One full case is taught for every two lectures for undergraduate courses, and almost one to one for graduate. Case questions are customized to challenge students to apply the content of the previous lectures. Cases allow class to become experiential and interactive, allowing students to practice the application of course content to better understand their significance.
- Several, large case assignments take the place of exams, and require extensive application of cumulative course content to tackle real world problems and find creative solutions. I developed these assignments myself to better teach class material. These cumulative case assignments get harder and lengthier as the course progresses, allowing for repetition of course content to enhance retention and comprehension.
- Experiential teaching methods have included lectures, seminars, tutorials, case studies, class competitions, field trips, individual and group assignments, student presentations, and consulting/auditing at off-campus small business sites.
- Select students engage in consumer behavior research with me on a one-on-one basis. Students develop theory, design and run behavioral experiments, analyze data, and write literature reviews.

6. COURSE DEVELOPMENT

- All class assignments, quizzes, and exams were developed personally.
- Courses I have developed include Consumer Behavior, Buyer Behavior, Marketing Management, Advertising Management, Managerial Marketing, Marketing Concepts, and International Marketing.
- Personally-developed, customized marketing projects in all courses (e.g., consulting for local companies, individualized case assignments to represent current political climate, country profiles and market assessment in international marketing, consumer attitude and perceptions studies in consumer behavior).

SERVICE ACTIVITIES

1. UNIVERSITY SERVICE

College of Charleston, Charleston, SC

a. Schottland Scholars Co-Director Fall 2021-Present.

- Serve as director, mentor, career advisor to select group of top, interdisciplinary SB senior scholars.
- Plan, schedule and coordinate all annual activities, including: recruiting, interviewing and selection of Scholars, developing of annual schedule of over 40 events including 2 major travel experiences
- Formal liaison with mentors, executives, donors and other stakeholders to ensure consistent, high value programming
- Estimated weekly service to the Schottland Scholars Program of 10 hours per week.

b. MBA CAT Advisor Fall 2021-Present

- Concentration Advisor to 13 MBA's. Develop and provide specialized training in the field of marketing to MBA students 1-2 times per month.
- Bring in notable speakers in the industry to meet with students.
- Lead certification training days to get students certified in industry specific skillsets.
- Meet and advise 13 MBA's on a one-on-one basis to develop career goals, build resumes, find internships and jobs, and gain necessary skillsets.

c. Honors Program, 2019-Present

- Advised 5 Bachelors Essay Honors students since 2019
- Created and taught Honors Immersed Class to 3 honors students Fall 2021.

d. MBA Committee, 2020 – Present

- Built industry-curriculum assessment survey for the Marketing Concentration as well as developed MBA competitiveness survey to drive strategic changes to the MBA educational curriculum.

e. School of Business Hiring Committees

- i. Tenure-Track Position – Management and Marketing Department. Committee Member.
- ii. Instructor Position – Management and Marketing/Entrepreneurship Department. Committee Member.

f. Marketing Concepts 302 Faculty Coordinator, 2020-Present

- Developed core teaching package for 302 including new PPTS, pre-recorded lectures, class assignments, exams, and final projects to create consistency across 302 sections.
- Train adjunct and tenure track faculty on course materials.

- Worked with Business School Librarian and Kelly Anderson to develop a new final project for all 302 sections with online library guide and teaching resources (Fall 2021).
 - Act as help resource and consultant for all 302 faculty
- g. Make Your Mark Speaker Series, Director, 2019 - Present**
- Developed networking and speaker series for the School of Business
 - Event planned 9+ separate events since Spring 2019 with an average of 100+ student attendees per speaker event pre-covid, and 40 students per event in 2021 in person following covid protocols.
 - Recruited businesses and facilitated multiple job offers for students through event networking.
- h. Marketing Department Library Liaison, Fall 2019 – Spring 2021.**
- i. American Marketing Association, Faculty Advisor, 2018-2019**

University of Cincinnati, Cincinnati, OH

a. Director of Faculty Research, 2015-2018

- Created and manage Behavioral Research Lab with 2000-3000 student enrollment per semester and 7000 student research sessions per semester
- Train and manage team of 30 undergraduate and graduate research assistants to run the lab
- Meet with faculty of the Lindner College of Business to design, manage, and execute research
- Teach research design and methodology to research assistants, as well as work on research projects with all 30 research assistants, meeting once a week

b. Member, Lindner International Programs Committee, 2016-18

c. MBA Capstone Coach, Marketing, 2017

d. Women in Business Advising Panel, 2016

2. COMMUNITY SERVICE

Numerous consulting and pro bono marketing projects for regional and national organizations including Digital Ignite (Charleston, SC), Redneg Books (Washington, DC), Waves 4 Women (Charleston, SC), O.M.E. Gear (Charleston, SC), Carolina Air (Charleston, SC), Restored Boards (Charleston, SC), Arlo (Houston, TX), Street-Wize App Development (California Tech Start-up), CAT-Ohio (Cincinnati, OH), The Thousand Girls Initiative (Cincinnati, OH).

Pro bono consulting is offered to women-led organizations, which are subsequently paired with a College of Charleston student(s) for a semester-long, unpaid internship. More than 17 organizations in the Charleston area have been helped with free consulting and student internships since Fall 2018.

3. PROFESSIONAL SERVICE

a. Reviewer

Journal of Consumer Behavior, 2021

b. Professional Membership

- Member, Association for Consumer Research
- Member, Society for Consumer Psychology

- Member, American Marketing Association

c. National Case Competitions

- Judge, AMA National Collegiate Case Competition 2015-2016

4. CONSULTING INTERESTS AND EXPERTISE

Consumer Behavior, Strategic Planning, Marketing Strategy

REFERENCES

Dr. Carrie Messal, Department Head and Associate Professor of Management, School of Business, College of Charleston, Charleston, SC 29424, 843.953.8105, messalc@cofc.edu

Dr. Karen A. Machleit, Department Head and Professor of Marketing, Lindner College of Business, University of Cincinnati, Cincinnati, OH, 45221, (513)-556-7102, k.machleit@uc.edu

Dr. Frank R. Kardes, Professor of Marketing, Lindner College of Business, University of Cincinnati, Cincinnati, OH, 45221, (513)-556-7107, k.machleit@uc.edu

Dr. Derek D. Rucker, Professor of Marketing, Kellogg School of Management, Northwestern University, 2001 Sheridan Road, Leveron Hall 4th floor, Evanston, IL 60208, (847)-491-2714, d_rucker@kellogg.northwestern.edu

