

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, Consumer Well-Being

PUBLICATIONS

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: [Ariyh](#), [Wall Street Journal](#)

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.

POPULAR PRESS PUBLICATION

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](#)

MANUSCRIPTS UNDER REVIEW

Ton, Lan Anh N., Rosanna K. Smith, and Julio Sevilla, “Morality and Authenticity,” *invited for revision*.

RESEARCH IN PROGRESS

Ton, Lan Anh N., Rosanna K. Smith, and Ernest Baskin, “Authenticity and Social Class,” *in preparation for journal submission*.

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

CONFERENCE PRESENTATIONS (*Presenter)

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 (AMA) 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.

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

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

Texas Christian University

Customer Insights (undergraduate)

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

University of Georgia

Services Marketing (undergraduate)

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

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

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

PROFESSIONAL SERVICE

Ad-Hoc Reviewer

Journal of the Academy of Marketing Science

Journal of Consumer Marketing

Association for Consumer Research (ACR) 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

MENTORSHIP

Neeley Departmental Honors Project Advisor, Texas Christian University
2023-2024: 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), Association of Consumer Research (ACR), Society for Consumer Psychology (SCP).