

Lan Anh N. Ton

Department of Marketing
Neeley School of Business, Texas Christian University
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EMPLOYMENT

Texas Christian University, Neeley School of Business, Assistant Professor, 2023 – present

EDUCATION

Ph.D. Marketing, Terry College of Business, University of Georgia, 2023

M.S. Marketing, Marshall School of Business, University of Southern California, 2018

B.B.A. International Marketing, SolBridge International School of Business, Woosong University, 2016

RESEARCH INTERESTS

Purity, Aesthetics, Authenticity, Morality, Consumer Well-Being

JOURNAL PUBLICATIONS

Ton, Lan Anh N., Rosanna K. Smith, and Ernest Baskin, “Privileged Origins Taint Perceived Authenticity,” *Journal of Experimental Social Psychology* (forthcoming).

Ton, Lan Anh N., Rosanna K. Smith, and Julio Sevilla (2025), “Morality and Continuity Authenticity Tradeoffs in the Removal of Unethical Founders,” *Journal of the Association for Consumer Research*, 10 (1), 36–46.

Ton, Lan Anh N., Rosanna K. Smith, and Julio Sevilla (2024), “Symbolically Simple: How Simple Packaging Design Influences Willingness to Pay for Consumable Products,” *Journal of Marketing*, 88 (2), 121–140.

- 2021 William O. Bearden Doctoral Student Research Award, winner
- Selected Media Coverage: [Science Says](#), [Wall Street Journal](#), [Harvard Business Review](#), [Olson Zaltman](#)

Smith, Rosanna K., Elham Yazdani, Pengyuan Wang, Saber Soleymani, and Lan Anh N. Ton (2022), “The Cost of Looking Natural: Why the No-Makeup Movement May Fail to Discourage Cosmetic Use,” *Journal of the Academy of Marketing Science*, 50 (2), 324–337.

- Selected Media Coverage: [Chicago Booth Review](#)

Smith, Rosanna K., Michelle R. vanDellen, and Lan Anh N. Ton (2021), “Makeup Who You are: Self-Expression Enhances the Perceived Authenticity and Public Promotion of Beauty Work,” *Journal of Consumer Research*, 48 (1), 102–122.

PRACTITIONER PUBLICATIONS

Ton, Lan Anh N. (2023), “Why more food, toiletry and beauty companies are switching to minimalist package designs,” *The Conversation*, <https://theconversation.com/why-more-food-toiletry-and-beauty-companies-are-switching-to-minimalist-package-designs-215215>

- Selected Media Coverage: [Fast Company](#)

RESEARCH IN PROGRESS

Ton, Lan Anh N., Rosanna K. Smith, and Shih-Chun (Daniel) Chin, “Material and Moral Purity,” *in preparation for journal submission*.

Yoo, Boonghee, Kiwoong Yoo, Lan Anh N. Ton, Heeyoung Yoo, “Customer Animosity,” *revising for resubmission to the Journal of Marketing (received reject & resubmit decision)*.

Ton, Lan Anh N., “Kinds of Purity,” *data collection in progress*.

Ton, Lan Anh N. and Kiwoong Yoo, “Small Firm Expansion,” *data collection in progress*.

Ton, Lan Anh N. and Kiwoong Yoo, “K-Pop,” *data collection in progress*.

CONFERENCE PRESENTATIONS AND ROUNDTABLE (*PRESENTER)

Conference Presentations

Ton, Lan Anh N.*, Rosanna K. Smith, and Shih-Chun (Daniel) Chin (2025), “Moral and Material Purity Tradeoffs in Product Consumption,” *Association for Consumer Research*, Washington, DC (scheduled October 2025).

Yoo, Boonghee*, Kiwoong Yoo, Lan Anh N. Ton, Heeyoung Yoo (2024), “Development and Validation of a Multidimensional Consumer Animosity Scale,” *American Marketing Association Summer Academic Conference*, Boston, MA.

