

Danielle J. Brick, Ph.D.

School of Business • University of Connecticut
2100 Hillside Road • Storrs, CT 06269
Danielle.Brick@uconn.edu

ACADEMIC POSITIONS

University of Connecticut , School of Business Assistant Professor of Marketing	2022-present Storrs, CT
University of New Hampshire , Peter T. Paul College of Business and Economics Assistant Professor of Marketing	2016-2022 Durham, NH

EDUCATION

Duke University , Fuqua School of Business Ph.D., Business Administration, Marketing <i>Dissertation</i> : Brands, Close Relationships, and Consumer Well-Being	Durham, NC
Amherst College B.A., Psychology, Cum Laude	Amherst, MA

RESEARCH INTERESTS

- Consumer Relationships
- Branding and Brand Relationships
- Shared Consumer Decisions and Experiences
- Consumer Well-being

PEER-REVIEWED MARKETING PUBLICATIONS

Gamlin, Jessica*, and **Danielle J. Brick*** (forthcoming), "Means-Goal Conflict and Novel Brand Choice," *Journal of Consumer Research*.

Brick, Danielle J., and Veronica L. Thomas (forthcoming), "(In)attention to Attractive Brand Alternatives," *Marketing Letters*, doi: 10.1007/s11002-024-09752-4.

Brick, Danielle J., Kelley Wight, James R. Bettman, Tanya L. Chartrand, and Gavan J. Fitzsimons (2023), "Celebrate Good Times: How Celebrations Increase Perceived Social Support," *Journal of Public Policy and Marketing*, 42(2), 115-132.

Brick, Danielle J., Kelley Wight, and Gavan J. Fitzsimons (2023), "Secret Consumer Behaviors in Close Relationships," *Journal of Consumer Psychology*, 33(2), 403-411.

Brick, Danielle J., Lingrui Zhou, Tanya L. Chartrand, and Gavan J. Fitzsimons (2022), "Better to Decide Together: Shared Consumer Decision Making, Perceived Power, and Relationship Satisfaction," *Journal of Consumer Psychology*, 32(3), 387-405.

Alvarez, Claudio, **Danielle J. Brick**, and Susan Fournier (2021), "Doing Relationship Work: A Theory of Change in Consumer-Brand Relationships," *Journal of Consumer Research*, 48(4), 610-632.

Brick, Danielle J., Karen A. Scherr, and Peter A. Ubel (2019), "The Impact of Cost Conversations on the Patient-physician Relationship," *Health Communication*, 34 (1), 65-73.

Brick, Danielle J., Grainne M. Fitzsimons, Tanya L. Chartrand, and Gavan J. Fitzsimons (2018), "Coke vs. Pepsi: Brand Compatibility, Relationship Power, and Life Satisfaction," *Journal of Consumer Research*, 44 (February), 991-1014.

Brick, Danielle J., and Gavan J. Fitzsimons (2017), "Oppositional Brand Choice: Using Brands to Respond to Relationship Frustration," *Journal of Consumer Psychology*, 27(2), 257-263.

Brick, Danielle J., Tanya L. Chartrand, and Gavan J. Fitzsimons (2017), "The Effects of Resources on Brand and Interpersonal Relationships," *Journal of the Association for Consumer Research*, 2(1), 78-92.

BOOK CHAPTERS, REVIEWS, AND REPORTS

Alvarez, Claudio, **Danielle J. Brick**, and Susan Fournier (2022), "Making the Brand-to-Customer Relationship Work" *Keller Center Research Report*, 15 (3).

Bstieler Ludwig, Thomas Gruen, Billur Akdeniz, **Danielle J. Brick**, Shuili Du, Lin Guo, Moein Khanlari, James McIlroy, Matt O'Hern, and Goksel Yalcinkaya, (2018), "Emerging Research Themes in Innovation and New Product Development: Insights from the 2017 PDMA-UNH Doctoral Consortium," *Journal of Product Innovation Management*, 35(3), 300-307.

