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ACADEMIC APPOINTMENTS

Florida State University College of Business, Assistant Professor of Marketing, 2015-Present

EDUCATION

University of Miami, Coral Gables, FL
PhD in Marketing, May 2015

University of Miami, Coral Gables, FL
Summa cum Laude, Bachelor of Business Administration, May 2009
Major in International Finance and Marketing
Major in Economics

RESEARCH INTERESTS

- Branding
- Charitable Donations and Cause-Related Marketing
- Embodied Cognition and Symbolic Consumption
- Visual Consumption

RESEARCH

Publications

Morgan, Samuel Carter, **Tatiana M. Fajardo**, and Claudia Townsend (Forthcoming), "Show it or Say it: How Brand Familiarity Impacts the Relative Effectiveness of Image-based versus Text-based Logos," *Journal of the Academy of Marketing Science*.

Fajardo, Tatiana M., Claudia Townsend, and Willy Bolander (2018), "Toward an Optimal Donation Solicitation: Evidence from the Field of the Differential Influence of Donor-Related and Organization-Related Information on Donation Choice and Amount," *Journal of Marketing*, 82 (March), 142-52.

- **Finalist for the 2021 AMA-EBSCO Annual Award for Responsible Research in Marketing**

Fajardo, Tatiana M., Jiao Zhang, and Michael Tsiros (2016), "The Contingent Nature of the Symbolic Associations of Visual Design Elements: The Case of Brand Logo Frames," *Journal of Consumer Research*, 43 (December), 549-66.

Fajardo, Tatiana M. and Claudia Townsend (2016), "Where You Say It Matters: Why Packages are a More Believable Source of Product Claims than Advertisements," *Journal of Consumer Psychology*, 26 (July), 426-34.

Selected research in progress (in descending order of completion)

Fajardo, Tatiana M. and Jiao Zhang, “When Seeing the Face of Need Does Not Help: The Effect of Self-Constraint on Donations to Identifiable Victims,” four studies complete, target *Journal of Consumer Psychology*.

Fajardo, Tatiana M., Jiao Zhang, and Michael Tsiros, “Short and Trustworthy or Long and Unique: A Theory on the Symbolic Associations of Brand Name Length,” five studies complete, target *Journal of Marketing*.

Ward, Morgan, Michael Lowe, Taly Reich, and Tatiana M. Fajardo, “Thanks for Nothing: When Gifts Hurt (Rather than Help) the Firm-Employee Relationship,” four studies complete, target *Journal of Marketing Research*.

Fajardo, Tatiana M., Jiao Zhang, and Michael Tsiros, “Moving Forward, Falling Back: How Perceptions of Motion Mask the Dangers of Unhealthy Consumption,” four studies complete, target *Journal of Consumer Research*.

Fajardo, Tatiana M., and Anthony Salerno, “Prevention versus Treatment: How Negative Emotion and Solicitation Orientation Affect Donation Behavior,” three studies complete, target *Journal of Marketing Research*.

Bittner, Samantha, Tatiana M. Fajardo, Collen Harmeling, and Eunho Park, “Consumers as Brand Managers: Exclusion and Status in Communities,” two studies complete, target *Journal of Marketing*.

Fajardo, Tatiana M. and Jiao Zhang, “The Interactive Effect of Brand Scope and Consumption Hedonism on Consumer Preferences,” two studies complete.

Fajardo, Tatiana M. and Jiao Zhang, “How Logo Shape Effects Nonprofit Support,” three studies complete.