Ton, Lan Anh N., Rosanna K. Smith*, and Julio Sevilla (2024), “Should They Stay or Should They Go? Morality and Authenticity Tradeoffs in the Removal of Unethical Founders,” *Association for Psychological Science*, San Francisco, CA.

Ton, Lan Anh N.*, Rosanna K. Smith, and Julio Sevilla (2024), “Does Removing an Unethical Founder Improve Brand Evaluations?,” *The Society for Personality and Social Psychology Preconference*, San Diego, CA (Virtual).

Ton, Lan Anh N.* and Rosanna K. Smith (2022), “Does Removing an Unethical Founder Improve Brand Evaluations?,” *Society for Consumer Psychology* (Virtual).

Ton, Lan Anh N.*, Rosanna K. Smith, and Julio Sevilla (2021), “Packaging Design Simplicity: When and Why Simple Packaging Designs Enhance the Valuation of Consumable Products,” *Southeast Marketing Symposium*, Oxford, Mississippi (Virtual).

Ton, Lan Anh N.*, Rosanna K. Smith, and Julio Sevilla (2020), “Purity Packaging: How and When Simple Packaging Designs Enhance Product Evaluations and Choice,” *Association for Consumer Research*, Paris, IDF (Virtual).

Ton, Lan Anh N.* and Rosanna K. Smith (2020), “Firing Founders that Behave Badly: Effects of Morality versus Authenticity on Brand Evaluation,” *Association for Consumer Research*, Paris, IDF (Virtual).

Whitley, Sarah C., Anindita Chakravarty, Lan Anh N. Ton*, and Pengyuan Wang (2020), “The Influence of User Emotion on Search Engine Queries and Advertisement Preferences,” *ISMS Marketing Science Conference*, Durham, NC (Virtual).

Ton, Lan Anh N.* and Rosanna K. Smith (2019), “Firing Founders that Behave Badly: Effects of Moral versus Type Authenticity on Brand Evaluations,” *Association for Consumer Research’s Poster Session*, Atlanta, GA.

Ton, Lan Anh N.* and Sung Tae Kim (2015), “Consumers’ Evaluation on Green Products: The Moderating Effects of Information Transparency,” *American Marketing Association Summer Conference’s Poster Session*, Chicago, IL.

Ton, Lan Anh N. (2015), “Knowledge Adoption Among SME Owners in E-Commerce: The Moderating Effects of Technology Readiness,” *Young SolBridge Business Scholar at SolBridge International School of Business*, Daejeon, South Korea.

Ton, Lan Anh N.* and Sung Tae Kim (2014), “Downstream Management: Customer Relationship Management, Customer Knowledge Enhancement, and Co-Product Innovation,” *The 31st Pan-Pacific Conference*, Osaka, Japan.

Roundtable

Ton, Lan Anh N.*, Rosanna K. Smith, and Shih-Chun (Daniel) Chin (2025), “Moral and Material Purity Tradeoffs in Product Consumption,” *Responsible Research in Business and Management (RRBM) at Cornell Tech*, New York, NY.

Ton, Lan Anh N.*, Rosanna K. Smith, and Shih-Chun (Daniel) Chin (2025), “Moral and Material Purity Tradeoffs in Product Consumption,” *2025 AMA-Sheth Foundation Early Career Consortium at American Marketing Association Winter Academic Conference*, Phoenix, AZ.

INVITED TALKS

- University of Cincinnati, September 2022
- St. Mary’s University – San Antonio, TX, September 2022
- Texas Christian University, October 2022
- University of Denver, October 2022
- University of Notre Dame, October 2022

