

Ted Matherly

jmatherl@rhsmith.umd.edu
tedmatherly.com
989.798.8132

Robert H. Smith School of Business
University of Maryland
3330J Van Munching Hall
College Park, MD 20742

Education

Ph. D., Marketing, May 2011 (Expected)
University of Maryland, College Park, MD
Robert H. Smith School of Business
Minor: Psychology

Bachelor of Arts, Communications, April 2006
University of Michigan, Ann Arbor, MI

Research Interests

Consumer Identity Construction and Signaling
Social Influence in Consumer Behavior
Goals and Motivation

Working Papers

Ferraro, Rosellina, Amna Kirmani, and Ted Matherly, "Signaling Identity Through Brands: The Role of Perceived Authenticity." Preparing for submission to *Journal of Consumer Research*.

Research in Progress

Matherly, Ted and Anastasiya Pocheptsova. "Processing Fluency as a Signal of Identity." *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. "Two-Period Model of Socially Influenced Product Purchase." *In progress.*

Conference Presentations

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.

Honors and Awards

2008 ACR Doctoral Consortium Fellow, San Francisco, CA.
Dean's Research Fellow, Fall 2006-Present.

Teaching Experience

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

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

Service

Association of Doctoral Students, Social Chair (2007-Present). University of Maryland, College Park.

Professional Affiliations

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)

Coursework

Marketing Topics	Instructor
Behavioral Research in Marketing	Joydeep Srivastava
Marketing Strategy	Roland Rust
Marketing Models	P.K. Kannan
Information Processing	Rosellina Ferraro
Marketing Research Methods	
Experimental Research Methods	Rebecca Hamilton
Survey Research Methods	Janet Wagner
Marketing Models in R	Michel Wedel
Psychology	
Quantitative Methods I	Ken Norman
Quantitative Methods II	Stuart O'Grady
Goal Systems Theory	Arie Kruglanski
Social Cognition	Arie Kruglanski