

MICHAEL BARBERA

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[TEDx Talk](#)
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EDUCATION

Chicago School of Professional Psychology Ph.D., Behavioral Economics Dissertation: "The Perception of Value Under Conditions of Time Pressure and Scarcity"	2015-2019
Purdue University M.B.A., Executive	2014-2015
Trident University M.B.A., Entrepreneurship	2013-2014
Trident University B.S., Business Administration	2009-2013

RESEARCH INTERESTS

Consumer Behavior, Judgment and Decision Making, Financial Decision Making, Perception, Persuasion, Time Pressure, Message Framing, Willingness to Pay, Neuromarketing

TEACHING INTERESTS

Consumer Behavior, Negotiations, Marketing, Communications, Entrepreneurship

SELECT PUBLISHED RESEARCH

Northey, G., Dolan, R., Septianto, F., Van Esch, P., **Barbera, M.**, & Andonopoulos, V. (2019). 50 Shades of Gay: How Gender and Homosexual Imagery Disgusts Politically Conservative Viewers. *50th Conference of the Association of Consumer Research*

Septianto, F., Kemper, J., Northey, G., Andonopoulos, V., Van Esch, P., & **Barbera, M.** (2019). Let Us Give Thanks: How Gratitude and Message Framing Can Reduce Food Waste. *50th Conference of the Association of Consumer Research*

Northey, G., Dolan, R., Septianto, F., Van Esch, P., & **Barbera, M.** (2019). Sex Sells....Or Does It? How LGBT Sexual Imagery Influences the Effectiveness of Luxury Brand Advertisements. *14th Conference on Gender, Marketing, and Consumer Behavior*, 210. Retrieved February 12, 2019.

Barbera, M., Northey, G., Septianto, F., & Spanjaard, D. (2018). Those prices are HOT! How temperature-related visual cues anchor expectations of price and value. *Journal of Retailing and Consumer Services*, 44, 178-181.

Barbera, M., Northey, G., Septianto, F., & Spanjaard, D. (2018). The Anchoring Effects of Temperature Cues on Price Valuations. *Association of Consumer Research*.

MANUSCRIPTS UNDER REVIEW or REVISION

Barbera, M. The Perception of Value Under Conditions of Time Pressure and Scarcity, *Journal of Consumer Research*

SELECTED WORK IN PROGRESS

Barbera, M., Muchova, K., Catching Wind: Increase Hurricane Evacuations with Persuasive Names (*manuscript in preparation*).

Barbera, M., Song, E., Smith, S., Going Viral: how COVID-19 message framing affects consumer loyalty to Asian-associated brands (*manuscript in preparation*).

Barbera, M., Fifield, C., Lemelin, K., Between a Rock and a Hard Place: customer willingness to accept yard signs for home service providers (*manuscript in preparation*).

Barbera, M., Driving Me Crazy: consumer reactions to misleading road signs (*manuscript in preparation*).

Barbera, M., Corporate America: the willingness to trust people and brands in elected roles (*manuscript in preparation*).

Barbera, M., Hanger Management: consumer willingness to purchase clothing based on smaller-labeled sizes (*manuscript in preparation*).

SELECTED AWARDS AND HONORS

2018	Awarded D'Aniello Family Foundation Veteran Entrepreneurship Grant
2018	40 Under 40, Fayetteville Observer
2017	30 in 30 Veteran Entrepreneurship Honors, Institute for Veterans and Military Families, Syracuse University
2017	Global Psychology & Startups Grant, The Chicago School of Professional Psychology
2015	Excellence in Social Entrepreneurship, White House Entrepreneurship Initiative
2014	Sam and Marsha Allen Endowment Grant, Purdue University and John Deere
2014	Krannert Veterans Entrepreneurship Grant, Krannert School of Management

SELECTED INVITED TALKS

2020	CONAREC, Consumer Decision-Making Keynote, October 8
2019	Fayetteville State University, Brands & Consumer Behavior, November 5
2019	World Retail Congress, Influencing Consumer Decisions, May 15
2019	Sandhills Community College, Consumer Behavior, Entrepreneurial Summit, April 10
2018	University of North Carolina - Wilmington, Consumer Decision Making, April 10
2018	North Carolina Wesleyan College, Consumer Decision Making, March 7
2018	University of North Carolina - Pembroke, Consumer Decision Making, February 27
2018	University of North Carolina - Wilmington, Consumer Behavior, February 8
2018	Key Five Conference, Persuasive Messaging, January 27
2017	TEDxIthacaCollege, This Restroom Is For You, December 2
2017	Ithaca College, Consumer Behavior and Target Audiences, November 30
2017	TEDxEvansStreet, Parity, Perceptions and the Restroom, September 21
2017	Purdue University Entrepreneurship Bootcamp for Disabled Veterans, November 1.
2017	Purdue University Entrepreneurial Alumni Panel, November 1
2017	LendLease New York, Message Framing for Targeted Audiences, April 13
2016	LendLease New York, Entrepreneurial Decision Making, July 17
2015	Purdue University Entrepreneurship Bootcamp for Disabled Veterans, October 31
2015	Cucalorus Connect Film Festival, The Startup Ecosystem, November 10
2015	Purdue University Entrepreneurship Bootcamp for Disabled Veterans, October 31
2015	The Washington Post, Consumer Behavior, September 21
2015	Microsoft, Consumer Decision Making, September 20

CHAired SYMPOSIA

- 2018 **Barbera, M.** "Clicksuasion: why we click" (Chair and Organizer).
Entrepreneurship and Business Administration. Sandhills Community College, Pinehurst, NC, April
10.

