

Daniel M. Zane

College of Business
Lehigh University
621 Taylor Street
Bethlehem, PA 18015

Office: Rauch Business Center 382
(Inside RBC 385)
Email: dzane@lehigh.edu

ACADEMIC POSITIONS

Associate Professor of Marketing, College of Business, Lehigh University, 2024-Present

Assistant Professor of Marketing, College of Business, Lehigh University, 2020-2024

Assistant Professor of Marketing, Miami Herbert Business School, University of Miami,
2018 - 2020

EDUCATION

Ph.D., Marketing, 2018

Fisher College of Business, The Ohio State University, Columbus, OH

B.S., Business Administration (Concentration: Marketing), *magna cum laude*, 2012

School of Business, The College of New Jersey, Ewing, NJ

ARTICLES IN REFEREED JOURNALS

Hall, Matthew J. and Daniel M. Zane (2026), "Inferences about Others' Consumption Motives Influence What Consumers Expect from Similar Experiences," *Journal of Consumer Research*, forthcoming.

Paley, Anna, Robert W. Smith, Jacob D. Teeny, and Daniel M. Zane (2024), "Production Enjoyment Asymmetrically Impacts Buyers' Willingness to Pay and Sellers' Willingness to Charge," *Journal of Marketing*, 88 (6), 85-102.

Morgan, Carter and Daniel M. Zane (2022), "Practitioner Perspectives on Key Challenges in Pharmaceutical Marketing and Future Research Opportunities," *Journal of Public Policy & Marketing*, 41 (4), 368-382.

Zane, Daniel M., Rebecca Walker Reczek, and Kelly L. Haws (2022) "Promoting Pi Day: Consumer Response to Special Day-Themed Sales Promotions," *Journal of Consumer Psychology*, 32 (4), 652-663.

Nowlan, Luke and Daniel M. Zane (2022), "Getting Conservatives and Liberals to Agree on the COVID-19 Threat," *Journal of the Association for Consumer Research*, 7 (January), 72-80.

**one of four most read articles over a one-year period*

Zane, Daniel M., Robert W. Smith, and Rebecca Walker Reczek (2020), “The Meaning of Distraction: How Metacognitive Inferences from Distraction during Multitasking Affect Brand Evaluations,” *Journal of Consumer Research*, 46 (February), 974-994.

Reczek, Rebecca Walker, Julie R. Irwin, Daniel M. Zane, and Kristine R. Ehrich (2018), “That’s Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information,” *Journal of Consumer Research*, 45 (June), 185-207.

Zane, Daniel M., Julie R. Irwin, and Rebecca Walker Reczek (2016), “Do Less Ethical Consumers Denigrate More Ethical Consumers? The Effect of Willful Ignorance on Judgments of Others,” *Journal of Consumer Psychology*, 26 (July), 337-349.

MANUSCRIPTS UNDER REVIEW AND RESEARCH IN PROGRESS

Teeny, Jacob D., Daniel M. Zane, Anna Paley, and Robert W. Smith, “The Enjoy-Able Effect: Consumer Enjoyment Inflates Self-Evaluations of Ability,” revising for third round review at *Journal of Marketing Research*.

Taufique, Khan M.R., Daniel M. Zane, and Rebecca Walker Reczek, “The Climate Engagement Pathway Model: A Dual-Process Framework for Climate-Friendly Consumer Behavior” under first round review at *Journal of Consumer Psychology*.

Kim, Saetbyeol, Daniel M. Zane, and Caglar Irmak, “Mental Wellness Products are Perceived as Luxurious.”

“Minimalism = Masculine: The Effect of Gendered Lay Theories of Minimalism on Consumer Preferences” with Ludovica Cesareo.

“Sickness and Consumption” with Marina Puzakova.

BOOK CHAPTERS

Reczek, Rebecca Walker and Daniel M. Zane (2026), “Narrowing the Focus from Sustainability to Climate Action” in *Handbook of Marketing and Public Policy*, ed. Martin Mende, Maura L. Scott, and Kelly D. Martin, Edward Elgar Publishing (in press).

OTHER PUBLICATIONS

Reczek, Rebecca Walker, Julie R. Irwin, and Daniel M. Zane (2022), “Good Intentions – Thoughtless Buying Decisions: Understanding and Breaking Barriers to Ethical Consumption,” *NIM Marketing Intelligence Review*, 14 (1), 25-29.

