

Chaumanix Dutton

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ACADEMIC APPOINTMENTS

W. P. Carey School of Business, Arizona State University
Assistant Professor of Marketing

Tempe, AZ
2021 – Present

EDUCATION

University of Southern California, Marshall School of Business
PhD, Marketing, 2021

Los Angeles, CA

University of Michigan, Stephen M. Ross School of Business
MBA, Emphasis in Marketing

Ann Arbor, MI

Stanford University
BA, Sociology and Biological Sciences (Minor)

Stanford, CA

RESEARCH INTERESTS

Consumer Experiences: Planning and Structuring of Experiences, Transformative Experiences
Uncertainty
Consumer Well-Being
Branding

WORKING PAPERS AND PAPERS UNDER REVIEW (*Denotes equal authorship)

Dutton, Chaumanix and Kristin Diehl. “Best for Last? (Re)examining How People Sequence Positive and Mixed Hedonic Experiences.” Under second round review at *Psychological Science*.

Dutton, Chaumanix* and Arianna R. Uhalde*. “Two Characteristics and One Benefit: A Framework to Identify Consumption Experiences Outside of the Comfort Zone.” Manuscript in preparation for submission to *Journal of Marketing*. Target Submission: October 2025

BOOK CHAPTER

Priester, Joseph R., Monique A. Fleming, Leigh Anne Novak Donovan, and **Chaumanix Dutton** (2022), “The Brand Property Strength Framework: Integrating Theory and Research on Brand Consumer Psychology”, *APA Handbook of Consumer Psychology*, Kahle, Lynn, Lowery, Tina, and Huber, Joel (Eds.).

SELECTED RESEARCH IN PROGRESS (*PhD Student)

Dutton, Chaumanix and Uma Karmarkar. Worry Now, Pay Later. Stress, Anxiety, and Buy Now, Pay-Later. Preparing manuscript for submission to Proceedings of the National Academy of Sciences. Target submission: Fall 2025.

El Yazidi, Tounarouze*, **Chaumanix Dutton**, Adriana Samper, and Andrea Morales. Elderly Consumers and Age Stereotypes.

Dutton, Chaumanix and Arianna R. Uhalde. Downstream Consequences of Completing an Experience Outside of the Comfort Zone.

Dutton, Chaumanix and Kristin Diehl. "Christmas Promotions in September – What Happened to Halloween? The Effect of Prospective Event Markers on Attitudes Towards Promotions."

Dutton, Chaumanix and Kristin Diehl. The Role of Learning on How People Structure and Plan Experiences.

SELECTED HONORS AND AWARDS

2024	Designing a Career at the Marketing Academy Participant
2020	University of Houston Doctoral Symposium (Canceled due to COVID-19)
2019	USC Marshall PhD Teaching Award (\$500)
2015	Melvin and Patricia Stith Transition Grant (\$2000), PhD Project
2006	Consortium for Graduate Study in Management Fellowship (2 year full-tuition for MBA)
2001	Excellence in Teaching Award, Stanford University Biological Sciences Department

INVITED TALKS AND PRESENTATIONS

March 2023	University of Arizona/Arizona State University Research Symposium
February 2021	Arizona State University, W.P. Carey School of Business
November 2020	Boston University, Questrom School of Business (Emerging Marketing Scholars Research Symposium)

CONFERENCE PRESENTATIONS (*Denotes presenter)

Dutton, Chaumanix and Uma Karmarkar* (2025). "Worry Now, Pay Later. Stress, Anxiety, and Buy Now, Pay-Later." Society for NeuroEconomics, Boston, MA.

Dutton, Chaumanix and Kristin Diehl* (2025). "Life is Uncertain – Eat Dessert First: Macro-level Uncertainty May Explain Why People No Longer Prefer Improving Sequences." Judgment and Decision Making Winter Symposium, Snowbird, Utah.

Dutton, Chaumanix and Kristin Diehl* (2024). "Life is Uncertain – Eat Dessert First: Macro-level Uncertainty May Explain Why People No Longer Prefer Improving Sequences." European Marketing Academy, Bucharest, Romania.

Dutton, Chaumanix*, Arianna Uhalde, and Joseph R. Priester (2023). "It May Be Risky, But There's a

Reward: The Transformative Benefit of Disrupting Your Comfort Zone.” Society for Consumer Psychology, San Juan, Puerto Rico.

