September 2026

Cory Haltman
Assistant Professor: Kelley School of Business at Indiana University
Phone: (812) 856-2357; Email: cohalt@iu.edu

ACADEMIC EMPLOYMENT

Assistant Professor of Marketing — 2025 –
Indiana University, Kelley School of Business

EDUCATION

Ph.D., Marketing — 2020 – 2025
The Ohio State University

B.S., Business Administration (Marketing) — 2014 – 2018
B.A., Psychology
Stony Brook University, *Summa cum laude*

PEER-REVIEWED JOURNAL ARTICLES

Haltman, Cory, Atar Herziger, Grant E. Donnelly, and Rebecca Walker Reczek (2025), "Better Late than Never? Gift Givers Overestimate Relationship Harm from Late Gifts," *Journal of Consumer Psychology*, 35 (4) 567–583, https://doi.org/10.1002/jcpy.1446.

- Select Media Coverage: Wall Street Journal, CBS News, PBS News, Fast Company, U.S. News and World Report, The Conversation, featured story on 150+ local news stations
- Top 10 highest attention score in *Journal of Consumer Psychology*, per Altmetric

Haltman, Cory, Jianna Jin, Grant E. Donnelly, and Rebecca Walker Reczek, "A Framework for Understanding Consumer Response to the depiction of Historically Underrepresented Identities in Marketing Communications," forthcoming at the *Journal of Consumer Research*

- Honorable Mention, Brenda M. Derby Memorial Award for best student paper, Marketing and Public Policy Conference, 2024

MANUSCRIPTS IN THE REVIEW PROCESS

Haltman, Cory, Grant E. Donnelly, and Rebecca Walker Reczek, "I Liked it Before it Was Cool: When and Why Consumers Signal Early Adoption of Popular Products," under fourth-round review at the *Journal of Marketing*.

- Best Paper Award, Haring Symposium, Indiana University, 2023
- First Place, Edward F. Hayes Graduate Research Forum, The Ohio State University, 2024

Haltman, Cory and John P. Costello, "Selling the Stars and Stripes: How Moral Beliefs Shape Consumer Response to Brands' Use of Symbols Associated with National Identity," revising for second-round review at the *Journal of Consumer Research*

Aviva Philipp-Muller, John P. Costello, and **Cory Haltman** "Hedonic Donations for Me but Not for Thee: Donors and Recipients Have Mismatched Preferences for Hedonic Versus Utilitarian Products," revising for second-round review at the *Journal of Consumer Research*

Haltman, Cory and John P. Costello, "Childlike Branding Cues Bias Strength Judgments of Recreational Drug Products," revising for second-round review at the *Journal of Consumer Research*

RESEARCH IN PROGRESS

Walker, Jesse, and **Cory Haltman** "Counter Projections of Political Orientation onto Elites Reduces Satisfaction with Democracy" preparing for submission to *JEP: General*

Haltman, Cory, Grant E. Donnelly, and Rebecca Walker Reczek, "Something to Bond Over: When and Why Consumers Engage in Benign Masochism with others," data collection in progress.

HONORS AND AWARDS

- AMA Consumer Behavior Special Interest Group (CBSIG) Rising Star Award, 2024
- Honorable Mention, Brenda M. Derby Memorial Award for best student paper, Marketing and Public Policy Conference, Washington, D.C., 2024
- Winner, Fisher Excellence in Ph.D. Student Teaching Award, Fisher College of Business, The Ohio State University, 2024
- Nominee, Outstanding Undergraduate Instructor Award, Fisher College of Business, The Ohio State University, 2024
- Doctoral Fellow, Mittelstaedt Symposium, University of Nebraska-Lincoln, 2024
- First Place, Edward F. Hayes Graduate Research Forum, The Ohio State University, 2024
- Doctoral Fellow, AMA-Sheth Doctoral Consortium, Oslo, Norway, 2023
- The Ohio State University Decision Science Collaborative Research Grant Recipient ($3,000), 2023
- Best Paper Award, Haring Symposium, Indiana University, 2023
- Doctoral Fellow, Haring Symposium, Indiana University, 2023
- Selected Student Presenter, Annual Decision Science Collaborative Spring Research Forum, The Ohio State University, 2023
- Brenda M. Derby Memorial Award for best student paper at the Marketing and Public Policy Conference, Austin, Texas, 2022
- Association for Consumer Research TCR Grant Recipient ($1,500), 2021

CONFERENCE PRESENTATIONS (*denotes presenter)

Haltman, Cory* and John Costello, "Selling The Stars and Stripes: How Moral Beliefs Shape Consumer Response to Symbols Associated with National Identity," Paper presented at the 2025 Association for Consumer Research Conference, Washington, D.C.

Haltman, Cory* and John Costello, "Selling The Stars and Stripes: How Political Ideology Shapes Consumer Response to Patriotic Marketing Appeals," Paper presented at the 2025 Society for Consumer Psychology Conference, Las Vegas, Nevada.

