

GABRIEL V. WARD

Mays Business School, Texas A&M University
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EDUCATION

2021-2026 (expected)	Texas A&M University, Mays Business School Ph.D., Marketing
2018-2019	The University of Alabama, Culverhouse College of Business Master of Science, Marketing
2013-2018	The University of Alabama, Culverhouse College of Business Bachelor of Science, Marketing
2013-2018	The University of Alabama, College of Arts and Sciences Bachelor of Science, Interdisciplinary - Paleobiology

PEER REVIEWED PUBLICATIONS

Wilcox, Keith, Sandra Laporte, and **Gabriel Ward**, “How Traditional Production Shapes Perceptions of Product Quality,” *Journal of Consumer Research* (2024)

SELECTED WORKS IN PROGRESS

Ward, Gabriel, Nicholas Olson, and Keith Wilcox, “How Adaptive Reuse Shapes Perceived Innovativeness,” Preparing for submission

Ward, Gabriel, Esther Uduehi, and Keith Wilcox, “Person-First Language and its Impact on Donation Behavior,” Currently running studies

HONORS AND AWARDS

American Marketing Association (CBSIG) Small Research Grant Recipient (2022). Principal Investigators: **Gabriel Ward**, Esther Uduehi, and Keith Wilcox. Award amount: \$1,250.

TEACHING EXPERIENCE

Fall 2023	MKTG 323: Marketing Research (Instructor), Texas A&M University (2 sections)
Fall 2018	MKT 321: Consumer Behavior (Teaching Assistant), The University of Alabama

APPOINTMENTS

2018-2019	Member, Diversity, Equity, and Inclusion Council - The University of Alabama Culverhouse College of Business
2017-2018	Faculty Scholar - The University of Alabama Culverhouse College of Business

CONFERENCE PRESENTATIONS

* denotes presenter

***Ward, Gabriel**, Nicholas Olson, and Keith Wilcox, “How Adaptive Reuse Increases Perceived Innovativeness,” Association for Consumer Research, Paris, France (2024)

Wilcox, Keith, *Sandra Laporte, and **Gabriel Ward**, “How Traditional Production Shapes Perceptions of Artisanal Product Quality,” Association for Consumer Research, Denver, Colorado (2022)

*Wilcox, Keith, Sandra Laporte, and **Gabriel Ward**, “How Traditional Production Shapes Perceptions of Artisanal Product Quality,” Texas A&M University, New Beginnings Symposium (2021)

***Ward, Gabriel** and Stacey Robinson, “It’s Too Much: The Negative Impact of Service (Over-) Recoveries on Customer Satisfaction and Intentions,” poster presentation, Undergraduate Research and Creative Activity Conference, The University of Alabama, Tuscaloosa, Alabama 2019

PROFESSIONAL SERVICE

Ad-Hoc Reviewer, Journal of Business Research (2024)

Ad-Hoc Reviewer, Research and Applications in Marketing (2022-2023)

ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)

American Marketing Association (AMA)

Society for Consumer Psychology (SCP)

RELEVANT COURSEWORK

Marketing

Marketing Models

Theory Construction and Knowledge Development

Marketing Strategy

Consumer Behavior

Venkatesh Shankar

Manjit Yadav

Shrihari Sridhar

Keith Wilcox

Psychology

Motivation and Cognitive Processes

Experimental Design

Social Psychology

Research Methods

Experimental Psychology

Social Psychology

Steven Smith

Rebecca Brooker

Brandon Schmeichel

Ji Koung Kim

Heather Burte

Matthew Vess

OTHER PUBLICATIONS

Wilcox, Keith, Sandra Laporte and **Gabriel Ward**, “Why Consumers Value Traditionally Made Products.” *Character & Context Blog* (2024)

Egli, H. Chase, John-Paul Hodnett, Cody Hodge, **Gabriel Ward**, “Obruchevodid petalodonts (Chondrichthyes, Holocephali) from the Upper Mississippian (Serpukhovian) Bangor Limestone of northern Alabama, USA,” *Historical Biology* (2024)

Hodnett, John-Paul, Rickard Toomey, H Chase Egli, **Gabriel Ward**, John R Wood, Rickard Olson, Kelli Tolleson, Justin S Tweet, Vincent L Santucci, “New ctenacanth sharks (Chondrichthyes; Elasmobranchii; Ctenacanthiformes) from the Middle to Late Mississippian of Kentucky and Alabama,” *Journal of Vertebrate Paleontology* (2023)