

Alexander Davidson, Ph.D.

Associate Professor of Marketing

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ACADEMIC POSITIONS

2024 - Present	Associate Professor of Marketing, Wayne State University, Detroit, USA
2017 - 2024	Assistant Professor of Marketing, Wayne State University, Detroit, USA
2023	Visiting Scholar, University of Seoul, Seoul, Republic of Korea
2015	Graduate Instructor, Concordia University, Montreal, Canada

EDUCATION

2017	Ph.D. in Business Administration (Marketing), John Molson School of Business, Concordia University, Montreal, Canada
2010	M.Sc. in Marketing, John Molson School of Business, Concordia University, Montreal, Canada
2008	B.A. (Economics), Concordia University, Montreal, Canada

PEER-REVIEWED PUBLICATIONS

Davidson, A. (2024). Countering search ad avoidance: How political orientation affects trust in search advertising. *Journal of Advertising*.

Davidson, A., Meng, M., Tainsky, S., & Olsen, M. (2024). A dual account of how excitement impacts risk-taking: Evidence from the National Hockey League's 50-50 raffle. *Sport Management Review*, 27(2), 280-299.

Davidson, A., Gleim, M., Johnson, C., & Stevens, J. (2023). Gig worker typology and research agenda: Advancing research for frontline service providers. *Journal of Service Theory & Practice*, 33(5), 647-670.

- Davidson, A., & Gleim, M. (2023). The gender earnings gap in sharing economy services: The role of price, number of stays, and guests accommodated on Airbnb. *Journal of Marketing Theory & Practice*, 31(4), 490-501.
- Davidson, A., & Theriault, D. (2021). How consumer experience is shaped by the political orientation of service providers. *Journal of Consumer Psychology*, 31(4), 792-800.¹
- Meng, M. D., & Davidson, A. (2020). A vote of competence: How a similar upbringing to political candidates influences voting choice. *Journal of Public Policy & Marketing*, 39(4), 396-411.
- Davidson, A., Nepomuceno, M. V., & Laroche, M. (2019). Shame on you: When materialism leads to purchase intentions toward counterfeit products. *Journal of Business Ethics*, 155(2), 479-494.
- Davidson, A., Habibi, M. R., & Laroche, M. (2018). Materialism and the sharing economy: A cross-cultural study of American and Indian consumers. *Journal of Business Research*, 82, 364-372.
- Davidson, A., & Laroche, M. (2018). Consumer preferences for human uniqueness in marketing communications. *Journal of Marketing Communications*, 24(5), 506-517.
- Habibi, M. R., Davidson, A., & Laroche, M. (2017). What managers should know about the sharing economy. *Business Horizons*, 60(1), 113-121.²
- Davidson, A., & Laroche, M. (2016). Connecting the dots: How personal need for structure produces false consumer pattern perceptions. *Marketing Letters*, 27(2), 337-350.

BOOK CHAPTER

- Gleim, M. & Davidson, A. (2024). Collaborative consumption providers: Examining the roles, classifications, and earnings of gig workers. In P. A. Albinsson, B. Y. Perera, & S. J. Lawson (Ed.), *Understanding Collaborative Consumption* (pp. 142-153). Edward Elgar Publishing Ltd.

WORKING PAPERS

- Davidson, A. Meng, M., & Gleim, M. Sharing the blame: How political ideology affects reactions to service transgressions in the sharing economy. Invited to revise and resubmit at the *Journal of Business Research*.

¹ In the top 5% of all research outputs ever tracked by Altmetric: <https://wiley.altmetric.com/details/101278953>

² Nominated for the 2017 Best Article Award by *Business Horizons* and featured as a partner article in *Harvard Business Review*: <https://store.hbr.org/product/what-managers-should-know-about-the-sharing-economy/BH789>

Tangari, A., Davidson, A., & Davis, C. The good and the bad of transparency in CSR reporting. Manuscript in preparation.

Davidson, A., & Tangari, A. Peer-to-peer consumption feedback: The investigation of a novel type of consumer-motivated feedback. Manuscript in preparation.

Therriault, D., Davidson, A., & Saad, G. Consumers' perceptions of political service providers in the sharing economy. Manuscript in preparation

REFEREED CONFERENCES

Davidson, A. & Gleim, M. (2024, September 26-28). *How political orientation and search construal affect trust in search advertising* [Poster presentation]. Association for Consumer Research Conference, Paris, France.

Gleim, M. & Davidson, A. (2023, May 22-23). *Peer-to-peer equity: An examination of gig worker earnings and strategies to ensure fairness* [Paper presentation]. 8th International Workshop on the Sharing Economy, Vienna, Austria.

Davidson, A. & Meng, M. (2023, February 9-11). *Political identity and consumer reactions to service transgressions in the sharing economy* [Poster presentation]. American Marketing Association Winter Academic Conference, Nashville, Tennessee, USA.

Gleim, M. & Davidson, A. (2022, February 18-20). *Pricing in the gig economy: Investigating pricing strategies for male and female gig workers* [Paper presentation]. American Marketing Association Winter Academic Conference, Las Vegas, Nevada, USA.

