

# JUSTIN SIEOW

University of Connecticut  
School of Business  
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## EDUCATION

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**University of Connecticut**, Storrs, CT

Ph.D., Business Administration (Concentration: Marketing), 2024 (Expected)

Dissertation Committee: Nicholas H. Lurie (Co-Chair), Christina Kan (Co-Chair), Robin A. Coulter

**National University of Singapore**, Singapore, Singapore

B.B.A., *Highest Distinction* (Concentration: Marketing, Sociology), 2019

## RESEARCH PROGRAM

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My research interests broadly revolve around examining the ways in which marketing and consumption can either contribute to or detract from individual well-being and societal welfare. Specifically, I see my work aligning with initiatives such as “Better Marketing for a Better World” and “Transformative Consumer Research.” Examples of my current work include investigating gendered marketing practices, exploring the relationship between status consumption and psychological well-being amongst bottom-of-the-pyramid consumers, and illuminating the impact of the on-going loneliness epidemic on individual consumption decisions. Overall, my goal is to uncover insights that broaden the impact of marketing research through encompassing consumers from all walks of life and addressing the pressing challenges of contemporary society.

## MANUSCRIPTS UNDER REVIEW (\* denotes principal investigator)

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- **Sieow, Justin\*** and Christina Kan, “Not Just a Lack of Fit: Unwarranted Product Gendering and Consumer Inferences of Manipulative Intent” (Under Review at *Journal of Consumer Psychology*)
  - Awarded **Best Paper** by the Higher Education Special Interest Group “Marketing to Evolving Consumers” Session, 2023 American Marketing Association Winter Academic Conference
- Coulter, Robin A.\*, Kelly Martin, Liezl-Marie van der Westhuizen, **Justin Sieow**, “Youth Engagement with a Luxury-Brand Inspired Subculture: The Paradoxical Effects of Status Consumption on Psychological Well-being” (Revise & Resubmit at *Journal of Consumer Psychology*)

## SELECT RESEARCH IN PROGRESS (\* denotes principal investigator)

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- **Sieow, Justin\*** and Nicholas H. Lurie, “The Unintended Consequences of Gender-Neutral Marketing Initiatives” (data collection in progress; 6 studies completed)
- **Sieow, Justin\***, Bruce E. Pfeiffer, and Danielle J. Brick, “Consumer Loneliness and Decision Making” (data collection in progress; 6 studies completed)
- **Sieow, Justin\***, “Narrative Brand Activism Messages” (data collection in progress; 3 studies completed)

## CONFERENCE PRESENTATIONS (\*denotes presenting author)

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- **Sieow, Justin\*** (2023), “The Negative Influence of Gender-Neutral Initiatives on Consumer Choice,” Association for Consumer Research Conference, Seattle, WA
- **Sieow, Justin\*** and Christina Kan (2023), “The Business Case Against (and for) Product Gendering,” American Marketing Association Winter Academic Conference, Nashville, TN
- **Sieow, Justin\*** and Robin A. Coulter (2020), “Arbiters of Controversy: The New Role of Brands in Contemporary Society,” Association for Consumer Research Conference, Paris, France (Virtual)

## RESEARCH EXPERIENCE

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- **Behavioral Lab Coordinator**, University of Connecticut, Spring – Fall 2020
- **Research Assistant**, University of Connecticut
  - Dr. Danielle J. Brick*, Fall 2022 – Spring 2023
  - Dr. Nicholas H. Lurie*, Fall 2021 | *Dr. Christina Kan*, Spring 2022
  - Dr. Robin A. Coulter*, Fall 2020 | *Dr. Stefan Hock*, Spring 2021
  - Dr. Kelly B. Herd*, Fall 2019 | *Dr. Debanjan Mitra*, Spring 2020
- **Research Assistant**, National University of Singapore
  - Dr. Siok Kuan Tambyah*, Fall 2018 – Fall 2019

## TEACHING EXPERIENCE

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- **Instructor**, University of Connecticut
  - Introduction to Marketing Management* (Undergraduate):
    - Fall 2022 (SET: 4.5/5.0; University Average: 4.1/5.0; Awarded **Marketing Department Ph.D. Student Teaching Award** AY2022/23)
    - Fall 2021 (SET: 4.0/5.0; University Average: 4.0/5.0)

- **Ph.D. Mentor**, University of Connecticut  
*Special Topics: LiveSafe Integrated Marketing Communication Project Course*  
 (Undergraduate), Spring 2023 (with Dr. Joseph Pancras)
  - Collaboration with University of Connecticut Police Department
  - Increased LiveSafe Campus Security App Download by over 130%
  - Incorporated Digital Marketing Tools (e.g., Google Search and Display Ads, Instagram Ad Boost)
  - Directed Research Training (e.g., Survey and Interview Guide Construction, Quantitative and Qualitative Analysis)
- **Teaching Assistant**, University of Connecticut  
*Marketing Research* (Undergraduate), Spring 2023  
*Marketing Management* (MBA), Spring 2022  
*Introduction to Marketing Management* (Undergraduate), Spring 2021 (Virtual)  
*Consumer Behavior* (Undergraduate), Fall 2020  
*Marketing Planning and Strategy* (Undergraduate), Fall 2019

## GRANTS AND FELLOWSHIPS

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- Named Scholar-Scholarship, University of Connecticut, 2023 - 2024
- AMA-Sheth Foundation Doctoral Consortium Fellow, BI Norwegian Business School, 2023
- Dean's Summer Fellowship, University of Connecticut, 2020 - 2023
- Peter Shanley Scholarship, University of Connecticut, 2019 - 2020
- NUS Merit Scholarship, National University of Singapore, 2016 - 2019

## AWARDS AND HONORS

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- Marketing Department Ph.D. Student Teaching Award, UConn School of Business, 2023
- Best Paper in Higher Education Special Interest Group "Marketing to Evolving Consumers" Session, AMA Winter Academic Conference, Nashville, TN, 2023
- Harvard Club Gold Medal and Prize, National University of Singapore, 2019
- Association of Banks in Singapore Prize, Ngee Ann Polytechnic, 2014
- POSB Gold Medal and Prize, Ngee Ann Polytechnic, 2014

## REFERENCES

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**Dr. Nicholas H. Lurie** (Co-Chair)  
 VOYA Financial Professor of Marketing  
 School of Business, University of Connecticut  
 2100 Hillside Rd Unit 1041, Storrs, CT 06269  
[nicholas.lurie@uconn.edu](mailto:nicholas.lurie@uconn.edu)

**Dr. Christina Kan** (Co-Chair)  
 Assistant Professor of Marketing  
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