

Ted Matherly

August 5, 2010

University of Maryland College Park
Robert H. Smith School of Business
3330J Van Munching Hall
College Park, MD 20740

Phone: (202) 527-9833
Email: jmatherl@rhsmith.umd.edu
Homepage: <http://www.tedmatherly.com/>

Education

B.S. Communications, University of Michigan, Ann Arbor, MI, 2006.

Ph.D. Marketing, University of Maryland, College Park, MD, 2012 (expected).

Publications

Working Papers

Ferraro, Rosellina, Amna Kirmani, and Ted Matherly, "Are They Who They Claim? Intentionality and Authenticity in Identity Signaling with Brands," under review at *Journal of Consumer Research*.

Matherly, Ted and Anastasiya Pocheptsova, "Is What You See What They Feel? Fluency and Identity Signaling," preparing for submission to *Journal of Consumer Research*.

Research in Progress

Matherly, Ted and Amna Kirmani, "Brand Signaling and Risk: When is Talk Cheap?," *data collection in progress*.

Matherly, Ted and Amna Kirmani, "Identity Motivations in Socially Influenced Product Choice," *data collection in progress*.

Matherly, Ted and Roland Rust, "Safety in Numbers," *model development in progress*.

Pocheptsova, Anastasiya, Rosie Ferraro and Ted Matherly, "Effects of Context in Product Reviews," *data collection in progress*.

Conference Presentations

Matherly, Ted and Anastasiya Pocheptsova (2010), "Is What You See What They Feel? Fluency and Identity Signaling," paper to be presented at *Association for Consumer Research*, Jacksonville, FL.

Matherly, Ted and Anastasiya Pocheptsova (2010), "Is What You See What They Feel? Fluency and Identity Signaling," paper presented at *Society for Consumer Psychology*, St. Pete Beach, FL.

1. Session Co-Chair

Matherly, Ted and Anastasiya Pocheptsova (2009), "Is What You See What They Feel? Fluency and Identity Signaling," paper presented at *Society for Judgment and Decision Making*, Boston, MA.

Ferraro, Rosellina, Amna Kirmani and Ted Matherly (2009), "Signaling Identity Through Brands," paper presented at *Association for Consumer Research*, Pittsburgh, PA.

Ferraro, Rosellina, Amna Kirmani and Ted Matherly (2009), "Signaling Identity Through Brands," paper presented at *Society for Consumer Psychology*, San Diego, CA.

Matherly, Ted (2008). "Impacts of Motivation on Socially Influenced Product Choice," poster presented at *Association for Consumer Research*, San Francisco, CA.

Teaching Experience

Marketing Research Methods (Undergraduate), Fall 2009, Instructor, University of Maryland.

Marketing Management (MBA), Spring 2009, Teaching Assistant, University of Maryland, Washington, DC.

Marketing Research Methods (Undergraduate), Fall 2008, Instructor, University of Maryland, Shady Grove.

Honors and Awards

2009 AMA-Sheth Doctoral Consortium Fellow, Atlanta, GA.

2008 ACR Doctoral Consortium Fellow, San Francisco, CA.

Dean's Research Fellow, Fall 2006-Present.

Service

Association of Doctoral Students, University of Maryland, College Park.

1. President (2009-2010)
2. Social Chair (2007-2009)

Men's Crew, University of Maryland, College Park.

1. Head Coach (2008-2010)
2. Assistant Coach (2006-2008)

Professional Affiliations

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Last updated: August 5, 2010
<http://www.tedmatherly.com/cv.pdf>