Davidson, A., Tainsky, S., Meng, M., & Olsen, M. (2021, June 3-5). *Do excitement, winning, and losing impact risk-taking? Evidence from the National Hockey League* [Paper presentation]. North American Society for Sport Management Conference.

Meng, M. & Davidson, A. (2019, June 6-8). *How shared upbringing with political candidates influences voting* [Paper presentation]. American Marketing Association Marketing and Public Policy Conference, Washington, D.C., USA.

Davidson, A. (2019, February 22-24). *Gender price differences in Airbnb: Implications for service providers of the sharing economy* [Paper presentation]. American Marketing Association Winter Academic Conference, Austin, Texas, USA.

Davidson, A. & Therriault, D. (2018, December 7). *Are political conservatives more hospitable? The case of Airbnb* [Paper presentation]. Symposium for Emerging Marketing Scholars, Utah State University, Logan, Utah, USA.

Davidson, A., Habibi, M. R & Laroche, M. (2017, October 26-29). *Structure-seeking in the sharing economy* [Poster presentation]. Association for Consumer Research Conference, San Diego, California, USA.

- Habibi, M.R., Davidson, A., Laroche, M. & Jaliloghli, A. (2017, September 21-22). *Cross-cultural comparisons and social perceptions of hosts in a peer-to-peer accommodation context* [Paper presentation]. Royal Bank International Research Seminar, Montreal, Quebec, Canada.
- Davidson, A., Habibi, M.R., & Laroche, M. (2016, October 27-29). *Materialism and participation in sharing practices* [Poster presentation]. Association for Consumer Research Conference, Berlin, Germany.
- Granitz, N., Habibi, M.R., & Davidson, A. (2016, October 15-16). *What motivates participation in the sharing economy* [Paper presentation]. Marketing EDGE Direct/Interactive Marketing Research Summit, Los Angeles, California, USA.
- Sultana, B. & Davidson, A. (2016, April 14-16). *Funeral selfies: A tool for buffering existential anxieties* [Paper presentation]. Kern Conference on Visual Communication, Rochester, New York, USA.
- Davidson, A., Nepomuceno, M. & Laroche, M. (2015, October 1-3). *Materialism and detectably counterfeited goods: The mediating role of embarrassment* [Poster presentation]. Association for Consumer Research Conference, New Orleans, Louisiana, USA.
- Davidson, A., Habibi, M.R. & Laroche, M. (2015, September 24-26). *Materialism and the sharing economy: A cross-cultural study of American and Indian consumers* [Paper presentation]. Royal Bank International Research Seminar, Montreal, Quebec, Canada.
- Davidson, A. & Laroche, M. (2015, February 26-28). *Innumeracy and the temporal frame of pro-social messages on donation likelihood* [Poster presentation]. Society for Consumer Psychology Conference, Phoenix, Arizona, USA.
- Davidson, A. & Laroche, M. (2014, October 23-25). *Consumer patternicity: Investigating the influence of abstract mindsets on personal need for structure* [Poster presentation]. Association for Consumer Research Conference, Baltimore, Maryland, USA.

TEACHING

<u>Undergraduate Courses</u>	<u>Recent Evaluation</u> ³
2020 - Present Digital Marketing and Analytics, Wayne State University	4.5/5.0 ⁴

³ Student evaluation reports available upon request.

⁴ Average student score for question, "How would you rate the instructor's teaching of this course?" on a rating scale of 1 = "Poor"; 5 = "Excellent".

2023	Global Marketing Management, University of Seoul	4.4/5.0 ⁵
2023	Search Engine Marketing and Optimization, Wayne State University	4.6/5.0 ⁴
2017 - 2022	Marketing Management, Wayne State University	4.8/5.0 ⁴
<u>Graduate Courses</u>		
2021	Marketing Strategy, Wayne State University	4.3/5.0 ⁴
2015	Marketing Management, Concordia University	4.1/5.0 ⁶

HONORS AND AWARDS

- 2024 Visiting Scholar, ANA Educational Foundation's Visiting Professor Program
- 2024 Mike Ilitch School of Business Summer Research Grant
- 2016 Bob and Raye Briscoe PhD Fellowship in Business Administration
- 2016 Fellow, AMA Sheth Foundation Doctoral Consortium, South Bend, Indiana
- 2015 Humberto Santos Scholarship in Business Administration
- 2015 Fellow, SMA Doctoral Consortium, San Antonio, Texas
- 2013 TD Bank Financial Group Fellowship in Business Education
- 2012 Hydro-Quebec Scholarship
- 2012 John Molson School of Business Fellowship

SERVICE

Profession

Session Chair (2022, March 23-25). *Sharing economy & digital marketplaces*. International Society of Marketing Spring Conference. Chicago, Illinois, USA.

Workshop Presenter (2022, April 20). *How to customize digital marketing assignments*. Stukent Virtual Workshop. <https://www.stukent.com/webinars/how-to-customize-digital-marketing-assignments>

Workshop Presenter (2021, March 10). *MPREP Communications Workshop*. Multicultural Professional Readiness Education Program. Detroit, Michigan, USA.

