

February 2026

MICHELLE E. DANIELS

W. P. Carey School of Business
Arizona State University
400 E. Lemon St.
Tempe, AZ 85287

Email: medaniel@asu.edu

ACADEMIC POSITIONS

Arizona State University, W. P. Carey School of Business <i>Assistant Professor of Marketing</i>	2025 - present
University of Alabama, Culverhouse College of Business <i>Assistant Professor of Marketing</i>	2021 - 2025

EDUCATION

Ph.D.	<i>Business Administration, Marketing</i> W. P. Carey School of Business, Arizona State University	May 2021
B.S.	<i>Marketing, Supply Chain Management (Concurrent)</i> W. P. Carey School of Business, Arizona State University Barrett, The Honors College	May 2014

RESEARCH INTERESTS

Digital Marketing, Social Media, Person Perception, Charitable Giving, Consumer Well-Being

JOURNAL PUBLICATIONS *Denotes Equal Authorship ^Denotes Ph.D. Student

Xin Zhou[^], Michelle E. Daniels, Adriana Samper (Forthcoming), "Right Back at You: How Reciprocal Compliments Affect Interpersonal Impressions," *Journal of the Association for Consumer Research*.

Michelle E. Daniels, Adriana Samper, and Andrea C. Morales (2025), "What Do You Do Outside of Work? When and Why Disclosing Eudaimonic Leisure Activities Increases Competence Perceptions and Consumer Choice," *Journal of Consumer Research*, 52 (3), 439-58.

Michelle E. Daniels* and Freeman Wu* (2024), "No Comments (From You): Understanding the Interpersonal and Professional Consequences of Disabling Social Media Comments," *Journal of Marketing*, 88 (6), 121-39.

- Finalist, 2024 AMA/Marketing Science Institute/H. Paul Root Award
- Finalist, 2024 Shelby D. Hunt/Harold H. Maynard Award

Kristofferson, Kirk,* Michelle E. Daniels,* and Andrea C. Morales (2022), "Using Virtual Reality to Increase Charitable Donations," *Marketing Letters*, (33), 75-87.

Samper, Adriana, Linyun W. Yang, and Michelle E. Daniels (2018), "Beauty, Effort, and Misrepresentation: How Beauty Work Affects Judgements of Moral Character and Consumer Preferences," *Journal of Consumer Research*, 45 (1), 126-47.

OTHER PUBLICATIONS

Michelle Daniels and Freeman Wu (2025), "Unwanted Social Media Comments: The Tricky Business of Managing Online Hostility in Influencer Marketing," *NIM Marketing Intelligence Review*, 17 (1), 24-29.

Freeman Wu and Michelle Daniels (2024), “What Happens When Influencers Turn Off Comments,” *Harvard Business Review*, <https://hbr.org/2024/08/research-what-happens-when-influencers-turn-off-comments>.

MANUSCRIPTS UNDER REVIEW *Denotes Equal Authorship ^Denotes Ph.D. Student

Michelle E. Daniels, Adriana Samper, Cindy Chan, and Ryan Hamilton, “In Lieu of Gifts: Understanding and Overcoming Givers’ Reduced Generosity Toward Charitable Gift Requests,” under review, *Journal of Consumer Research*.

Qingshuo (Sherry) Chen[^], Christine Ringler, and Michelle E. Daniels, “The Impact of Product-Goal Congruency on Feelings of Psychological Comfort,” under review, *Journal of Retailing*.

