

ASHLEY STADLER BLANK

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EDUCATION

Ph.D., Marketing, Minor in Statistics (Expected 2016)

Smeal College of Business, Pennsylvania State University, University Park, PA

Master of Sport Business Management (2009)

DeVos Sport Business Management, College of Business Administration, University of Central Florida, Orlando, FL

Master of Business Administration (2008)

College of Business Administration, University of Central Florida, Orlando, FL

Bachelor of Science, Sport Management, Minor in Business (2007)

College of Social Sciences, Health, and Education, Xavier University, Cincinnati, OH

DOCTORAL HONORS AND AWARDS

- 2015 Doctoral Dissertation Competition Winner, Fordham University Pricing Center
- 2015 Peter E. Liberti and Judy D. Olian Scholarship (for outstanding Ph.D. students in the Smeal College of Business), Smeal College of Business, Pennsylvania State University
- 2015 Smeal College of Business Small Research Grant, Pennsylvania State University
- 2015 AMA-Sheth Foundation Doctoral Consortium Fellow, Department of Marketing, Pennsylvania State University
- 2014 Jeanne and Charles Rider Graduate Fellowship (for outstanding graduate students in the Smeal College of Business), Smeal College of Business, Pennsylvania State University
- 2014 Jerome E. Scott Memorial Scholarship (for outstanding doctoral students in the Department of Marketing), Department of Marketing, Pennsylvania State University
- 2014 Haring Symposium Representative (Presenter), Department of Marketing, Pennsylvania State University
- 2013 Smeal College of Business Small Research Grant, Pennsylvania State University
- 2012 Smeal College of Business Small Research Grant, Pennsylvania State University
- 2011 Fund for Excellence in Graduate Recruitment Scholarship, The Graduate School, Pennsylvania State University

RESEARCH INTERESTS

Consumer Behavior • Behavioral Pricing • Brand Personality • Consumer Participation • Sport Marketing

My research interests are behavioral in nature and focus on products, services, and consumption experiences that incorporate consumer participation and co-creation (with a substantive interest in sport marketing).

DISSERTATION OVERVIEW

Title: “Putting a Price on Participation: The Role of Consumer Costs”

Committee chair: Lisa E. Bolton

Committee members: Hans Baumgartner (MKTG), Anna S. Mattila (HRIM), Xiaoyue (Maggie) Niu (STAT)

Proposal defended April 2015.

Building on past consumer participation and behavioral pricing research, my dissertation investigates how participation in firm activities (e.g., in design or production) affects consumer price perceptions and the process by which these perceptions are formed. Results across five studies demonstrate that consumers perceive both costs (e.g., time, effort) and benefits (e.g., enjoyment) of engaging in the participation process and that these cost-benefit tradeoffs drive price fairness perceptions and willingness to pay. I also explore several factors that alter the salience and balance of participation costs and benefits—including type of participation, construal level, participation experience, and self-efficacy. As the salience and balance of participation costs (relative to benefits) increase, consumer price perceptions decrease. Thus, in addition to the benefits of consumer participation identified by past research, I provide evidence of potential drawbacks (via undermining price fairness perceptions and willingness to pay) when participation costs exceed the benefits. Consequently, my dissertation adds to the growing body of consumer participation research by demonstrating how and when participation costs and benefits affect price perceptions, which has implications for the creation and implementation of pricing policies for participation-based products.

REFEREED PUBLICATIONS

DeSarbo, Wayne S., Heungsun Hwang, Ashley Stadler Blank, and Eelco Kappe (2015), “Constrained Stochastic Extended Redundancy Analysis,” *Psychometrika*, 80 (2), 516-534.

Kappe, Eelco, Ashley Stadler Blank, and Wayne S. DeSarbo (2014), “A General Multiple Distributed Lag Framework for Estimating the Dynamic Effects of Promotions,” *Management Science*, 60 (6), 1489-1510.

Stadler Blank, Ashley, Kristi Sweeney, and Rhema D. Fuller (2014), “Room for Growth in Professional Sport: An Examination of the Factors Affecting African-American Attendance,” *Sport Marketing Quarterly*, 23 (4), 225-240.