Brick, Danielle J., and Susan Fournier (2017), "How Consumers' Attitudes Towards Brands Are Shaped," in *The Routledge Companion to Consumer Behavior*, ed. Michael R. Solomon and Tina M. Lowrey, New York, 227-242.

Brick, Danielle J., Peggy J. Liu, and Vivian Qin (2015), "Behavioral Economics and Beyond: Insights and Applications," *MSI Conference Report*, 15-301.

OTHER PEER-REVIEWED JOURNAL PUBLICATIONS

Valassi, Elena, **Danielle J. Brick**, Jessica Johnson, Beverly Biller, Anne Klibanski, and Karen K. Miller (2012), "Growth hormone replacement has a greater effect on quality of life in growth hormone-deficient women with a history of acromegaly," *Endocrine Practice*. doi: 10.4158/EP11134.OR

Bove, Riley M., **Danielle J. Brick**, Brian C. Healy, Sarah M. Mancuso, Anu V. Gerweck, Miriam A. Bredella, Karen K. Miller (2012), "Metabolic and endocrine correlates of cognitive function in healthy young women," *Obesity*, 21(7), 1343-1349

Bredella, Miriam A., Eleanor Lin, **Danielle J. Brick**, Anu V. Gerweck, Lindsey M.

Harrington, Martin Torriani, et al. (2012), "Effects of GH in women with abdominal adiposity: a 6-month randomized, double-blind, placebo-controlled trial," *European Journal of Endocrinology*, 166(4), 601-611.

Bredella, Miriam A., Martin Torriani, Reza Hosseini Ghomi, Bijoy J. Thomas, **Danielle J. Brick**, Anu V. Gerweck et al. (2011), "Determinants of bone mineral density in obese premenopausal women," *Bone*, 48(4), 748-754.

Bredella, Miriam A., Martin Torriani, Reza Hosseini Ghomi, Bijoy J. Thomas, **Danielle J. Brick**, Anu V. Gerweck, et al. (2011), "Vertebral Bone Marrow Fat Is Positively Associated with Visceral Fat and Inversely Associated With IGF-1 in Obese Women," *Obesity*, 19(1), 49-53.

Bredella, Miriam A., Martin Torriani, Reza H. Ghomi, Bijoy J. Thomas, **Danielle J. Brick**, Anu V. Gerweck, et al. (2011), "Adiponectin is inversely associated with intramyocellular and intrahepatic lipids in obese premenopausal women," *Obesity*, 19(5), 911-916.

Brick, Danielle J. et al. (2010), "Determinants of IGF1 and GH across the weight spectrum: from anorexia nervosa to obesity," *European Journal of Endocrinology*, 163(2), 185-191.

Bredella, Miriam A., Reza Hosseini Ghomi, Bijoy J. Thomas, Martin Torriani, **Danielle J. Brick**, Anu V. Gerweck, et al. (2010), "Comparison of DXA and CT in the assessment of body composition in premenopausal women with obesity and anorexia nervosa," *Obesity*. 18(11), 2227-2233.

Bredella, Miriam A., Martin Torriani, Bijoy J. Thomas, Reza Hosseini Ghomi, **Danielle J. Brick**, Anu V. Gerweck, et al. (2009), "Peak growth hormone-releasing hormone-arginine-stimulated growth hormone is inversely associated with intramyocellular and intrahepatic lipid content in premenopausal women with obesity," *The Journal of Clinical Endocrinology & Metabolism*, 94(10), 3995-4002.

Frystyk, Jan, **Danielle J. Brick**, Anu V. Gerweck, Andrea L. Utz, and Karen K. Miller, (2009), "Bioactive insulin-like growth factor-I in obesity," *The Journal of Clinical Endocrinology & Metabolism*, 94(8), 3093-3097.

Miller, Karen K., Roy H. Perlis, George I. Papakostas, David Mischoulon, Dan V. Losifescu, **Danielle J. Brick**, et al. (2009), "Low-dose transdermal testosterone augmentation therapy improves depression severity in women," *CNS Spectrums*, 14(12), 688-6.