WORKING PAPERS AND SELECT RESEARCH IN PROGRESS [^] Ph.D. Student

“Trying Too Hard,” with Freeman Wu and Francesca Valsesia. *Data collection complete, manuscript in preparation for submission.*

“Brands and Social Media Comments,” with Ismail Karabas, Yana Andonova, and Freeman Wu. *Data collection complete, manuscript in preparation for submission.*

“Biophilic Design,” with Qingshuo (Sherry) Chen[^] and Christine Ringler. *Working paper, finalizing empirical package.*

“Social Media Vigilantism,” with Freeman Wu. *Data collection in progress.*

“Exploring the Penalties of Signaling Low Well-Being,” with Adriana Samper and Andrea Morales. *Data collection in progress.*

INVITED PRESENTATIONS

West Virginia University	2025
Arizona State University	2024
University of California, San Diego	2024
University of Toronto CREATE Lab	2024
IDEA Conference, Pennsylvania State University	2024
University of Alabama	2021
Kellogg on Designing Studies for Research Progress and Application	2020
University of Houston Marketing Ph.D. Symposium	2018

REFERRED CONFERENCE PRESENTATIONS (*Presenter)

Michelle E. Daniels,* Adriana Samper, Cindy Chan, and Ryan Hamilton, “In Lieu of Gifts: Understanding and Overcoming Givers’ Reduced Generosity Toward Charitable Gift Requests,” Society for Consumer Psychology, Annual Conference, Las Vegas, NV, 2025.

Michelle E. Daniels, Adriana Samper,* Cindy Chan, and Ryan Hamilton, “In Lieu of Gifts: Understanding and Overcoming Givers’ Reduced Generosity Toward Charitable Gift Requests,” Association for Consumer Research, Annual Conference, Paris, France, 2024.

Xin Zhou,* Michelle E. Daniels, Adriana Samper, “Right Back at You: When and Why Deflecting Compliments Represents a Smart Social Strategy,” Society for Consumer Psychology, Annual Conference, Nashville, TN 2024

Tongxi Wang,* Michelle E. Daniels, and Abhi Bhattacharya, "Weight Stigma and Gift-Giving: How a Gift Recipient's Body Type Impacts Givers' Anticipated Appreciation," Association for Consumer Research, Annual Conference, Seattle, WA 2023

Xin Zhou,* Michelle E. Daniels, Adriana Samper, "Right Back at You: When and Why Deflecting Compliments Represents a Smart Social Strategy," Association for Consumer Research, Annual Conference, Seattle, WA 2023

Michelle E. Daniels* and Freeman Wu, "No Comments (From You): Understanding the Interpersonal and Professional Consequences of Disabling Social Media Comments," Society for Consumer Psychology, Annual Conference, San Juan, PR, 2023.

Michelle E. Daniels* and Freeman Wu, "No Comments (From You): Understanding the Interpersonal and Professional Consequences of Disabling Social Media Comments," American Marketing Association, Winter Conference, Nashville, TN, 2023.

Michelle E. Daniels* and Freeman Wu, "No Comments (From You): Understanding the Interpersonal Consequences of Disabling Social Media Comments," Association for Consumer Research, Annual Conference, Denver, CO., 2022.

Michelle E. Daniels, Adriana Samper,* and Andrea Morales (2021), "When I'm Not Working, I Also Enjoy...: How Sharing Leisure Activities Influences Perceived Well-Being and Consumer Preferences," Association for Consumer Research, Seattle, WA (virtual).

Michelle E. Daniels*, Adriana Samper, and Andrea C. Morales, "Extracurricular Activities Convey Variety and Meaning," Society for Consumer Psychology, Winter Conference, Huntington Beach, CA, 2020.

Kristofferson, Kirk*, Michelle E. Daniels, and Andrea C. Morales, "The Opportunities and Limitations of Using Virtual Reality in Charitable Appeals," Association for Consumer Research, Annual Conference, Atlanta, GA, 2019.

Daniels, Michelle E., Kirk Kristofferson*, and Andrea C. Morales, "I'm Just Trying to Help: How Volunteers' Social Media Posts Alter Support for Charitable Organizations," Association for Consumer Research, Annual Conference, Dallas, TX, 2018.

- Symposium Co-Chair

Samper, Adriana*, Cindy Chan, Ryan Hamilton, Michelle E. Daniels, "Giving to Versus on Behalf of: Charitable Gift Requests Lead to Less Generous Giving," Association for Consumer Research, Annual Conference, San Diego, CA, 2017.