CONFERENCE PRESENTATIONS

Competitive Paper Presentations

- 2018 **Barbera, M.**, Northey, G., Septianto, F., & Spanjaard, D. (2018). The Anchoring Effects of
Temperature Cues on Price Valuations. Association of Consumer Research.

Poster Presentations

- 2017 **Barbera, M.** Potty Parity and the Perception of Gender-Neutral Restrooms. Graduate Research
Forum, Chicago, IL, June 15.

SELECTED TEACHING EXPERIENCE

National Louis University, Adjunct Faculty

Behavioral Marketing (Winter 2021 - Present)
Designed the Course

Entrepreneurial Initiatives (Winter 2021 - Present)
Designed the Course

Sandhills Community College, Instructor

Marketing and Communication (Fall 2017, Summer 2017)
Designed the Course
Evaluations: 4.7, 4.6/5.0 in all 2 semesters

Entrepreneurial Initiatives (Fall 2017, Summer 2017)
Designed the Course
Evaluations: 4.6, 4.7/5.0 in all 2 semesters

Central Carolina Community College, Instructor

Marketing and Communication (Fall 2017, Summer 2017, Spring 2017, Fall 2016, Summer 2016)
Designed the Course
Evaluations: 4.7, 4.6, 4.8, 4.6, 4.9/5.0 in all 5 semesters

Entrepreneurial Initiatives (Fall 2017, Summer 2017, Spring 2017, Fall 2016, Summer 2016)
Designed the Course
Evaluations: 4.8, 4.5, 4.7, 4.6, 4.9/5.0 in all 5 semesters

Defense Intelligence Agency, Instructor

Advanced Data Analytics (Spring 2008)
George H.W. Bush Award for Excellence and Distinction in Teaching
Evaluations 4.9/5.0

Defense Intelligence Agency, Instructor

Data Collection and Gathering (Winter 2008)
Evaluations 4.7/5.0

RESEARCH EXPERIENCE

2018-2021 Clicksuasion Labs
2014-2018 Barbera Solutions | Consumer Experience Lab
2008-2011 Booz Allen Hamilton
2006-2011 Defense Intelligence Agency
2000-2015 United States Army Reconnaissance, Intelligence, and Surveillance Data Collection & Analysis

ACADEMIC PROFESSIONAL SERVICE

Conference & Journal Reviewing

Society of Consumer Psychology (2016)
Association of Consumer Research (2017)
Australasian Marketing Journal (2021)

Advising

Arthur Evans, Chief Executive Officer, American Psychology Association (2018 - 2019)
Ignacio Lopez, Dean School of Business, National Louis University (2021)

Board of Directors

United Service Organization (USO) (2020 - Present)
Moore 100 (2020 - Present)
Moore County Partners in Progress (2020 - Present)
Moore County Chamber of Commerce (2017 - Present)
Revolutionary Coworking, Vice President of the Board (2016 - 2019)
Athcorp (2015 - 2017)

PROFESSIONAL AFFILIATIONS

American Psychological Association (2014 - Present)
Purdue Alumni Association (2014 - Present)
Society for Consumer Psychology (2015 - Present)
Society for Judgment and Decision Making (2015 - Present)
Association of Consumer Research (2017 - Present)
Institute of Management Consultants (2019 - Present)

SELECTED MEDIA COVERAGE

2021 **The Pilot:** Small Business Center Offers Aid During a Challenging Time
2020 **The Pilot:** Barbera Tackles New Leadership Roles
2019 **Yahoo News:** Costco
2019 **WRAL TechWire:** Work is the New Sex
2019 **The Pilot:** Work is the New Sex

- 2019 **The Pilot:** Buying Power -- Who's Really in Control? Clicksuasion Team Tackles Consumer Behavior
- 2018 **South Carolina Now:** Florence TEDx Event Inspires The Audacity To Dream
- 2017 **South Carolina Now:** TEDx Event Coming To Florence
- 2017 **Bustle:** This is What Trans Women Really Feel About Women's Equality Day
- 2017 **Pizza Today:** Merchandise: Say My Name
- 2014 **FOX59:** Hoosier Heroes: Boot camp helps disabled veterans become entrepreneurs