NON-REFEREED PUBLICATIONS

DeSarbo, Wayne S., Ashley Stadler Blank, and Christopher S. McKeon (2012), “Proper Mix of Promotional Offerings Can Produce for Teams,” *SportsBusiness Journal*, 15 (5), 18.

WORKING PAPERS

“Putting a Price on Participation: The Role of Consumer Costs,” (with Lisa E. Bolton), preparing manuscript for submission (expected August 2015).

(Please see “Dissertation Overview” for more information.)

“Sports Team Personality: It’s Not All about Winning!” (with Joerg Koenigstorfer and Hans Baumgartner), preparing manuscript for submission (expected August 2015).

Abstract: Brand personality is a highly relevant concept for professional sports teams because fans are attracted to and support teams that allow them to express themselves. But efforts to measure sports team

personality are limited, and the scales that do exist suffer from psychometric shortcomings. As there is still no commonly accepted scale available to study the personality of professional sports teams, we develop and validate the Sports Team Personality Scale (STPS), which contains 18 items that load onto six dimensions: success, talent, entertainment, dedication, admiration, and care. In addition, we examine the perceptual similarities and differences between teams within a league using the STPS as well as the relationship between the STPS and fans' identification with their favorite team to illustrate how the STPS can help sport managers differentiate and position teams within a league to improve marketing outcomes. Results indicate that teams map along performance (i.e., success, talent, and entertainment) and non-performance (i.e., dedication, admiration, and care) dimensions and that the non-performance dimension is a more important source of team identification than the performance dimension.

“Attendance Demand Models: A Latent Heterogeneous Hidden Markov Modeling Framework,” (with Eelco Kappe and Wayne S. DeSarbo), preparing manuscript for submission at *Marketing Science* (expected June 2015).

Abstract: While the size and scope of the entertainment industry is enormous, much of its success is dependent on attendance. As such, we develop a modeling framework that addresses some five major econometric challenges of modeling the demand for attendance regarding the spectator activities required in the entertainment industry, including censoring, a large number of explanatory variables, time-varying effects, unobserved heterogeneity, and endogeneity. We provide an empirical application in the highly visible spectator sports industry and model the demand for Major League Baseball (MLB) attendance. We collect an extensive dataset to determine the various attendance drivers for all 2,430 MLB games played during the 2013 regular season, and focus on the effectiveness of in-game promotions in increasing the demand for game-day attendance. We propose a hidden Markov modeling framework that accommodates censoring, a large number of explanatory variables, time-varying promotional effects via hidden states, unobserved heterogeneity across teams via alternative heterogeneity structures, and the potential endogeneity of multiple promotional categories. We find that the effectiveness of four major promotional categories varies over the course of the season and across teams, and discuss how MLB teams can use these results to improve the effectiveness of their promotional schedules to increase attendance.

WORK IN PROGRESS

“Keeping Consumers from Throwing it All Away: the Effect of Consumer Participation on Disposition Decisions,” (with Aydin Alptekinoglu, V. Daniel R. Guide, Jr., and Margaret G. Meloy), three studies completed, preparing additional studies.

“Modeling the Effect of Unfamiliarity on Consumer Preferences,” (with Wayne S. DeSarbo and Eunice Y. Kim), two studies completed, preparing additional studies.

CONFERENCE PRESENTATIONS

- 2015 Stadler Blank, Ashley, Joerg Koenigstorfer, and Hans Baumgartner, “Sports Team Personality: It’s Not All about Winning!” North American Society for Sport Management, Ottawa, Canada.
- 2014 Stadler Blank, Ashley and Lisa E. Bolton, “Putting a Price on Participation: A Fairness Perspective,” Marketing Academic Research Colloquium, Georgetown University, Washington, DC.
- 2014 Stadler Blank, Ashley and Lisa E. Bolton, “Putting a Price on Participation: A Fairness Perspective,” Haring Symposium, Indiana University, Bloomington, IN.
- 2013 Stadler Blank, Ashley and Lisa E. Bolton, “Consumer Participation and Price Perceptions: How Bad News is Still Good News for Marketers,” Society for Consumer Psychology Winter Conference, San Antonio, TX.