HONORS AND AWARDS

- AMA-Sheth Foundation Early Career Consortium Fellow, 2025
- Woosong Alumni of the Year, Woosong University, 2023
- AMA Mathew Joseph Emerging Scholar Award, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2022
- Thank-a-Teacher Program (Recognized by students for teaching excellence), University of Georgia, Fall 2021
- William O. Bearden Doctoral Student Research Award Winner, Southeast Marketing Symposium, 2021
- Thank-a-Teacher Program (Recognized by students for teaching excellence), University of Georgia, Spring 2021
- Thank-you Note from the Lambda Sigma Chapter of Alpha Omicron Pi (Nominated by students for making a difference in their collegiate careers), University of Georgia, Spring 2021
- Graduate Assistantship, University of Georgia, 2018 – 2023
- Dean's List, University of Southern California, 2018
- Chancellor's List, Woosong University, 2015
- Young SolBridge Business Scholar of the Year, Woosong University, 2015
- SolBridge Scholarship on Academic Excellence (100% Tuition Waiver), Woosong University, 2015
- Asian Business Case Study Competition Winner, Woosong University, 2014
- Woosong Global Honor's Scholarship (70% Tuition Waiver), Woosong University, 2014
- Global Korea Scholarship Exchange Program Winner, 2013
- Business Case Competition Runner Up, Woosong University, 2012
- Toastmaster National Table Topics Second Runner Up, Ho Chi Minh, Vietnam, 2012

TEACHING INTERESTS

Consumer Behavior, Services Marketing, Marketing Aesthetics, Marketing Analytics, Experimental Design

TEACHING EXPERIENCE

Please click [here](#) for details of teaching evaluations.

Texas Christian University

Customer Insights (undergraduate)

Spring 2025 (26 students), Instructor Rating: **4.96/5.00**

Spring 2025 (24 students), Instructor Rating: **4.96/5.00**

Fall 2024 (33 students), Instructor Rating: **4.97/5.00**

Spring 2024 (13 students), Instructor Rating: **4.97/5.00**

Spring 2024 (24 students), Instructor Rating: **4.86/5.00**

Fall 2023 (35 students), Instructor Rating: **4.71/5.00**

University of Georgia

Services Marketing (undergraduate)

Fall 2021 (29 students), Instructor Rating: **4.91/5.00**

Fall 2021 (43 students), Instructor Rating: **4.89/5.00**

Spring 2021 (40 students), Instructor Rating: **4.77/5.00**

ACADEMIC SERVICE (RESEARCH)

Ad-Hoc Reviewer

Journal of Consumer Research

Journal of Marketing Research

Journal of the Academy of Marketing Science

Personality and Social Psychology Bulletin

Journal of Business Research

Journal of Consumer Behavior

Journal of Consumer Marketing

Journal of Marketing Management

Marketing Letters

Conference Reviewer

Association for Consumer Research (ACR) Conference

Association for Consumer Research Latin America (ACRLA) Conference

Society for Consumer Psychology (SCP) Conference

American Marketing Association Consumer Behavior SIG (AMA CBSIG) Conference

Conference Host

Association for Consumer Research (ACR) Conference, 2021

Trainee Reviewer

Journal of Consumer Research, 2021

ACADEMIC SERVICE (UNIVERSITY)

Texas Christian University

- Associate Professor Search Committee Member, Summer 2025 – present
- Departmental PhD Subcommittee Member, Spring 2025 – present
- Neeley Departmental Honors Thesis Presentation Judge, Spring 2025
- Department Chair Search Committee Member, Spring 2025
- Department Chair Search Committee Member, Fall 2024

MENTORSHIP

The Society for Consumer Psychology Conference

- SCP-Sheth Foundation Doctoral Symposium
 - 2025: Serving as a faculty mentor
- Job Market Buddy Program Mentor
 - 2024: Serving as a faculty mentor to Liang Shen (University of Cincinnati)

Texas Christian University

- Independent Research Study Advisor
 - 2024 – 2025: Serving as an advisor to Jake Burdette
- Neeley Departmental Honors Project Advisor
 - 2023 – 2024: Serving as an advisor to Kiana Nemati

EMPLOYMENT HISTORY

Graduate Research Assistant, University of Georgia, Athens, GA, 2018 – 2023

Research Assistant, Woosong University, Daejeon, South Korea, 2013 – 2017

Market Research Analyst Assistant Intern, Axis Research, Ho Chi Minh, Vietnam, February 2013

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

The Association of Consumer Research (ACR)

The Society for Consumer Psychology (SCP)

The Society for Personality and Social Psychology (SPSP)