

Ryan S. Elder  
Professor of Marketing  
Distinguished Faculty Fellow  
Brigham Young University, Marriott School of Business

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#### Academic Employment

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*Brigham Young University, Marriott School of Business*  
Professor of Marketing, Distinguished Faculty Fellow 2022-Present  
Associate Professor of Marketing, Distinguished Faculty Fellow 2017-2022  
Assistant Professor of Marketing 2011-2017

*University of Warsaw, Faculty of Management*  
Visiting Professor  
Summer, 2019

#### Education

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*PhD, Marketing, April 2011*  
University of Michigan, Ross School of Business

*B.S., Marketing, Magna Cum Laude, 2004*  
University of Utah, David Eccles School of Business

#### Research Interests

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Imagery and Sensory Perception  
Advertising Effectiveness

#### Journal Publications

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Elder, Ryan S. & Aradhna Krishna (2022), "A Review of Sensory Imagery for Consumer Psychology," *Journal of Consumer Psychology*.

Krishna, Aradhna & Ryan S. Elder (2021), "A Review of the Cognitive and Sensory Cues Impacting Taste Perceptions and Consumption," *Consumer Psychology Review*.

Elder, Ryan S. & Gina Slejko Mohr (2020), "Guilty Displeasures: How Imagined Guilt Dampens Consumer Enjoyment," *Appetite*.

DeRosia, Eric D. & Ryan S. Elder (2019), "Harmful Effects of Mental Imagery and Customer Orientation During New Product Screening," *Journal of Marketing Research*, 56(4), 637-51.

Mourey, James A. & Ryan S. Elder (2019) "Dynamic by Design: How Incorporating Dynamism in Advertising Affects Evaluations," *Journal of the Association for Consumer Research*, 4(October), 422-35.

Elder, Ryan S., Ann E. Schlosser, Morgan Poor, & Lidian Xu (2017), "So Close I Can Almost Sense It: The Interplay Between Sensory Imagery and Psychological Distance," *Journal of Consumer Research*, 44(December), 877-94.

Elder, Ryan S. & Gina S. Mohr (2016), "The Crunch Effect: Food Sound Salience as a Consumption Monitoring Cue," *Food Quality and Preference*, 51(July), 39-46.

Cian, Luca, Aradhna Krishna, & Ryan S. Elder (2015), "A Sign of Things to Come: Behavioral Change through Dynamic Iconography," *Journal of Consumer Research*, 41(April), 1426-1446.

Cian, Luca, Aradhna Krishna, & Ryan S. Elder (2014), "This Logo Moves Me: Dynamic Imagery from Static Images," *Journal of Marketing Research*, 51(April), 184-97.

Larson, Jeffrey, Joseph P. Redden, & Ryan S. Elder (2014), "Satiation from Sensory Simulation: Evaluating Foods Decreases Enjoyment of Similar Foods," *Journal of Consumer Psychology*, 24(2), 188-94.

Elder, Ryan S. & Aradhna Krishna (2012), "The 'Visual Depiction Effect' in Advertising: Facilitating Embodied Mental Simulation Through Product Orientation," *Journal of Consumer Research*, 38(April), 988-1003.

Krishna, Aradhna, Ryan S. Elder, & Cindy Caldara (2010), "Feminine to Smell but Masculine to Touch?: Multisensory Congruence and its Effect on the Aesthetic Experience," *Journal of Consumer Psychology*, 20(4), 410-18.

Elder, Ryan S. & Aradhna Krishna (2010), "The Effects of Advertising Copy on Sensory Thoughts and Perceived Taste," *Journal of Consumer Research*, 36(Feb), 748-56.

#### Other Peer Reviewed Publications and Book Chapters

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Mourey, James A. & Ryan S. Elder (2015), "Change is the Only Constant: Advertising, Design, and the Effects of Nonconscious Change," *The Psychology of Design: Creating Consumer Appeal*, Rajeev Batra, Colleen Seifert, and Diann Brei, ed. Routledge Academic: New York.

Elder, Ryan S. & Aradhna Krishna (2014), "Grasping the Grounded Nature of Mental Simulation," *In-Mind Magazine*.

Krishna, Aradhna & Ryan S. Elder (2009), "The Gist of Gustation: Taste, Food, and Consumption," *Sensory Marketing: Research on the Sensuality of Products*, Routledge Academic: New York.

Elder, Ryan S., Nilufer Aydinoglu, Victor Barger, Cindy Caldara, Hae Eun Chun, Chan Jean Lee, Gina Mohr, & Antonios Stamatogiannakis (2009) "Future Research in Sensory Marketing" *Sensory Marketing: Research on the Sensuality of Products*, Routledge Academic: New York.