- 2013 Stadler Blank, Ashley, Joerg Koenigstorfer, and Hans Baumgartner, "Brand Personality of Professional Sports Teams," European Association for Sport Management, Istanbul, Turkey.
- 2013 Stadler Blank, Ashley, Kristi Sweeney, and Rhema Fuller, "Room for Growth in American Professional Sports: The Value of Appealing to a Diverse Audience," North American Society for Sport Management, Austin, TX.

TEACHING INTERESTS

Consumer Behavior • Marketing Research • Principles of Marketing • Sport Marketing

TEACHING EXPERIENCE

Instructor, Department of Marketing, Pennsylvania State University, 2015: Consumer Behavior
(Instructor rating: 6.4/7.0)

Instructor, Department of Sport Management, Mount St. Joseph University, 2010-2011: Introduction to Sport Management, Sport Marketing, Historical and Socio-Cultural Dimensions in Sport, Human Resources in Sport Management, Introduction to Coaching and Athletic Administration, Sport Management Internship
(Instructor rating: 4.4/5.0)

Temporary Faculty, Department of Sports Studies, Xavier University, 2009-2010: Introduction to Sport Management, Facility and Event Management, Sport Finance, Sport Management Internship
(Instructor rating: 4.3/5.0)

Marketing Internship Program Coordinator, Department of Marketing, University of Central Florida, 2008:
Marketing Internship
(Instructor rating: N/A)

INDUSTRY EXPERIENCE

Premium Seating Sales and Services Coordinator, Pittsburgh Pirates, 2009
Premium Seating Guest Services Supervisor, University of Central Florida Athletics, 2008
Graduate MBA Client Research Sponsorship Activation Project, Pittsburgh Pirates, 2008
Graduate MBA Client Research Marketing and Promotions Project, Tampa Bay Rays, 2008

PROFESSIONAL ACTIVITIES AND SERVICE

Reviewer, American Marketing Association (AMA) Conference, 2014-present
Reviewer, Society of Consumer Psychology (SCP) Conference, 2013-present
Reviewer, Association for Consumer Research (ACR) Conference, 2012-present
President, Smeal Ph.D. Association, Smeal College of Business, Pennsylvania State University, 2012-2014
Ph.D. Student Representative, AACSB Accreditation Visit, Smeal College of Business, Pennsylvania State University, 2014
Ph.D. Student Representative, Honor and Integrity Committee, Smeal College of Business, Pennsylvania State University, 2013-2014
Ph.D. Student Representative, Department of Marketing, Pennsylvania State University, 2013-2014
Ph.D. Student Lab Manager, Behavioral Lab, Smeal College of Business, Pennsylvania State University, 2013

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
Society of Consumer Psychology (SCP)
North American Society for Sport Management (NASSM)
Sport Marketing Association (SMA)

DOCTORAL COURSEWORK (GPA: 3.98/4.00)

Marketing

Advanced Consumer Behavior	Lisa E. Bolton
Marketing Management	Rajdeep Grewal
Marketing Models	Arvind Rangaswamy
Research Colloquium I and II	Department of Marketing Faculty
Research Methods in Marketing	Hans Baumgartner
Theoretical Perspectives on Buyer Behavior	Karen Winterich
Preparing for the Professoriate	Gary Lilien

Related Fields

Attitude Formation and Change	Duane Alwin
Cognitive Studies	Rich Carlson
Services Marketing	Anna Mattila
Social Psychology	Karen Gasper
The Upper Echelons Perspective: Theory and Research	Don Hambrick

Statistics and Methods

Analysis of Discrete Data	Jason Morton
Analysis of Variance and Design of Experiments	Prasanta Basak
Applied Multivariate Statistical Analysis	Matthew Reimherr
Applied Statistics	Xiaoyue (Maggie) Niu
Design of Experiments	Dennis Lin
Organizational Research Design	Vilmos Misangyi
Qualitative Research Methods	Barbara Gray
Regression Methods	Andrew Wiesner
Sampling Theory and Methods	Mosuk Chow

REFERENCES

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