TEACHING AND MENTORING EXPERIENCE

Professor

Marketing Research, Undergraduate Course, University of Connecticut,
Spring: 2023, 2024 (two sections).
Fall: 2023.

Principles of Marketing. Undergraduate Course, University of New Hampshire,
Spring: 2017, 2018, 2019, 2020, 2021, 2022.
Two sections taught each semester.

Consumer / Buyer Behavior. Undergraduate Course, University of New Hampshire,
Fall: 2016, 2017, 2019, 2020, 2021.
Two sections taught each semester.

Faculty Mentor

Honors Undergraduate Thesis Advisor for:

Jenna Peterson, Paul College, AY2020-2021

Jacqueline Grinnell, Paul College, AY2017-2018

Sophie Alman, Department of Psychology, Duke University, AY 2016-2017

Ph.D. Dissertation Committee Member for:

Sandip Roy, Marketing Department, University of Connecticut, Spring 2024-present

Victoria Bryan, Department of Psychology, University of New Hampshire, Spring 2021-Summer 2023

Alex Blandina, Department of Psychology, University of New Hampshire, Spring 2017 – Spring 2018

Honors Undergraduate Students:

Fall 2016, Spring 2017, Fall 2017, Fall 2019, Fall 2020, Spring 2023, Fall 2023, Spring 2024, Fall 2024.

Academic Internship Mentor for Undergraduate Students:

Fall 2016, Spring 2019, Summer 2019, Spring 2020.

Instructor – Duke University.

The Psychology of Consumers. Undergraduate Course at Duke University, Summer 2014 Term II.

Guest Lecturer

MBA: Market Intelligence (Daytime MBA), Fuqua School of Business, Professor: Tanya Chartrand, January 2014 and January 2015.

MMS: Market Intelligence (Master of Management Science), Fuqua School of Business, Professor: Jordan Etkin, January 2014, October 2014.

Teaching Assistant

Behavioral Economics and Public Policy (Undergraduate Course), Duke University, Professor: Peter Ubel, Fall 2014.

PRESENTATIONS (presenting author underlined)

Brick, Danielle J. *Consumer Brand Relationships*. Invited Seminar, Marketing Department (2024, September). Northeastern University, Boston, MA.

Brick, Danielle J. and Veronica Thomas. *(In)Attention to Attractive Brand Alternatives* (2024, August). American Marketing Association Summer Conference, Boston, MA.

Brick, Danielle J. *Consumer Secrecy*. Invited Seminar, Marketing Department (2024, April). University of Massachusetts, Amherst, MA.

Brick, Danielle J., Lingrui Zhou, Tanya L. Chartrand, and Gavan J. Fitzsimons. *Shared Choices and Consumer Satisfaction* (2024, March). Society for Consumer Psychology, Nashville, TN.

Howe, Holly, **Kelley Gullo**, **Danielle J. Brick**, and Gavan J. Fitzsimons. *The Process of Communication in Dyadic Decision-Making* (2024, March). Society for Consumer Psychology, Nashville, TN.

Veronica Thomas, Danielle J. Brick, and Kelley Gullo Wight. *A Framework of Consumer Secrecy* (2024, March). Society for Consumer Psychology, Nashville, TN.

Brick, Danielle J. *Inattention to Alternatives: A Brand Relationship Maintenance Strategy.* Invited Seminar, School of Business School-Wide Research Seminar (2023, September). University of Connecticut, Storrs, CT.

Brick, Danielle J. *Consumer Behavior in Close Relationships.* Invited Seminar, UConn's Social Psychology Brown Bag Speaker Series (2023, September). University of Connecticut, Storrs, CT.

Brick, Danielle J., Veronica Thomas, and Kelley Gullo Wight. *A Framework of Consumer Secrecy* (2023, March). Society for Consumer Psychology, San Juan, Puerto Rico.

Howe, Holly, Kelley Gullo, Danielle J. Brick, and Gavan J. Fitzsimons. *Beyond Persuasion: Developing a Framework of Communication in Dyadic Decision-Making* (2022, October). Association for Consumer Research, Denver, CO.