#### Working Papers

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"Tastes Like Chicken: Verbalization Ease of Sensory Experiences," revising to resubmit to *Journal of Consumer Research*, (with Ann Schlosser and Morgan Miles).

"Designing Delicious: A Field Study Examination of Factors Driving Food Advertising Effectiveness," under review, (with Gina Slejko, Jeff Dotson, and Ariane LePort (Google)).

"Marketing Language, Sentiment, and Performance: A Text Analysis of Financial Earnings Calls" (with James A. Mourey, Marc Dotson, and William Rose)

"A Change Will Do You Good: The Beneficial Effects of Task Difficulty Switching (TDS) on Advertising Recall," (with James A. Mourey).

"The Future is Fleeting: How Ephemeral Brand Messages Impact Viewing Behavior," (with Yeon Jin Sung and Aradhna Krishna).

## Works in Progress

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“Dr. Fork: A Large-Scale YouTube Experiment on Sensory and Social Food Cues,” (with Gina Slejko). All studies complete. Manuscript in preparation.

“Persuade Us: The Impact of Multiple Identities on Advertising Effectiveness,” (with James A. Mourey). Collecting data.

“Preserving Identity through Delayed Consumption,” (with Annie Christensen and Riley Hanson). Collecting data.

## Presentations

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“Guilty Displeasures: How Imagined Guilt Dampens Consumer Enjoyment,”

- 2019 Society for Consumer Psychology, Savannah, Georgia.

“Now You See It, Now You Don’t: How Ephemeral Messages Impact Viewing Behavior,”

- 2019 Society for Consumer Psychology, Savannah, Georgia.

“Seeking Organizational Immortality: Exploring the Impact of Legacy Security on Leader Decision-Making in Organizations,”

- 2018 Academy of Management, Chicago, Illinois

“The Crunch Effect: Food Sound Salience as a Consumption Monitoring Cue,”

- 2016 Association for Consumer Research, Berlin, Germany.

“Sounds Delicious: The Role of Intrinsic Auditory Sound on Food Consumption Quantity,”

- 2015 Society for Consumer Psychology, Phoenix Arizona.

“So Close I Can Almost Sense It: The Interplay Between Sensory Imagery and Psychological Distance,”

- 2016 U-Y Marketing Symposium, Provo, Utah.
- 2016 Choice Symposium, Lake Louise, Canada.
- 2014 Association for Consumer Research, Baltimore, Maryland.
- 2014 Understanding the Customer's Sensory Experience, Philadelphia, Pennsylvania.  
Winner of Best Paper Award
- 2014 Society for Consumer Psychology, Miami, Florida.
- 2013 U-Y Marketing Symposium, Salt Lake City, Utah.

“A Sign of Things to Come: Behavioral Change through Dynamic Iconography,”

- 2018 Association for Consumer Research, Dallas, Texas.
- 2015 Association for Psychological Science, New York, New York.
- 2014 Association for Consumer Research, Baltimore, Maryland.

“A Change Will Do You Good: The Beneficial Effects of Task Difficulty Switching (TDS) on Recall,”

- 2014 Association for Consumer Research, Baltimore, Maryland.
- 2010 Association for Consumer Research, Jacksonville, Florida.

“The Change You Didn’t See Coming: Nonconscious Consequences of Dynamic Transference in Consumer Contexts,”

- 2014 SCP Psychology of Design Conference, Ann Arbor, Michigan.
- 2014 U-Y Marketing Symposium, Provo, Utah.
- 2014 Society for Consumer Psychology, Miami, Florida.
- 2013 Association for Consumer Research, Chicago, Illinois.

- “The Perceptual and Cognitive Differences between Mental Simulation and Mental Imagery,”  
- 2012 U-Y Marketing Symposium, Provo, Utah.
- “The ‘Visual Depiction Effect’ in Advertising: Facilitating Embodied Mental Simulation Through Product Orientation,”  
- 2011 Association for Consumer Research, St. Louis, Missouri.  
- 2011 Society for Consumer Psychology, Atlanta, Georgia.
- “The Impact of Ad Color on Brand Image Beliefs: The Role of Cognitive Factors,”  
- 2011 Society for Consumer Psychology, Atlanta, Georgia.
- “Kindle-ing Memory: Exploring the Encoding Specificity Effects of Stimuli Modality on Recall,”  
- 2011 Society for Consumer Psychology, Atlanta, Georgia.
- “The Semantic and Aesthetic Impact of Smell on Touch,”  
- 2010 Association for Consumer Research, Jacksonville, Florida.  
- 2010 Society for Consumer Psychology Winter Conference, St. Pete’s Beach, Florida.
- “The Effects of Advertising Copy on Sensory Thoughts and Perceived Taste,”  
- 2010 Haring Symposium, Bloomington, Indiana.
- “Not Just Gustation: The Cognitive Effects of Multi-Sensory Advertising on Taste Perceptions,”  
- 2009 Association for Consumer Research, Pittsburgh, Pennsylvania.  
- 2008 Association for Consumer Research, San Francisco, California

