

MELANIE I. PAUL AUSTIN

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EDUCATION

Ph.D. in Business, 2025

Specialization: Marketing
Baruch College & CUNY Graduate Center

Master of Business Administration in Marketing

Stony Brook University, New York

Bachelor of Science in Business Management

Stony Brook University, New York

RESEARCH INTERESTS

Consumer Behavior; Consumer Spending; Retailing; Branding; Sensory Marketing;
Sustainable Marketing.

PUBLICATIONS

Block, L., Vallen, B., & Paul Austin, M. I. (2022). Food waste (mis) takes: The role of (mis) perception and (mis) estimation. *Current Opinion in Psychology*, 46, 101327.

RESEARCH IN PROGRESS

“The Impact of Multi-Brand Promotions on Purchase Behavior” with Lauren Block, Lama Lteif, and Mahima Hada.

“Spending with Friends: The Social Labeling of Money” with Diogo Hildebrand.

“The Impact of Variety on Bundle Evaluations” with Lauren Block and Lama Lteif.

“The Influence of Individual Differences in Sensory Processing on Consumption Experiences” with Diogo Hildebrand.

CONFERENCE PRESENTATIONS

Paul Austin, M. I., Lteif, L., & Block, L., The Impact of Variety on Bundle Evaluations, Poster presentation at The Association for Consumer Research Conference, Paris, France, September 2024.

Paul Austin, M. I., & Hildebrand, D., Spending with Friends: The Social Labeling of Money, Poster presented at The Association for Consumer Research Conference, Seattle, WA, October 2023.

Paul Austin, M. I., & Hildebrand, D., The Influence of Individual Differences in Sensory Processing on Consumption Experiences, Poster presented at The Association for Consumer Research Conference, Denver, CO, October 2022.

Paul Austin, M. I. & Caprariello, P. A., Negative Memories as Assets, Poster presented at Society for Consumer Psychology Conference, Huntington Beach, CA, March 2020.

Paul Austin, M. I., Negative Memories as Assets, Poster presented at URECA (Undergraduate Research & Creative Activities) conference, Stony Brook, NY, April 2019.

INVITED TALKS

“How Enterprise, Consumers and Education Are Leveraging AI”, Panel Discussion, Nasdaq TradeTalks, July 2024.

Link: <https://www.nasdaq.com/videos/how-enterprise-consumers-and-education-are-leveraging-ai>

PROFESSIONAL SERVICE

- *Marketing Subject Pool Assistant Coordinator*, Baruch College, Aug 2021 - Present
- *Assistant to Chair of Faculty Search*, Baruch College, Fall 2022
- *Student Volunteer*, Association for Consumer Research Conference, October 2022
- *Graduate Assistant*, Baruch College, Aug 2020 – July 2021

TEACHING EXPERIENCE

- *MBA 505 Marketing*, Stony Brook University, Spring 2025
- *Marketing Analytics*, Baruch College, Spring 2024
- *Marketing Foundations*, Baruch College, Summer 2022 – Present
- *Business Fundamentals*, Baruch College, Fall 2021, Spring 2022

SKILLS

- SPSS
- R
- Tableau
- Google Analytics
- Good Ads Search
- Grant Writing