Howe, Holly, Kelley Gullo, **Danielle J. Brick,** and Gavan J. Fitzsimons. *Beyond Persuasion: Developing a Framework of Communication in Dyadic Decision-Making* (2022, February). Society for Consumer Psychology, Nashville, TN.

Gamlin, Jessica and **Danielle J. Brick.** *Novel Brands, Instrumentality Perceptions, and Choice* (2022, February). Society for Personality and Social Psychology - Motivation Science Pre-Conference, San Francisco, CA.

Brick, Danielle J., Kelley Gullo, and Gavan J. Fitzsimons. *Hiding and Spending: Secret Consumer Behaviors and Pro-Relationship Spending* (2020, October). Association for Consumer Research, Virtual Conference.

Gamlin, Jessica and **Danielle J. Brick.** *Giving Novel Brands the Benefit of the Doubt: How Asymmetrical Instrumentality Perceptions Influence Choice* (2020, October). Association for Consumer Research, Virtual Conference.

Brick, Danielle J., Kelley Gullo, and Gavan J. Fitzsimons. *Secret Consumer Behavior in Close Relationships* (2020, March). Society for Consumer Psychology, Huntington Beach, CA.

Brick, Danielle J. and Jessica Gamlin. *Novel Brand Choice: The Effects of Product Category and Consumers' Goals on Choice* (2019, October). Boston JDM Day Harvard Kennedy School, Cambridge, MA.

Brick, Danielle J., Kelley Gullo, and Gavan J. Fitzsimons. *Secret Consumption in Close Relationships* (2018, October). Association for Consumer Research, Dallas, TX.

Brick, Danielle J., Kelley Gullo, James R. Bettman, and Gavan J. Fitzsimons. *Celebrations and Social Support* (2018, January). Society for Consumer Psychology Boutique Conference, Sydney, Australia.

Brick, Danielle J. *Brands and Close Relationships.* Invited Seminar, Management Department (2017, December). University of New Hampshire, Durham, NH.

Brick, Danielle J. Kelley Gullo, James R. Bettman, and Gavan J. Fitzsimons. *Celebrations and Social Support* (2017, October). Association for Consumer Research, San Diego, CA.

Brick, Danielle J. and Gavan J. Fitzsimons. *Oppositional Brand Choice: Using Brands to Respond to Relationship Frustration* (2017, February). Society for Consumer Psychology, San Francisco, CA.

Brick, Danielle J. and Gavan J. Fitzsimons. *Oppositional Brand Choices* (2017, January). Society for Personality and Social Psychology Close Relationships Pre-Conference, San Antonio, TX.

Brick, Danielle J. Tanya L. Chartrand, and Gavan J. Fitzsimons. *Brand vs. Partner: When Reminders of Your Partner Make You Happier than Your Brand* (2016, January). Society for Personality and Social Psychology, San Diego, CA.

Brick, Danielle J., Grainne M. Fitzsimons, Tanya L. Chartrand, and Gavan J. Fitzsimons. *The Effects of Brand Compatibility and Power on Life Satisfaction* (2015, October). Association for Consumer Research, New Orleans, LA.

Brick, Danielle J., Tanya L. Chartrand, and Gavan J. Fitzsimons. *Shared Decision Making and Power in Close Relationships* (2014, October). Association for Consumer Research Annual Conference, Baltimore, MD.

Brick, Danielle J., Grainne M. Fitzsimons, Tanya L. Chartrand, and Gavan J. Fitzsimons. *Brand Compatibility and Power in Close Relationships** (2014, May). Brands and Brand Relationships, Boston, MA.

*Awarded best paper presentation at the conference.

Brick, Danielle J. Grainne M. Fitzsimons, Tanya L. Chartrand, and Gavan J. Fitzsimons. *Brand Compatibility and Power in Close Relationships* (2014, February). Society for Personality and Social Personality, Austin, TX.

Brick, Danielle J. Tanya L. Chartrand, and Gavan J. Fitzsimons. *The Effects of Wealth on Connection and Satisfaction with Brands* (2013, October). The Fuqua School of Business, Duke University, Durham, NC.

