

Laura Pricer

Assistant Professor at University of North Georgia
Soules College of Business | The University of Texas at Tyler

ACADEMIC POSITIONS

Assistant Professor of Marketing Soules College of Business, University of Texas at Tyler,	2024-present
Assistant Professor of Marketing Mike Cottrell College of Business, University of North Georgia,	2022-2024
Graduate Assistant and Instructor G. Brint Ryan College of Business, University of North Texas	2018 – 2022
Adjunct Instructor Dallas College: Mountainview	2018-2019

EDUCATION

PhD	Marketing, University of North Texas, (2022)
MA	Teaching, Texas Women's University (2007)
BS	Dietetics and Institutional Administration, Texas Woman's University (2002)

RESEARCH INTERESTS

Human-Technology Interactions, Consumer Wellbeing (body image, anxiety, self-concept),
Brand activism, Consumer morality

PUBLICATIONS

Abigail B. Schneider, Sunaina Chugani, Tavleen Kaur, Jason Stornelli, Michael G. Luchs, Marat Bakpayev, Tessa Garcia-Collart, Bridget Leonard, Lydia Ottlewski, **Laura Pricer** "The role of wisdom in navigating social media paradoxes: Implications for consumers, firms, and public policy," *The Journal of Consumer Affairs*, June 2022

Li Huang and **Pricer, Laura** "Zooming for an Ideal Self: How Video Conferencing Promotes Preferences for Self-Enhancement Products," *The International Journal of Research in Marketing*, March 2024

Andrea Bennett, **Laura Pricer** and Courtney Peters "Explaining support for and resistance to brand activism through the Theory of Planned Behavior," *the Journal of Marketing Theory and Practice* September 2025

Andrea Bennett, **Laura Pricer** and Courtney Peters "Exploring consumer support for brand activism: a four-segment typology," *the Journal of Product & Brand Management*, February 2026

Laura Pricer, Brittany Beck, and Caroline Munoz “The State of Online Marketing Simulations: A 5-year systematic review and future research agenda,” *Marketing Education Review*, February 2026

RESEARCH IN PROGRESS

Pricer, Laura, and Rajagopal, Priyali "Did you really say that: How voice technology effects consumer embarrassment?" Preparing to submit to *Journal of Consumer Psychology*

Pricer, Laura and Bryson Payne “Youth, Beauty, and Consumer Subjectification: The Role of Social Media in Youth Beauty Cultures and Consumer Subjectification” Preparing to submit to *Marketing Letters*

Laura Pricer, Courtney Peters, Andrea Bennett, and Jennifer Tarara “When “Too Perfect” Backfires: AI-Generated Aesthetics, Visual Attention, and Persuasion in Digital Advertising,” Status: Data collection phase, targeting *Journal of Advertising Research*.

Courtney Peters, Andrea Bennett, Jennifer Tarara, and **Laura Pricer** “Can They Just Eat the Chicken? Consumer Affiliation Intent and Activist Brand Consumption”
Status: Data collection phase, targeting *Journal of Consumer Psychology*

PRESENTATIONS

“When “Too Perfect” Backfires: AI-Generated Aesthetics, Visual Attention, and Persuasion in Digital Advertising”

- Society of Marketing Advances conference, November 2026

“Can They Just Eat the Chicken? Consumer Affiliation Intent and Activist Brand Consumption”

- Society of Marketing Advances conference, November 2026

“Youth, Beauty, and Consumer Subjectification: The Role of Social Media in Youth Beauty Cultures and Consumer Subjectification”

- Society of Marketing Advances conference, November 2025

“Exploring the Sociocultural Dynamics of Woman’s Aging and Beauty in Marketing”

- Society of Marketing Advances conference, November 2024
- Submitted to AMA Marketing and Public Policy Conference, June 2025

“Consumers’ Planned Brand Activism Support or Lack Thereof: A Comparative Analysis”

- Society of Marketing Advances conference, JMTP Special Issue Symposium November 2024

“Meme It and I’ll Buy It: The Hedonic Nature of Internet Memes and How They Drive Purchase Likelihood”

- Society of Marketing Advances conference, November 2023

- Society of Consumer Psychology conference, March 2023
- Association of Consumer Research conference, October 2022

"Zooming for an Ideal Self: How Video Conferencing Promotes Preferences for Self-Enhancement Products"