Kristofferson, Kirk, Michelle E. Daniels*, and Andrea C. Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing," Society for Consumer Psychology, Winter Conference, San Francisco, CA, 2017

Kristofferson, Kirk*, Michelle E. Daniels, and Andrea C. Morales, "Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively In Marketing," Association for Consumer Research, Annual Conference, Berlin, Germany, 2016.

Yang, Linyun W., Adriana Samper, and Michelle E. Daniels*, "What is Beautiful is Good, But Not When It Takes Effort: How Beauty Work Affects Judgments of Moral Character and Consumer Preferences," Association for Consumer Research Annual Conference, New Orleans, Louisiana, 2015.

Yang, Linyun W.*, Adriana Samper, and Michelle E. Daniels, "How Beauty Work Affects Judgments of Moral Character," Paper Presented at the Society for Consumer Psychology Winter Conference, Phoenix, Arizona, 2015.

HONORS, AWARDS, AND GRANTS

Culverhouse College of Business Award for Instructional Excellence	2023
DCMA Conference Attendee (invited)	2023
Michael D. Hutt and Rita M. Hutt Doctoral Scholarship	2018, 2019
Ken Coney Teaching Award	2017, 2018, 2019
Arizona State University College Grant (Amount Varies)	2016, 2017, 2018, 2019
Alfred Schmidt Memorial Scholarship	2018
AMA-Sheth Doctoral Consortium Fellow	2018
University of Houston Doctoral Symposium Attendee	2017, 2018
Ken Coney Research Award	2017
MSI Customer Experience Grant, \$7,500	2016
Association for Consumer Research Travel Grant, \$1,200	2016
Arizona State University President's Scholarship	2010-2014

TEACHING

University of Alabama

- Marketing Research, Fall 2021, 2022, 2023, 2024; Overall Average: 4.92/5

Arizona State University, Instructor

- Applied Marketing Management and Leadership, Spring 2021, 6.9/7
- Essentials of Global Marketing (Online), Summer 2018, Overall Evaluation 6.4/7
- Marketing Research, Summer 2016 and 2017, Overall Average Evaluation 6.7/7

Arizona State University, Teaching Assistant

- Marketing Management (MBA), Fall 2016, 2018, 2019, 2020

ADVISING

Doctoral Dissertation Committee Member

- Tongxi Wang (Summer 2024) – Grand Valley State University
- Lacey Wallace (Spring 2026, *expected*)
- Qingshuo (Sherry) Chen (Spring 2027, *expected*)

SERVICE

To the Discipline

- 2025 John A. Howard/AMA Doctoral Dissertation Award Co-Chair
- AMA Summer 2024 Conference Track Chair (with Freeman Wu), Consumer Behavior
- Ph.D. Project 2024 MDSA Interview Volunteer
- SCP 2024 Job Market Buddy Program Co-Coordinator (with Kelley Wight)
- Society for Consumer Psychology Student Representative (2018-2019)
- ERB – *Journal of Interactive Marketing*
- Ad-hoc Reviewer (*Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Retailing, Journal of Business Research, Journal of Business Ethics*)
- Conference Reviewer (Association for Consumer Research, Society for Consumer Psychology, American Marketing Association)

To the School and Department

Arizona State University

February 2026

- Personnel Committee, 2025

University of Alabama

- Marketing Department Representative, Minerva Young Women's Business Summer Program (2023, 2024)
- Faculty Recruiting Committee Member (2022, 2024, 2025)
- Department Chair Search Committee Member (2023)
- Diversity, Equity, and Inclusion Recruitment and Retention Committee, Department of Marketing Point-of-Contact (2022 – 2025)
- Women in Business Committee (2022 – 2024)
- UA/UAB Research Symposium Chair (2023)
- Women's Lacrosse Team, Faculty Advisor (2021 – 2025)

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology

SELECT INDUSTRY EXPERIENCE

PetSmart, CRM Specialist