Brick, Danielle J. Tanya L. Chartrand, and Gavan J. Fitzsimons. *Brand Compatibility and Power in Close Relationships* (2013, October). Association for Consumer Research, Chicago, IL.

Brick, Danielle J. Tanya L. Chartrand, and Gavan J. Fitzsimons. *I get by with a little help from my brands: Brand Support and Wealth* (2013, May). Consumer Brand Relationships Conference, Boston, MA.

Brick, Danielle J., Tanya L. Chartrand, and Gavan J. Fitzsimons. *I get by with a little help from my brands: Brand Support and Wealth* (2013, May). Transatlantic Doctoral Conference, London Business School, London, UK.

Brick, Danielle J., Tanya L. Chartrand, and Gavan J. Fitzsimons. *I get by with a little help from my brands: Brand Support and Wealth* (2013, March). Duke/UVA/UNC Social Psychology Conference, Durham, NC.

Brick, Danielle J., Tanya L. Chartrand, and Gavan J. Fitzsimons. *High Tide for the Wealthy: Brand Relationships and Wealth* (2012, October). Association for Consumer Research Conference, Vancouver, BC.

Brick, Danielle J., Hannah Honey, Tanya L. Chartrand, Gavan J. Fitzsimons, and Grainne M. Fitzsimons. *Joe vs. joe: Turning to One's Partner versus Favorite Product in Emotion Regulation* (2012, October). Invited Poster Presentation at the 2012 Association for Consumer Research Conference, Vancouver, BC.

Brick, Danielle J. and Catherine A. Sanderson. *When Local is Larger than Global: the Role of Local Norms on Body Image* (2010, May). Poster presentation at the 2010 APS Annual Convention, Boston, MA.

Brick, Danielle J., et al. (2010, February). *Determinants of IGF-1 and GH throughout the weight spectrum: from anorexia nervosa to obesity*. Poster presentation at the 63rd Annual Meeting of the MGH Scientific Advisory Committee, Boston, MA.

Brick, Danielle J., Jan Frystyk, Anu V. Gerweck, Andrea L. Utz, and Karen K. Miller. *Bioactive IGF-I in obesity*. (2009, February). Poster presentation at the 62nd Annual Meeting of the MGH Scientific Advisory Committee, Boston, MA 2009.

Frustyk, Jan, **Danielle J. Brick**, Anu v. Gerweck, Andrea L. Utz, and Karen K. Miller (2009, June). *Bioactive IGF-I in obesity*. Abstract presented at the annual meeting of The Endocrine Society, Washington D.C.

Bredella, Miriam et al. (2010, February). *Vertebral bone marrow fat is positively associated with visceral fat and inversely associated with IGF-1 levels in premenopausal women with obesity*. Poster presentation at the 63rd Annual Meeting of the MGH Scientific Advisory Committee, Boston, MA.

Ghomi, Reza et al. (2009, February). *Comparison of dual energy x-ray absorptiometry (DXA) and computed tomography in assessing body composition in premenopausal obese women*. Poster presentation at the 62nd Annual Meeting of the MGH Scientific Advisory Committee, Boston, MA.

CHAired CONFERENCES AND SYMPOSIA

Brick, Danielle J., and Veronica Thomas (co-chairs). *Insights on Secrecy and Deception* (2024, March). Session Co-Chair at the 2024 Society for Consumer Psychology Conference, Nashville, TN.

Brick, Danielle J., *Mitigating the Threat of Resource Strain on Intellectual Diversity in Consumer Behavior: Systemic and Individual Solutions* (2021, October). Panelist Discussion at the 2021 Association for Consumer Research Conference, Seattle, WA (Virtual).

Brick, Danielle J., *Close Relationships Theory in Consumer Behavior: Bridging Brand and Interpersonal Relationships Research* (2014, October). Roundtable Session Chair at the 2014 Association for Consumer Research Conference, Baltimore, MD.