Zane, Daniel M. and Rachel Ousley (2020), “Look at Me! The Science of Distraction,” [Interview Format], *Canvas8 Insights Library*, January.

Reczek, Rebecca Walker, Julie R. Irwin, and Daniel M. Zane (2018), “Why Consumers Forget Unethical Business Practices,” *Oxford University Press*, Digital Article, June 18.

Zane, Daniel M., Robert W. Smith, and Rebecca Walker Reczek (2018), “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Evaluations,” MSI Working Paper Series, 18-115.

Reczek, Rebecca Walker, Julie R. Irwin, and Daniel M. Zane (2017), “Untrustworthy Memories Make It Hard to Shop Ethically,” *The Conversation*, Digital Article, December 20.

Zane, Daniel M., Julie R. Irwin, and Rebecca Walker Reczek (2016), “Why Companies are Blind to Child Labor,” *Harvard Business Review*, Digital Article, January 28.

HONORS AND AWARDS

Lehigh Outstanding Faculty Recognition Luncheon, December 2024
AMA Marketing Communications SIG Emerging Scholar Award, 2024
Class of 1961 Professorship, Lehigh University, 2023-2025
Lehigh FLEX MBA Excellence in Teaching Award (Elective), 2022-2023
1st place, AMS Mary Kay Inc. Doctoral Dissertation Proposal Competition, 2018
3rd place, Hayes Graduate Research Forum, The Ohio State University, 2018
The Ohio State University Decision Sciences Collaborative Winning Abstract, 2018
The Ohio State University Decision Sciences Collaborative Research Grant, 2018
Fellow, AMA Sheth Foundation Doctoral Consortium, University of Iowa, 2017
Fellow, Haring Doctoral Symposium, Indiana University, 2017
Marketing Science Institute Digitized Consumer Research Initiative Grant, 2017
Fisher College of Business Small Research Grant, 2017
2nd place winner, Hayes Graduate Research Forum, The Ohio State University, 2017
The Ohio State University Decision Sciences Collaborative Research Grant, 2016
Fellow, Robert Mittelstaedt Doctoral Symposium, University of Nebraska, 2016
Fellow, Haring Doctoral Symposium, Indiana University, 2015

INVITED RESEARCH PRESENTATIONS

Lehigh Senior Alumni Council 2025 Back to the Classroom Event, April 2025
University of Miami Herbert Business School Doctoral Seminar, November 2024
IDEA Conference (held at Penn State University), May 2024
SUNY-Buffalo School of Management Research Camp, May 2024
AMA Marketing for a Better World Affinity Group Webinar, April 2024
Smeal College of Business, Penn State University, December 2023
Lehigh University, Mountain Talk Series, November 2022
LeBow College of Business, Drexel University, October 2022
Lehigh University, College of Business Research Retreat, May 2022
Kellogg School of Management, Northwestern University, April 2022
Lehigh University, Department of Psychology, October 2021
Lehigh University, College of Business, September 2019

Baruch College, Zicklin School of Business, November 2017
Marquette University, College of Business Administration, October 2017
University of Miami, Miami Herbert Business School, October 2017
Virginia Tech, Pamplin College of Business, October 2017
Vanderbilt University, Owen Graduate School of Management, September 2017
Indiana University, Kelley School of Business, September 2017
University of Minnesota, Carlson School of Management, September 2017
Bucknell University, Freeman College of Management, September 2017
Dartmouth College, Tuck School of Business, September 2017
Group for Attitudes and Persuasion, Psychology Dept., The Ohio State University, Jan 2017

TEACHING EXPERIENCE

Graduate:

Customer Insights and Marketing Strategy for Managers, College of Business, Lehigh University, Fall 2024

Marketing Communications Strategies, College of Business, Lehigh University, Spring 2023

Undergraduate:

Advertising & Sales Promotion, College of Business, Lehigh University, Spring 2026, Fall 2026

Consumer Behavior, College of Business, Lehigh University, Spring 2022, Spring 2023, Fall 2024

Principles of Marketing, College of Business, Lehigh University, Fall 2020, Spring 2022, Spring 2024, Spring 2026, Fall 2026

Consumer Behavior and Marketing Strategy, Miami Herbert Business School, University of Miami, Spring 2019, Fall 2019

Consumer Behavior, Fisher College of Business, The Ohio State University, Spring 2016, Summer 2016

ADVISING

Graduate:

Saetbyeol Kim (University of Miami), External Dissertation Committee Member, 2026

Undergraduate:

Sarah Choi, College of Business faculty research mentor, 2024-2025

Carly Faust, Psychology Honors Thesis Second Reader, 2024-2025

PROFESSIONAL SERVICE

Service to the field:

Journal Reviewing:

Editorial Review Board, *Journal of Public Policy & Marketing*
 Ad Hoc Reviewer, *Journal of Marketing*
 Ad Hoc Reviewer, *Journal of Marketing Research*
 Ad Hoc Reviewer, *Journal of Consumer Research*
 Ad Hoc Reviewer, *Journal of Consumer Psychology*
 Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*
 Ad Hoc Reviewer, *Journal of the Association for Consumer Research*
 Ad Hoc Reviewer, *Journal of Retailing*
 Ad Hoc Reviewer, *Journal of Business Research*
 Ad Hoc Reviewer, *Marketing Letters*
 Ad Hoc Reviewer, *Organizational Behavior and Human Decision Processes*
 Ad Hoc Reviewer, *International Journal of Consumer Studies*

Conference Chairing:

Co-chair, Society for Consumer Psychology, Las Vegas, NV, 2025

Conference Reviewing:

Association for Consumer Research Conference Submissions
 Society for Consumer Psychology Conference Submissions
 Marketing and Public Policy Conference Submissions

Invited faculty participant:

Association for Consumer Research Doctoral Consortium, Atlanta, GA, 2019

Other Service Activities:

Reviewer, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
 Reviewer, Fund for Scientific Research – FNRS Funding Proposals
 Member, Society for Consumer Psychology Advisory Board Panel, 2017-2018
 Judge, Denman Undergraduate Research Forum, The Ohio State University, 2017

Service to the department:

Coordinator, Marketing 111, 2024 - present
 Member, Faculty Search Committee, 2023-2024
 Advisor, Marketing Club, 2021-2024
 Coordinator, Marketing Behavioral Lab, Spring 2022, Spring 2023
 Student Advisor, Marketing Majors & Minors, Fall 2020 – Present

Service to the college:

Member, College Policy Committee, Fall 2026-Spring 2029
 Member, Faculty Search Committee for Faculty/Director of Rauch Center for Business Communication, Spring 2026
 Instructor, MS Business Analytics/MS Management Case Study Simulation, August 2025, August 2026
 Instructor, Flex MBA Orientation Case Study Simulation, January 2025, August 2025, January 2026
 Member, Faculty Search Committee for Management, Fall 2024

Member, Undergraduate Core Curriculum Committee, 2024-present
Scientific Director, Lehigh College of Business Behavioral Lab, 2023-present
Member, Faculty Search Committee for Business Communication, 2022-2023 (search paused)
Classroom Host, College of Business Year of Learning Speaker, Spring 2022

Service to the university:

College of Business representative to College of Arts and Science, Fall 2025-Spring 2028
At-large faculty member, Committee on Discipline, Fall 2023-Spring 2026
Taught mock class for Lehigh Fest (Admitted Students Day), Saturday April 9th, 2022

CONFERENCE PRESENTATIONS (*denotes presenter)

“Sustainable Marketing & Innovation Special Interest Group Special Session,” featuring Amit Bhattacharjee*, Anders Gustafsson*, Xiaoxu Wu*, Daniel M. Zane*, Neil Bendle*, 2026 American Marketing Association Summer Conference, July 23-July 25, Denver, CO.

Kim, Saetbyeol, Daniel M. Zane*, and Caglar Irmak, “Mental Wellness Products are Perceived as Luxurious” Paper presented at the 2026 American Marketing Association Summer Conference, July 23-July 25, Denver, CO.

Kim, Saetbyeol*, Daniel M. Zane, and Caglar Irmak, “Mental Wellness Products are Perceived as Luxurious” Paper presented at the 2025 Society for Consumer Psychology Conference, February 27-March 2, Las Vegas, NV.

Hall, Matthew and Daniel M. Zane*, “When Others’ Experiential Consumption Motives Become My Own: Exploring Motivation Contagion on Social Media,” Paper presented at the 2023 Society for Consumer Psychology Conference, March 2-4, San Juan, Puerto Rico.