⁵ Average student score for statement, "Professor pays close attention to the students' understanding of the course and helps heighten the level of understanding in students." on a rating scale of 1 = "Poor"; 5 = "Excellent".

⁶ Average student score for question, "Overall, this instructor has been..." on a rating scale of 1 = "Very Poor"; 5 = "Very Good".

Co-Editor of Special Issue (2019). *The growth and progression of the sharing economy*. Journal of Marketing Theory and Practice, 27(4).

Program Organizer (2015, September 25-26). Royal Bank International Research Seminar. Montreal, Quebec, Canada

Mike Ilitch School of Business, Wayne State University

Member of the Undergraduate Education Policy Committee
Course coordinator of Marketing Management

Department of Marketing, Wayne State University

Member of Workload and Merit Committee
Member of Marketing Curriculum Committee
Member of Budget Committee
Member of Ayan Bhattacharyya Dissertation Committee
Member of Archana Mannem Dissertation Committee
Member of Lu Yu Dissertation Committee

AD-HOC REFEREE

Journals

Journal of Advertising
Journal of Business Ethics
Journal of Business Research
Journal of Consumer Marketing
Journal of Public Policy and Marketing

Conferences

American Marketing Association Marketing and Public Policy Conference
American Marketing Association Summer Academic Conference
American Marketing Association Winter Academic Conference
Association for Consumer Research
Royal Bank International Research Seminar
Society for Consumer Psychology

Book Chapter Reviewer

Albinsson, P.A., Perera, B.Y. & Lawson, S. J. (2024). *Understanding Collaborative Consumption*. Edward Elgar Publishing Ltd.
Grewal, D. & Levy, M. (2020). *Marketing. 7th Edition*. McGraw Hill.

INDUSTRY EXPERIENCE

2015 - Present Marketing Communications Consultant, Optiweb Marketing, Montreal, Canada

2007 - 2012 Financial Advisor, TD Canada Trust, Montreal, Canada

POPULAR PRESS PUBLICATIONS

Davidson, A. (2024, October 24). Your politics can affect whether you click on sponsored search results, new research shows. *The Conversation*.
<https://theconversation.com/your-politics-can-affect-whether-you-click-on-sponsored-search-results-new-research-shows-239800>

Davidson, A., & Gleim, M. (2022, September 22). Female Airbnb hosts earn thousands less per year than male hosts. *The Conversation*. <https://theconversation.com/female-airbnb-hosts-earn-thousands-less-per-year-than-male-hosts-185935>

Davidson, A. (2021, June 11). How do political beliefs affect consumption behavior? *LitSummmary*. <https://litsummary.com/2021/06/11/how-do-political-beliefs-affect-consumption-behavior>

Davidson, A. (2021, April 27). Airbnb hosts, Uber drivers and waiters who are more politically conservative get slightly higher ratings and tips. *The Conversation*.
<https://theconversation.com/airbnb-hosts-uber-drivers-and-waiters-who-are-more-politically-conservative-get-slightly-higher-ratings-and-tips-158845>

MEDIA INTERVIEWS

Burkhart, B., & Reising, P. (2024, October 28). Political beliefs influence likelihood of clicking on sponsored search results [Radio broadcast]. In *KCBS Radio*. Audacy.
<https://www.audacy.com/podcast/kcbs-radio-on-demand-011f4/episodes/political-beliefs-influence-likelihood-of-clicking-on-sponsored-search-results-bf73a>

Maffin, T. (2024, September 30). The politics of search (No. 2000) [Audio podcast episode]. In *Today in Digital Marketing*. EngageQ digital. <https://todayindigital.com/2000-the-politics-of-search>

Eloriaga, K. (2024, March 26). *Best website builder for small business*. CreditDonkey.
<https://www.creditdonkey.com/best-website-builder.html#interview=alexander-davidson>

Kelley, I., & Komer, D. (2023, November 27). *Cyber Monday scams are afoot, here's what an expert says we need to know*. Fox 2 Detroit. <https://www.fox2detroit.com/news/cyber-monday-scams-are-afoot-heres-what-an-expert-says-we-need-to-know>

- Mordowanec, N. (2023, June 2). *Inside Chick-fil-A's generational shift of values*. Newsweek. <https://www.newsweek.com/inside-chick-fil-generational-shift-values-1803953>
- Craig, K. (2023, May 25). *Woman stunned to see restaurant's suggested tip of 99% on her bill*. WXYZ Channel 7 News Detroit. <https://www.wxyz.com/woman-stunned-to-see-restaurant-s-suggested-tip-of-99-on-her-bill>
- McMillan, K. (2022, June 9). *Taking a stand: Deciphering corporate social, political stances*. Today@Wayne. <https://today.wayne.edu/news/2022/06/09/taking-a-stand-deciphering-corporate-social-political-stances-48436>
- Gurman, E. (2019, April 15). *Advice on how to make online courses work for you*. Maclean's. <https://macleans.ca/education/advice-on-how-to-make-online-courses-work-for-you>