#### Teaching Experience

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- Marriott School of Business, Brigham Young University
  - Advertising and Promotions Management* (Undergraduate core required, 2013-Present)
  - Pre-PhD Seminar in Consumer Psychology* (Undergraduate elective, 2013-2015, 2020-Present)
  - Advanced Marketing* (Executive MBA, 2018-Present)
  - Advertising and Promotions* (MBA elective, 2013-2019)
  - Marketing Management* (Undergraduate required, Winter 2012)
- Ross School of Business, University of Michigan (Spring 2009)
  - Marketing Management* (undergraduate elective, required for marketing majors)
- Graduate Teaching Assistant
  - Sensory Marketing* (MBA and BBA, Winter 2008, Winter 2009)  
Course instructor: Aradhna Krishna
  - Guest Lecturer for “Vision” (2009) and “Taste” (2010)
  - Strategic Brand Management* (MBA and BBA, Fall 2006, Fall 2009)  
Course Instructor: Rajeev Batra
  - Pricing* (MBA and BBA, Fall 2007, Fall 2009)  
Course Instructor: Aradhna Krishna

#### Selected Achievements and Awards

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- Teaching Excellence Award, Marketing and Global Supply Chain, 2022
- Distinguished Faculty Fellowship, Marriott School of Business, 2015-present
- IDEA Conference Faculty Fellow, 2019
- Scholarship Excellence Award, Marriott School of Business, 2018
- Outstanding Researcher, Marketing and Global Supply Chain, 2016
- Mentoring Environment Grant, Brigham Young University, 2015-2017, 2018-2020

Ray and Ida Lee Beckham Lecture in Communications Series, 2015  
Rackham Graduate Student Research Grant, 2010  
Berkeley Behavior Camp Fellow, Berkeley, California, 2010  
Haring Symposium Fellow and Presenter, Bloomington, Indiana, 2010  
AMA Sheth Doctoral Consortium Fellow, Atlanta, Georgia, 2009  
Gerald and Lillian Dykstra Fellowship for teaching excellence and academic performance, chosen among all senior PhD students in the business school, 2009  
Thomas William Leabo Memorial Award for academic excellence and teaching, chosen among all third-year PhD students in the business school, 2008  
Leo Burnett Scholarship, University of Michigan, 2007  
University of Michigan Graduate Student Fellowship, 2006-2011  
Magna Cum Laude, University of Utah  
President's Award, University of Utah

### Industry Experience

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Consulting: Works with Google's YouTube Unskippable Labs. Works with many of the top food and beverage companies throughout the world. Works with global advertising agencies.

2004 – 2006      Marketing Manager. *Lake City International*. SLC, Utah.  
Managed all marketing activities, including event marketing, public relations, advertising, web presence, direct marketing, and creation and design of corporate identity, promotion materials, and corporate websites.

### Service

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Editorial Review Board, Journal of Marketing Research, 2018-Present  
Editorial Review Board, Journal of Consumer Psychology, 2019-Present  
Editorial Review Board, Journal of Consumer Research, 2017-2020  
Doctoral Symposium Co-Chair, Society for Consumer Psychology (SCP), 2021  
Diversity, Equity, and Inclusion Committee Member, SCP, 2019-Present  
Doctoral Symposium Faculty Mentor, Association for Consumer Research, 2019, Atlanta, Georgia  
Associate Editor, Summer American Marketing Association (AMA), 2019, Chicago, Illinois  
Advertising and Promotions Track Co-Chair, Summer AMA, 2014, San Francisco, California  
Ad-hoc Reviewer, Journal of Marketing  
Ad-hoc Reviewer, Journal of the Association for Consumer Research  
Ad-hoc Reviewer, Journal of Retailing  
Ad-hoc Reviewer, Journal of Public Policy and Marketing  
Ad-hoc Reviewer, Marketing Letters  
Ad-hoc Reviewer, Journal of Business Research  
Ad-hoc Reviewer, Association for Consumer Research  
Ad-hoc Reviewer, Society for Consumer Psychology  
Instructor, 2009 MREACH (Michigan program to teach business fundamentals to Detroit and Southeast Michigan high school students)

### Professional Affiliations

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Association for Consumer Research  
Society for Consumer Psychology  
American Marketing Association