Xu, Mengran*, **Cory Haltman**, and Rebecca Walker Reczek, "Celebrating Your Customers' Achievements on Their Behalf: Benefits of Company-presented Branded Achievement Reports" Paper presented at the 2025 Society for Consumer Psychology Conference, Las Vegas, Nevada.

Haltman, Cory, Jianna Jin, Grant E. Donnelly*, and Rebecca Walker Reczek, "Equity or Immorality? How Political Ideology Shapes Consumer Response to Historically Underrepresented Identities in Marketing Communications," Paper presented at the 2024 Association for Consumer Research Conference, Paris, France.

Haltman, Cory*, Jianna Jin, Grant E. Donnelly, and Rebecca Walker Reczek, "Equity or Immorality? How Political Ideology Shapes Consumer Response to Historically Underrepresented Identities in Marketing Communications," Paper presented at the 2024 Marketing and Public Policy Conference, Washington, D.C.

Haltman, Cory*, Jianna Jin, Grant E. Donnelly, and Rebecca Walker Reczek, "Equity or Immorality? How Political Ideology Shapes Consumer Response to Historically Underrepresented Identities in Marketing Communications," Paper presented at the 2024 Society for Consumer Psychology Conference, Nashville, Tennessee.

Haltman, Cory*, Grant E. Donnelly, and Rebecca Walker Reczek, "I Liked it Before it was Cool: How Firms Can Leverage Adoption Timing to Encourage Word of Mouth," Paper presented at the 2023 Association for Consumer Research Conference, Seattle, Washington.

Walker, Jesse and **Cory Haltman***, "Counter Projections of Political Orientation onto Elites Reduces Satisfaction with Democracy," Paper presented at the 2023 Association for Consumer Research Conference, Seattle, Washington.

Haltman, Cory*, Grant E. Donnelly, and Rebecca Walker Reczek, "I Liked it Before it was Cool: How Firms Can Leverage Adoption Timing to Encourage Word of Mouth," Paper presented at the 2023 CLIK Conference at the University of Louisville, Louisville, Kentucky.

Haltman, Cory*, Grant E. Donnelly, and Rebecca Walker Reczek, "I Liked it Before it was Cool: How Firms Can Leverage Adoption Timing to Encourage Word of Mouth," Paper presented at the 2023 Haring Symposium at Indiana University, Bloomington, Indiana.

Haltman, Cory*, Grant E. Donnelly, and Rebecca Walker Reczek, "I Liked it Before it was Cool: How Firms Can Leverage Adoption Timing to Encourage Word of Mouth," Poster presented at the 2023 Decision Science Collaborative Spring Research Forum at The Ohio State University, Columbus, Ohio.

Haltman, Cory*, Grant E. Donnelly, and Rebecca Walker Reczek, "I Liked it Before it was Cool: How Firms Can Leverage Adoption Timing to Encourage Word of Mouth," presented at the 2023 Society for Consumer Psychology Research Conference, San Juan, Puerto Rico.

Haltman, Cory*, Rebecca Walker Reczek, and Cait Lamberton, "It's Not Me, It's You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perception," Paper presented at the 2022 Association for Consumer Research Conference, Denver, Colorado.

Haltman, Cory*, Rebecca Walker Reczek, and Cait Lamberton, "It's Not Me, It's You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perception," Paper presented at the 2022 Marketing and Public Policy Conference, Austin, Texas.

Haltman, Cory*, Grant E. Donnelly, and Rebecca Walker Reczek, "The Potential Pitfalls of Firms Communicating Philanthropic CSR on Social Media," Paper presented at the 2022 Society for Consumer Psychology Conference, Virtual.

Haltman, Cory*, Rebecca Walker Reczek, and Cait Lamberton, "It's Not Me, It's You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perception," Poster presented at the 2022 Society for Consumer Psychology Conference, Virtual.

Haltman, Cory*, Rebecca Walker Reczek, and Cait Lamberton, "It's Not Me, It's You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perception," Poster presented at the 2021 Society for Judgment and Decision Making Conference, Virtual.

Haltman, Cory*, Rebecca Walker Reczek, and Cait Lamberton, "It's Not Me, It's You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perception," Poster presented at the 2021 Association for Consumer Research Conference, 2021, Virtual.

INVITED TALKS

Penn State University	2024
Iowa State University	2024
University of Iowa	2024
Texas A&M University	2024
New York University	2024
Indiana University	2024
University of British Columbia	2024
University of Minnesota	2024
University of North Florida	2024

TEACHING EXPERIENCE

Marketing Research (undergraduate), Fisher College of Business, The Ohio State University
Summer 2023: Overall Rating, **4.95 out of 5** (college average, 4.39 out of 5)
Summer 2022: Overall Rating, **4.95 out of 5** (college average, 4.50 out of 5)

PROFESSIONAL SERVICE

Ad Hoc Reviewer, *Journal of Marketing*
Ad Hoc Reviewer, *Journal of Marketing Research*
Trainee Reviewer, *Journal of Consumer Research*
Reviewer, Association for Consumer Research Conference Submissions
Reviewer, Society for Consumer Psychology Conference Submissions
Reviewer, AMA-CBSIG Conference Submissions