Paley, Anna*, Robert W. Smith, Jacob D. Teeny, and Daniel M. Zane, “Production Enjoyment Asymmetrically Impacts Buyers’ Willingness to Pay and Sellers’ Willingness to Charge,” Paper presented at the 2022 meetings of the Association for Consumer Research, Oct 20-23, Denver, CO.

Hall, Matthew and Daniel M. Zane*, “When My Perceptions of Others’ Motives Become My Own: Social Contagion of Experiential Consumption Motives through Social Media,” Poster presented at the 2022 Society for Consumer Psychology Conference, March 3-5, virtual format.

**recipient of best session poster award*

Hall, Matthew* and Daniel M. Zane, “When My Perceptions of Others’ Motives Become My Own: Social Contagion of Experiential Consumption Motives through Social Media,” Paper presented at the 2022 Society for Consumer Psychology Boutique Conference on Consumption Experiences, January 27-29, Gainesville, FL.

- Nowlan, Luke* and Daniel M. Zane, “Getting Conservatives and Liberals to Agree on the COVID-19 Threat,” Paper presented during 2020 *Journal of the Association for Consumer Research* COVID-19 Flash Issue Webinar, Dec 8.
- Hall, Matthew* and Daniel M. Zane, “I Care About Why You Share: Inferences about Sharing Motives Influence Observers’ Engagement in Similar Experiences,” Paper presented in special session at the 2020 meetings of the Association for Consumer Research, October 1-4, virtual format.
- Teeny, Jacob D., Daniel M. Zane, Anna Paley, and Robert W. Smith*, “The Enjoy-Able Effect: Enjoyment Inflates Self-Evaluations of Ability,” Paper accepted at the 2020 meetings of the European Marketing Academy, May 26-29, Budapest, Hungary.
- Costello, John P.*, Daniel M. Zane, and Rebecca Walker Reczek, “When Brands Repost User Generated Content, Do Consumers Feel Threatened?” Poster presented at the 2020 meetings of the Society for Consumer Psychology, March 5-7, Huntington Beach, CA.
- Teeny, Jacob D.*, Daniel M. Zane, Anna Paley, and Robert W. Smith, “The Enjoy-Able Effect: Enjoyment Inflates Self-Evaluations of Ability,” Paper presented at the 2019 meetings of the Association for Consumer Research, October 17-19, Atlanta, GA.
- Costello, John P.*, Daniel M. Zane, and Rebecca Walker Reczek, “When Brands Repost User Generated Content, Do Consumers Feel Threatened?” Poster presented at the 2019 meetings of the Association for Consumer Research, October 17-19, Atlanta, GA.
- Julie R. Irwin*, Zane, Daniel M.*, and Kyle Freund*, “Ethical Shopping: Why Good Intentions Go Bad,” Panel Presentation at 2019 South by Southwest (SXSW) Conference, March 8-17, Austin, TX.
- Zane, Daniel M., Jacob D. Teeny, Anna Paley*, and Robert W. Smith, “Enjoyment Makes an Expert: The Impact of Enjoyment on Self-Perceptions of Expertise,” Paper presented at the 2019 meetings of the Society for Consumer Psychology, February 28-March 2, Savannah, GA.
- Zane, Daniel M.*, Rebecca Walker Reczek, and Kelly L. Haws, “Promoting Pi Day: Consumer Response to Special Day-Themed Sales Promotions,” Paper presented at the 2018 meetings of the Association for Consumer Research, October 11-14, Dallas, TX.
- Zane, Daniel M.*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Evaluations” Paper presented at 2018 meetings of the Academy of Marketing Science, May 23-25, New Orleans, LA.
- Zane, Daniel M.*, Kelly L. Haws, and Rebecca Walker Reczek, “Promoting Pi Day: Consumer Inferences about Special Day-Themed Promotions” Paper presented at 2018 Hayes Graduate Research Forum, March 2, The Ohio State University, Columbus, OH.

Zane, Daniel M.*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes” Paper presented at 2018 Decision Sciences Research Forum, Feb 23, The Ohio State University, Columbus, OH.

Zane, Daniel M.*, Kelly L. Haws, and Rebecca Walker Reczek, “Promoting Pi Day: Consumer Inferences about Special Day-Themed Promotions” Paper presented at the 2018 meetings of the Society for Consumer Psychology, February 15-17, Dallas, TX.

Zane, Daniel M.*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes” Paper presented at 2017 Haring Doctoral Symposium, April 21-22, Bloomington, IN.