CONFERENCE PRESENTATIONS

Bittner, Samantha and Tatiana M. Fajardo “Forgiveness or Revenge? Consumer Response to Promotion Denial,” Paper accepted for presentation at the *Academy of Marketing Science Annual Conference*; virtual (May 2021)

Bittner, Samantha, Tatiana M. Fajardo, Collen Harmeling, and Eunho Park, “Consumers as Brand Managers: Exclusion and Status in Communities,” Paper presented at the *Association for Consumer Research North America Conference*; virtual (October 2020)

Ward, Morgan, Michael Lowe, Taly Reich, and Tatiana M. Fajardo, “Thanks for Nothing: When Gifts Hurt (Rather than Help) the Firm-Employee Relationship,” Paper presented at the *Association for Consumer Research North America Conference*; virtual (October 2020)

Bittner, Samantha, Tatiana M. Fajardo, Collen Harmeling, and Eunho Park, “Consumers as Brand Managers: Exclusion and Status in Communities,” Paper presented at the *Academy of Marketing Science Annual Conference*; virtual (May 2020)

Fajardo, Tatiana M. and Jiao Zhang, “When Seeing the Face of Need Backfires: The Effect of Self-Construal on Donations to Identified Victims,” Paper presented at the *China Marketing International Conference*; Guangzhou, China (July 2019)

Morgan, Samuel Carter, Tatiana M. Fajardo, and Claudia Townsend, “Say It or Show It: Logo Aesthetics and Consumer-Brand Relationship Development,” Paper presented at the *American Marketing Association Winter Conference*; Austin, TX (February 2019)

Fajardo, Tatiana M., Jiao Zhang, and Michael Tsiros, “Moving Forward, Falling Back: How Perceptions of Motion Mask the Dangers of Unhealthy Consumption,” Paper presented at the *American Marketing Association Winter Conference*; New Orleans, LA (February 2018)

Fajardo, Tatiana M. and Anthony Salerno, “Prevention versus Treatment: How Negative Emotion and Charitable Appeal Affect Donation Behavior,” Paper presented at the *Society for Consumer Psychology Winter Conference*; Dallas, TX (February 2018)

Fajardo, Tatiana M. and Anthony Salerno, “Prevention versus Treatment: How Negative Emotion and Charitable Appeal Affect Donation Behavior,” Paper presented at the *Association for Consumer Research North America Conference*; San Diego, CA (October 2017)

Morgan, Samuel Carter, Tatiana M. Fajardo, and Claudia Townsend, “Say It or Show It: Logo Aesthetics and Consumer-Brand Relationship Development,” Paper presented at the *Association for Consumer Research North America Conference*; San Diego, CA (October 2017)

Fajardo, Tatiana M., Jiao Zhang, and Michael Tsiros, “Moving Forward, Falling Back: How Perceptions of Motion Mask the Dangers of Unhealthy Consumption,” Paper presented at the *Association for Consumer Research North America Conference*; Berlin, Germany (October 2016)

Fajardo, Tatiana M., “Capitalizing on the Symbolic Value of Brand Assets,” presented at the *Academy of Marketing Science Annual Conference*; Buena Vista, FL (May 2016)

Fajardo, Tatiana M., Jiao Zhang, and Michael Tsiros, “Brand Logo Frames: How and When Framing Brand Logos Increases Product Evaluations,” Paper presented at the *Society for Consumer Psychology Winter Conference*; Miami, FL (March 2014)

Fajardo, Tatiana M. and Claudia Townsend, “Splitting the Decision: Increasing Donations by Recognizing the Differential Impact of Internal and External Considerations,” Paper presented at the *Society for Consumer Psychology Winter Conference*; San Antonio, TX (February 2013)

Fajardo, Tatiana M. and Claudia Townsend, “Splitting the Decision: Increasing Donations by Recognizing the Differential Impact of Internal and External Considerations,” Paper presented at

the *Society for Judgment and Decision Making Annual Conference*; Minneapolis, MN (November 2012)

Fajardo, Tatiana M. and Jiao Zhang, “Self-Construal and Victim Identification,” Paper presented at the *Association for Consumer Research North America Conference*; Vancouver, BC (October 2012)

Townsend, Claudia, Tatiana M. Fajardo, and Juliano Laran, “How Psychological Distance between Message and Product Influences Believability,” Paper presented at the *Association for Consumer Research North America Conference*; Vancouver, BC (October 2012)

