



MORGAN WARD

Assistant Professor of Marketing

Research Expertise:

Consumer behavior, integrated marketing and communications, fundamentals of marketing



Morgan Ward completed her Ph.D. in Marketing at the University of Texas at Austin's McCombs School of Business in 2010. Prior to joining the faculty at Emory in 2016, Ward held a faculty position at Southern Methodist University's Cox School of Business. Ward's primary research focus is consumer behavior. Her articles have been published in a number of leading journals including *Journal of Consumer Research* and *Journal of Marketing Research*.



Honors and Awards

- University of Texas Continuing Fellowship
- AMA – Sheth Doctoral Consortium
- Haring Symposium Student Representative



Recent and Ongoing Research

“Ask and You Shall (Not) Receive: Relationship Signaling Results in Registry Rejection and Worse Gift Choices” (with S. M. Broniarczyk). (Conditionally accepted at *Journal of Marketing Research*).

“Should the Devil Sell Prada? Retail Rejection Increases Aspiring Consumers’ Desire for the Brand” (with D.W. Dahl). *Journal of Consumer Research*, 41 (3), 2014.

“The Same Old Song: The Power of Familiarity in Music Choice” (with J.K. Goodman & J.R. Irwin). *Marketing Letters*, 1- 11, 2013.

“It’s Not Me, It’s You: How Gift Giving Creates Giver Identity Threat as a Function of Social Closeness” (with S. M. Broniarczyk). *Journal of Consumer Research*, 38(1), 2011.

Berger, Jonah and Morgan K. Ward (2010) “Subtle Signals of Inconspicuous Consumption,” *Journal of Consumer Research*, 37 (4).