- Association of Consumer Research conference, October 2022

"Is my AIVA Reducing My Intelligence? The Effects of AIVA-enabled Search on Consumer Cognition,"

- Association of Consumer Research conference, October 2021
- AMA Marketing and Public Policy Conference, June 2021

"Did you really say that: How voice technology affects consumer embarrassment?,"

- Psychology of Technology conference, November 2022
- Association of Consumer Research conference, October 2021

"Consumer Wisdom in a Digital World Track," Transformative Consumer Research, June 2021

"Relationship dependency in AI-enabled exchange: a new framework for understanding relationship dependencies between consumers and artificial intelligent virtual assistants," Society of Marketing Advances Conference, November 2019

TEACHING EXPERIENCE

Courses taught at the University of North Georgia

Digital Marketing Online (4 years)

Digital Marketing In-person (4 years)

Principles of Marketing Online (4 years)

Principles of Marketing In-person (4 years)

Instructor of Record (University of North Texas)

Course	Semester	Delivery Mode
Retailing	Summer 2020	Hybrid
Retailing	Fall 2020	Face-to-Face
Marketing Channels	Winter 2020	Online
Marketing Channels	Spring 2021	Online
Marketing Channels	Summer 2021	Online
Retailing	Fall 2021	Face-to-Face

Instructor of Record (Dallas College – Mountainview Campus)

Course	Semester	Delivery Mode
Learning Framework	Fall 2018	Face-to-Face

Learning Framework	Fall 2019	Face-to-Face
Learning Framework	Fall 2019	Face-to-Face
Learning Framework	Fall 2019	Face-to-Face

Teaching Assistant (University of North Texas)

- Principles of Marketing
- Principles of Marketing
- Marketing Research & Analytics
- Marketing Management
- Retailing

PROFESSIONAL SERVICE

Reviewer,

- Social Influence, 2019-present
- Society of Marketing Advances, 2023, 2024, 2026
Session Moderator
- Marketing and Public Policy Conference, 2021
- Society of Marketing Advances, 2021
Track Chair

Service to the University of North Georgia

Date	Committee	Description of Involvement	Service Type
May-June 2023	Sales faculty search committee	Committee member	Department
Fall 2023-Spring 2024	MCCB Undergraduate Curriculum Committee	Committee Chair – 24-25 Committee member	College
May-June 2023	MCCB Annual Faculty Awards Committee	Committee member	College
May-June 2024	Sales faculty search committee	Committee member	Department
Fall 2024	Tenured Sales faculty Search committee	Committee Chair	Department
Fall '24-Spring '25	MCCB Faculty Committee	Committee Member	College
Spring '24-Spring '25	Suspension Appeals Committee	Committee Member	University

Student Success Focused Service

Date	Event	Description of Involvement
Oct. 8, 2022	Nighthawk Preview Dahlonga	Volunteer to help recruit students to the MCCB
Oct. 11, 2022	FOCO	Volunteer to help recruit Forsyth County Schools students to the MCCB
Dec. 17, 2022	Graduation ceremony	Attendee

March 4, 2023	Nighthawk Preview (Oconee)	Attendee
Sept. 12, 2023	Truist CTSO Planning Summit	Faculty Facilitator
Fall 2023	Student Organization - The Living Room	Faculty Advisor
Fall 2023	Honors Extension – K. Bruner	Supervised Student Honors extension
Fall '23-Spring '24	Honors Thesis – K. Bruner	Committee Member
Fall 2024	1 st Gen student Mentor	Mentored a 1 st generation female business student
Fall 2024	MCCB Undergraduate Research Program	Undergraduate Research Assistant Mentor & Supervisor

AWARDS

Fellow, Academy of Marketing Science Doctoral Consortium, 2021

Toulouse Graduate School Graduate Student Research Award – University of North Texas, 2021

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

American Marketing Association (AMA)

Academy of Marketing Science (AMS)

Society of Marketing Advances (SMA)

SKILLS AND CERTIFICATIONS

Google Certifications | SPSS | SONA | Qualtrics | Blackboard/Canvas/Brightspace | Excel

REFERENCES

Priyali Rajagopal

Professor of Marketing

G. Brint Ryan College of Business, University of North Texas

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Lou Pelton

Professor of Marketing

G. Brint Ryan College of Business, University of North Texas

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