Brick, Danielle J., *Consequences of Choosing For and With Others: The Good, the Bad, and the In-between* (2014, October). Session Chair at the 2014 Association for Consumer Research Conference, Baltimore, MD.

Brick, Danielle J., Kelly Hoffman, Laura Kurtz, Vicki Lee, Elise Rice. Co-Chair at the Duke-Virginia-UNC Social Psychology Research Conference (2013, April), Fuqua School of Business, Duke University, Durham, NC.

Brick, Danielle J., and Tarje Gustad (co-chairs). *Signaling to the Self and Others: Selective use of and Connection with Brands* (2012, October). Session Co-Chair at the 2012 Association for Consumer Research Conference, Vancouver, BC.

SERVICE

Committees:

- Behavioral Lab Committee - Chair, School of Business, University of Connecticut, 2022-present.
- Undergraduate Policy Committee – Member, School of Business, University of Connecticut, 2022-present.
- Undergraduate Assessment Committee for AACSB Accreditation – Member, School of Business, University of Connecticut, 2022-present.
- Undergraduate Curriculum Committee, Peter T. Paul College of Business and Economics, University of New Hampshire, 2021-2022.
- Research Statement Information Criteria Committee, Marketing Department, University of New Hampshire, 2021.
- Hiring Committee, Marketing Department, University of New Hampshire, 2019-2020.
- Fulbright U.S. Students Program Committee, University of New Hampshire, 2019-2020.
- Merit and Equity Pay Committee, Marketing Department, University of New Hampshire, 2017.
- Women in Business, Faculty Advisor, Peter T. Paul College of Business and Economics, University of New Hampshire, 2016-2019.
- Women in Business Mentorship Program, Faculty Advisor, Peter T. Paul College of Business and Economics, University of New Hampshire,
 - 2017-present.
- Fuqua School Representative, Graduate & Professional Student Council, Duke University, 2012-2013.
- Student Health (Insurance) Advisory Committee, Duke University, 2011-2013.
- Harassment Grievance Board, Duke University, 2011-2013.
- Undergraduate Honors Thesis Committee, Duke University, 2012.

Reviewer:

- Peer-Reviewed Journals
 - *Journal of Consumer Research*, ad hoc, 2018-present
 - *Journal of Marketing Research*, ad hoc, 2019-present
 - *Journal of Consumer Psychology*, ad hoc, 2017-present
 - *Journal of the Academy of Marketing Science*, ad hoc, 2023-present
 - *Journal of Public Policy and Marketing*, ad hoc, 2017-present
 - *Emotion*, ad hoc, 2020
- Peer-Reviewed Conferences and Presentations

- Association for Consumer Research Annual Conference, 2017-present
- Society for Consumer Psychology Annual Conference 2013-present
- American Marketing Association Winter Conference 2014, 2016, 2017
- American Marketing Association Summer Conference 2014, 2016
- Academy of Marketing Science Annual Conference 2014, 2017

Community Service:

- Board Member, Family Action Network, Winchester, MA 2021-2022.
- Board Member, Winchester Neighbors Club, Winchester, MA, 2019-2022.

AWARDS, HONORS and FELLOWSHIPS

Scholarship Facilitation Fund, 2023

Paul College Summer Grant for Research Excellence, 2021

Paul College Summer Research Grant 2017, 2019, 2020

Duke-IPSOS Center, Grant for Research, "Brand Instrumentality,"

AMA-Sheth Foundation Doctoral Consortium Fellow, London Business School, July 2015.

Best Paper Presentation Award at the Brands and Brand Relationships Conference, Boston, MA, May 2014.

Josiah Charles Trent Foundation Grant, Duke University, Grant to host conference at Fuqua School of Business to encourage collaboration between students and professors at Duke, UVA and UNC, November 2012.

Vertical Integration Program (VIP), Duke University, Graduate student mentor to undergraduate psychology major, Summer 2012.

Duke-IPSOS Center, Grant for Research. "Shopper as Gatekeeper," March 2012-2016.

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research

American Marketing Association

Society for Consumer Psychology

Society for Personality and Social Psychology