Zane, Daniel M.*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes” Paper presented at 2017 Hayes Graduate Research Forum, March 3, The Ohio State University, Columbus, OH.

Zane, Daniel M.*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes” Paper presented in special session at the 2017 meetings of the Society for Consumer Psychology, February 16-18, San Francisco, CA.

Zane, Daniel M.*, Rebecca Walker Reczek, and Robert W. Smith, “Redefining Expertise in a Social World: How Sharing Digital Content Influences Self-Perceptions of Expertise” Paper presented as part of Focused Report Session at the 2017 meetings of the Society for Consumer Psychology, February 16-18, San Francisco, CA.

Zane, Daniel M.*, Robert W. Smith, and Rebecca Walker Reczek, “The Meaning of Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes” Paper presented in special session at the 2016 meetings of the Association for Consumer Research, October 27-30, Berlin, Germany.

Zane, Daniel M* and Rebecca Walker Reczek, “The Effects of Social Sharing on Consumers’ Self Perceptions of Expertise,” Poster presented at the 2016 meetings of the Association for Consumer Research, October 27-30, Berlin, Germany.

Zane, Daniel M.*, Robert W. Smith, and Rebecca Walker Reczek, “The Benefits of Distraction: Distracting Ads Cue Consumers to Infer Product Liking through Metacognitive Inferences.” Paper presented at 2016 Robert Mittelstaedt Doctoral Symposium, March 31 - April 1, Lincoln, NE.

Zane, Daniel M.*, Robert W. Smith, and Rebecca Walker Reczek, “The Benefits of Distraction: Distracting Ads Cue Consumers to Infer Product Liking through Metacognitive Inferences.” Poster presented at 2016 Decision Sciences Research Forum, March 25, The Ohio State University, Columbus, OH.

Zane, Daniel M.*, Robert W. Smith, and Rebecca Walker Reczek, “The Benefits of Distraction: Distracting Ads Cue Consumers to Infer Product Liking through Metacognitive Inferences.” Poster presented at 2016 meetings of the Society for Consumer Psychology, February 25-27, St. Pete Beach, FL.

Zane, Daniel M.*, Julie R. Irwin, and Rebecca Walker Reczek, “Do Less Ethical Consumers Denigrate More Ethical Consumers? The Effect of Willful Ignorance on Judgments of Others.” Paper presented at 2015 meetings of the Association for Consumer Research, October 1-4, New Orleans, LA.

Zane, Daniel M.*, Julie R. Irwin, and Rebecca Walker Reczek, “Disparaging Ethical Others: When and Why Willfully Ignorant Consumers Negatively Judge Others Who Seek Out Ethical Product Information.” Poster presented at 2015 Decision Sciences Research Forum, April 17, The Ohio State University, Columbus, OH.

ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
American Marketing Association (AMA)
Beta Gamma Sigma

INDUSTRY EXPERIENCE

Marketing Analyst, Harte Hanks, Yardley, PA
Social Media Analyst, HCD Research, Flemington, NJ
Marketing Associate, Princeton Professional Communication, Pennington, NJ

SELECT MEDIA COVERAGE

Harvard Business Review (2016)
NPR (2016)
Dow Jones MarketWatch (2018)
New York Post (2018)
Reuters (2018)
Entrepreneur Magazine (2024)
Gizmodo (2018)
Wallethub (2022, 2023, 2025, 2026)
Biz Ed Magazine (2018)
Fast Company (2016)
Retail Wire (2022)
Board Retailers Association (2022)
Men’s Journal (2016)
Inc.com (2016)
Yahoo (2016)
Nudge Podcast (#1 marketing podcast in the UK; 3 episodes in 2024)

How to Sell Your Stuff on Etsy Podcast (#8 Marketing Podcast in the US; 2024)
KGO Radio (2020)
Channel 955 (Detroit Radio; 2020)
WFMZ-TV (2022)
U.S. Chamber of Commerce (2024)
Y102 (2022)
Sunny 99.1 (2022)
Earth.com (2024)
Canvas8 Consumer Behavior Insights Agency (2020, 2026)
Lehigh iLUminate Blog (2020, 2022, 2024)
Lehigh Research Review (2021)
Lehigh Business Magazine (2022)
KelloggInsight (2024)
The Conversation (2016, 2017)
ScienMag (2022)
StudyFinds (2022)
Details (2016)
Refinery29 (2016)
Reddit (2020)
CloudResearch (2024)