

NATHAN ALLRED
Rawls College of Business – Texas Tech University
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EMPLOYMENT

Assistant Professor of Marketing *2023 - Present*
Rawls College of Business, Texas Tech University

EDUCATION

Penn State University Smeal College of Business **University Park, PA**
Ph.D. in Business Administration (Emphasis Marketing) *2018 - 2023*

Brigham Young University Marriott School of Management **Provo, UT**
Bachelor of Science in Marketing *2012 - 2018*

RESEARCH INTERESTS

Prosocial Behavior, Conspiracy Theories, Sustainability

PH.D. DISSERTATION AND COMMITTEE

Dissertation Title: “Essays on Consumer Lay Beliefs and Prosocial Behavior”
Committee Members: Lisa Bolton (Chair), Karen Winterich, Meg Meloy, and Janet Swim (Psychology)

PUBLICATIONS

Allred, Nathan and Lisa Bolton (2024), "Conspiracy Beliefs and Consumption: The Role of Scientific Literacy." *Journal of Consumer Research*. Forthcoming.

WORKING PAPERS

Allred, Nathan and Karen Winterich, “Repair Service Signals: How OEM Repair Services Signal Unused Utility and Decrease Product Replacement,” under 3rd round revision at *Journal of Consumer Research*.

WORK IN PROGRESS

Allred, Nathan, Bryce Pryah, and Tari Dagogo-Jack, “Disadvantage and Conspiracy Beliefs: A Story of Control and Institutional Trust,” targeted at *Journal of Consumer Research*.

Beck, Ben, **Nathan Allred**, and Franz Schimdt “Cambodia Grassroots: How Small Business in Emerging Markets can Support Gender Equality,” targeted at *Journal of Marketing*.

Allred, Nathan, Dan Nielson, and Kathleen Vohs “Computers vs Conspiracies: The Mitigating Role of AI led Motivational Interviews on Conspiracy Theory Adherence” targeted at *Nature Human Behaviour*.

Allred, Nathan and Ben Beck, “Team Trees: Internet Influencer Effects on Donations to Environmental Conservation,” targeted at *Journal of Marketing*.

Allred, Nathan and Lisa Bolton, “Corporate Conspiracy Denial: How Companies should Respond to Conspiracy Allegations,” targeted at *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS

Allred, Nathan and Karen Winterich, “Repair or Replace: Consumer’s Response When Products Break,” Poster Presentation, Research to Action: The Science of Drawdown, Sep 2019.

Allred, Nathan and Karen Winterich, “Waste Not: Paid Repair Services Decrease Product Replacement by Signaling Unused Utility,” Special Session, Association of Consumer Research Conference, Oct 2021.

Allred, Nathan and Lisa Bolton, “Aliens and Scientists: The Mitigating Role of Scientific Literacy on Conspiracy Theory Belief,” Competitive Paper, Society of Consumer Psychology Conference, March 2022.

Allred, Nathan and Karen Winterich, “Replace or Repair?: How Companies Can Signal Unused Utility and Decrease Product Replacement,” Paper Presentation, Haring Symposium, April 2022.

Allred, Nathan and Karen Winterich, “Repair Service Signals: How OEM Repair Services Signal Unused Utility and Decrease Product Replacement,” Special Session, Association of Consumer Research Conference, Oct 2022.

Beck, Ben and Nathan Allred, “Overcoming Obstacles in Emerging Markets Research,” Special Session, Winter Conference of the American Marketing Association, Feb 2024.

TEACHING EXPERIENCE AND INTERESTS

Undergraduate Teaching

Instructor: Consumer Behavior (Online, 3 credits)

Spring 2021

Instructor Rating: 6.68/7.00 (N = 34/54 students)

Instructor: Consumer Behavior (In-person, 3 credits)

Fall 2021

Instructor Rating: 6.41/7.00 (N = 37/47 students)

HONORS AND AWARDS

Ossian R. MacKenzie Teaching Award Winner

2022

Haring Best Presenter Award

2022

Haring Symposium Fellow

2022

Paul F. Anderson Dissertation in Marketing Award

2021

Ossian R. MacKenzie Teaching Award Nominee

2021

Sustainability Research Grant (\$10,000) from the Center for the Business of Sustainability

2020

Smeal Small Research Grant

2019

ACADEMIC SERVICE

Ad-Hoc Reviewer: Journal of Consumer Research, Journal of Marketing Research

2023 – Present

Society of Consumer Psychology (SCP) Executive Committee Ph.D. Representative

2019 – 2023