Dutton, Chaumanix* and Kristin Diehl (2021). “I’ll Do it Differently Next Time: How Consumers Structure Repeated Experiences.” Association for Consumer Research, Virtual.

Dutton, Chaumanix* and Kristin Diehl (2020). “How People Plan Consumer-Structured Experiences.” Stanford GSB Rising Scholars Conference, Stanford, CA.

Dutton, Chaumanix* and Kristin Diehl (2019). “Christmas Promotions in September – What Happened to Halloween? The Effect of Prospective Event Markers on Attitudes Towards Promotions.” Association for Consumer Research, Atlanta, GA. Organized and chaired special session.

Dutton, Chaumanix* and Norbert Schwarz (2019). “I Will Not Retaliate if You Did Not Know the Risks: Investigating Consumer Responses to Firm Product Failures.” Association for Consumer Research, Atlanta, GA. (poster)

Dutton, Chaumanix* and Kristin Diehl (2018). “Christmas Decorations in September – What Happened to Halloween? The Effect of Prospective Event Markers on Time Perceptions and Attitudes Towards Promotions.” Association for Consumer Research, Dallas, TX. (poster)

SERVICE TO FIELD

Reviewer, Society for Consumer Psychology	2022, 2023, 2024, 2025, 2026
Reviewer, Association for Consumer Research	2022, 2024, 2025
Reviewer, European Association for Consumer Research	2023
Program Committee Member, Academy of Marketing Science Conference	2022
Reviewer, Journal of Consumer Research	2019 – Present
Conference Volunteer, Association for Consumer Research	2015, 2018

SERVICE TO UNIVERSITY

Arizona State University, WP Carey School of Business	
• Coordinator, Marketing Department Seminar Series	2025 - 2026
• Marketing Performance Review Committee	2023, 2025
• Session Chair, W.P. Carey Research with DEI Applications	2023
• Marketing Review, Promotion, and Tenure Committee	2022
University of Southern California, Marshall School of Business	
• PhD Project Student Recruitment: Partnered with Associate Dean, Diversity and Inclusion to recruit underrepresented minority PhD students	
University of Michigan, Stephen M. Ross School of Business	
• MBA Student Admissions Committee (2007 – 2008)	
• Volunteer, UpClose Weekend (Minority MBA recruitment weekend, 2006, 2007)	

TEACHING EXPERIENCE

Arizona State University, W. P. Carey School of Business

Instructor

Spring 2025 MKT 402 (Consumer Behavior)
Spring 2024 MKT 402 (Consumer Behavior)
Spring 2023 MKT 402 (Consumer Behavior)
Spring 2022 MKT 402 (Consumer Behavior)

University of Southern California, Marshall School of Business

Instructor

Spring 2019 BUAD 307 (Marketing Fundamentals)

Teaching Assistant

Fall 2019 MKT 580: Fostering Creativity (Marshall Full-Time MBA)
Fall 2018 GSBA 538: Social Media/Internet Analytics (Marshall Online MBA)
Spring 2018 MKT 618: Consumer Behavior and Decision Making (PhD Seminar)
 GSBA 538: Social Media/Internet Analytics (Marshall Online MBA)

University of Michigan, Stephen M. Ross School of Business

Spring 2008 MAP (Multidisciplinary Action Project) Program Student Team Advisor
Fall 2007 Teaching Assistant, MKT 503: Core MBA Marketing Course

Stanford University, Department of Biological Sciences Core Undergraduate Biology Lab

Spring 2001 Senior Course Assistant, BIO44Y: Animal Behavior
Winter 2001 Senior Course Assistant, BIO44X: Genetics
Spring 2000 Junior Course Assistant, BIO44Y: Animal Behavior
Winter 2000 Junior Course Assistant, BIO44X: Genetics

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making

INDUSTRY EXPERIENCE

2013 – 2015	Brand Manager, Keurig Dr Pepper	Plano, TX
2008 – 2013	Marketing Manager, PepsiCo (Frito-Lay Division)	Plano, TX
Summer 2007	Marketing Intern, PepsiCo (Frito-Lay Division)	Plano, TX
Spring 2007	Student Consultant, American Express Marketing (B2B)	New York, NY
2004 – 2005	Associate Director, Product Development, AT&T (B2B)	San Ramon, CA
2001 – 2004	Leadership Development Program, AT&T (B2B and B2C)	San Ramon, CA