Fajardo, Tatiana M. and Claudia Townsend, “Splitting the Decision: Increasing Donations by Recognizing the Differential Impact of Internal and External Considerations,” Chaired Symposia at the *Association for Consumer Research North America Conference*; Vancouver, BC (October 2012)

Fajardo, Tatiana M. and Jiao Zhang, “Self-Construal and Victim Identification,” Paper presented at the *American Psychological Association Convention*; Orlando, FL (August 2012)

Townsend, Claudia, Tatiana M. Fajardo, and Juliano Laran, “How Psychological Distance between Message and Product Influences Believability,” Paper presented at the *American Psychological Association Convention*; Orlando, FL (August 2012)

Fajardo, Tatiana M. and Jiao Zhang, “When a Picture Isn’t worth a Thousand Words: Self-Construal and Victim Identification” Poster presented at the *Society for Judgment and Decision Making Annual Conference*; Seattle, WA (November 2011)

INVITED TALKS

MEFA (X) VMLY&R Conference: Bridging Marketing Practice and the Classroom (2021)
Florida State University (2015)
University of Kentucky (2015)

TEACHING EXPERIENCE

Courses

Consumer Behavior (undergraduate), Florida State University (Fall 2015-Present)
Marketing Principles (undergraduate), University of Miami (Spring 2015)
Guest Lecturer, Marketing Principles (undergraduate), University of Miami (Spring 2013)
Guest Lecturer, Consumer Behavior (undergraduate), University of Miami (Fall 2012)
Interests: Consumer Behavior, Brand Management, Advertising, Marketing Strategy

Doctoral Dissertation Committees

Samantha Bittner, Florida State University, May 2019

SERVICE

Florida State University, College of Business

- Wells Fargo Distinguished Speaker Series, Department of Marketing (Fall 2018-Present)

- Doctoral Policy Committee, Department of Marketing (Fall 2016-Present)
- Graduation Marshal (Fall 2015, Fall 2017)

University of Miami, College of Business

- Manager, ‘CANES Behavioral Lab, 2013-2014

Reviewing

Editorial Review Board

- Journal of Retailing

Ad Hoc Reviewer

- Journal of Marketing
- Journal of Marketing Research
- International Journal of Research in Marketing
- Journal of Service Research
- Journal of Public Policy & Marketing
- Journal of Business Research
- Journal of the Association for Consumer Research
- European Journal of Marketing
- Interdisciplinary Journal of Signage and Wayfinding
- British Food Journal

Conferences

- AMA Marketing and Public Policy Conference (2017-Present)
- AMA Summer Conference (2017-Present)
- AMA/ACRA Triennial Conference (2015)
- AMA Winter Conference (2013, 2017-Present)
- Association for Consumer Research North America Conference (2011-2014, 2016-Present)
- Society for Consumer Psychology Winter Conference (2011-2014, 2017-Present)

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- American Psychological Association
- Association for Consumer Research
- Marketing Ethnic Faculty Association, Secretary (2019-Present)
- Society for Consumer Psychology
- Society for Judgment and Decision Making

HONORS, AWARDS, AND GRANTS

- Summer Research Grant, Florida State University, College of Business, 2017, 2018, 2019
- Provost Faculty Travel Grant, Florida State University, Fall 2016, Spring 2018, Spring 2019, Fall 2019
- Dean’s Emerging Scholar, Florida State University, College of Business, 2016-2018

- 2016 Mary-Kay Dissertation Award, Finalist
- First Year Assistant Professor (FYAP) Award, Florida State University, Summer 2016
- AMA-Sheth Consortium Fellow, June 2014
- Graduate Activity Fee Allocation Committee (GAFAC) Travel Grant, University of Miami, 2010, 2011, 2013
- Dean's Fellowship, University of Miami, 2010-2015