

Christian M Parry

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ACADEMIC POSITIONS

California Polytechnic State University, San Luis Obispo 2026–present
Assistant Professor of Marketing

EDUCATION

The University of Iowa, Iowa City August 2026
Ph.D. Marketing
Utah State University, Logan, UT May 2021
B.S. Marketing
B.S. Economics

RESEARCH INTERESTS

Customization • Consumer well-being • Digital Consumption • Sports • Loneliness • Consumer self-identity • Consumer-product interactions • Consumer privacy

MANUSCRIPTS IN PREPARATION

- **Christian Parry** and Rebecca Krause-Galoni, “Be Yourself, but Only if you Can’t Beyoncé: Consumer Disinterest in Customizability for Celebrity Merch,” Preparing for submission to *Journal of Consumer Psychology*
- **Christian Parry**, Shyam Gopinath, Alice Wang, and Catherine Cole “Loneliness and Problematic Gaming”, Preparing for submission to *International Journal of Research in Marketing*
- **Christian Parry** and Michael PeCoy, “Immigration and Competitive Advantage in Professional Sports”, Preparing for submission to *Journal of Advertising*
- Michael PeCoy and **Christian Parry**, “Virtual Currency Systems and Economy – A Framework,” Preparing for submission to *Journal of Advertising*
- Angeline Close-Scheinbaum, Brook Russell, Jiyun Huang, and **Christian Parry**, “The Essential Role of Corporate Community Involvement in Effective Event Sponsorship,” Preparing for submission to *Journal of Business Research*
- Gabriel Ward and **Christian Parry**, “Old is Better: Old Products Work Harder,” Preparing for submission to *Journal of Consumer Research*
- Soogand Alavi, **Christian Parry**, Salar Nozari, and Alice Wang, “I Like Myself, but Hate the Product: Self-Sentiment in Online Reviews,” Preparing for submission to *Journal of Marketing Research*

SELECTED RESEARCH IN PROGRESS

- **Christian Parry** and Bryce Pyrah, “Sustainability in Motorsports: The Importance of Sensory Experiences,” Data collection in progress.
- **Christian Parry** and Alice Wang, “The Rise and Fall of NFTs: How We Got Here and Where We Can Still Go.” Manuscript in preparation.
- **Christian Parry** and Cathy Cole, “It Isn’t Me, but it is Somebody: The Impact of Loneliness on Reactions to Secondhand Purchases of Customizable Products,” Data collection in progress.
- Soogand Alavi, **Christian Parry**, Dhananjay Nayakankuppam, and Cathy Cole, “Consumer Identification of AI-Generated Content,” Data collection in progress
- Soogand Alavi, **Christian Parry**, Dhananjay Nayakankuppam, and Salar Nozari, “Premium Service Subscriptions,” Data collection in progress
- **Christian Parry**, Ryan Krause, and Rebecca Krause-Galoni, “Instrumental Variable Analysis in Mediation: Accounting for Divergent Effects of Transient and Chronic Constructs in Experimental Research,” Data collection in progress
- **Christian Parry** and Dhananjay Nayakankuppam, “Possessed by My Possessions: Irrational Bidirectional Behaviors Towards Special Possessions,” Data collection in progress
- **Christian Parry** and Gabriel Ward, “Disconnection as a Status Symbol,” Data collection in progress
- **Christian Parry** and Gabriel Ward, “Don’t Talk Down To Me: Luxury Brand-Consumer Interaction on Social Media,” Data collection in progress
- Tyler Moake and **Christian Parry**, “Investing in Athletes: Sports Gambling and Endorsed Purchases,” Data collection in progress

SELECTED PRESENTATIONS

- **Christian Parry** and Rebecca Krause-Galoni, “Be Yourself, but Only If You Can’t Beyonce: Consumer Disinterest in Customizability for Celebrity Merch,” Invited Speaker at Utah State University, September 2025.
- **Christian Parry**, Catherine Cole, and Alice Wang, Shyam Gopinath, “The Impact of Loneliness on Problematic Gaming Behavior,” Invited participant in Preconference on ‘Cravings, Coping, and Consequences: Navigating Vices, Virtues, and Indulgences In the Age of Generative AI,’ at Association for Consumer Research Conference, Washington DC, October 2025.
- **Christian Parry** and Rebecca Krause-Galoni, “Be Yourself, but Only If You Can’t Beyonce: Consumer Disinterest in Customizability for Celebrity Merch,” Accepted Competitive Paper at Association for Consumer Research Conference, Washington DC, October 2025.
- **Christian Parry** and Rebecca Krause-Galoni, “Be Yourself, but Only If You Can’t Beyonce: Consumer Disinterest in Customizability for Celebrity Merch,” Paper presentation at Mittelstaedt & Gentry Symposium 2025, University of Nebraska-Lincoln, Lincoln, Nebraska, April 2025.

- **Christian Parry**, Catherine Cole, and Alice Wang, “Breaking the Cycle: Addressing Gaming Disorders, Loneliness, and Online Purchases for a Healthier Society,” Poster at AMA Marketing and Public Policy Conference, Washington DC, June 2024.
- **Christian Parry**, Catherine Cole, and Alice Wang, “Breaking the Cycle: Addressing Gaming Disorders, Loneliness, and Online Purchases for a Healthier Society,” Poster Presentation, Computational Psychiatry Symposium, Iowa City, Iowa, April 2024.
- **Christian Parry** and Rebecca Krause-Galoni, “Customization and Celebrities: Where Essence Ends and Consumers Begin,” Accepted Speaker at Haring Symposium, University of Indiana, Bloomington, Indiana, April 2024.
- **Christian Parry** and Alice Wang, “Paradox of Ownership: How Non-Fungible Tokens (NFTs) Affect Consumer Behavior,” Poster at Association for Consumer Research Conference, Seattle Washington, October 2023.
- **Christian Parry** and Alice Wang, “NFTs from the Consumers’ Perspective,” Poster at European Association for Consumer Research Conference, Amsterdam, Netherlands, July 2023.
- **Christian Parry** and Alice Wang, “NFTs from the Consumers’ Perspective,” Special Session at Society for Consumer Psychology Annual Winter Conference, San Juan, Puerto Rico, March 2023.
- **Christian Parry** and Alice Wang, “Optimality of Distance to Digital Devices Affects Persuasion,” Poster at American Marketing Association Winter Academic Conference, Nashville, Tennessee, February 2023.
- **Christian Parry** and Alice Wang, “Preference for Perfection: Cracked Screens Increase Persuasion,” Poster at American Marketing Association Winter Academic Conference, Nashville, Tennessee, February 2023.

TEACHING EXPERIENCE

California Polytechnic State University Consumer Insights

Semester in Progress

- Fall 2026 (2 sections)

University of Iowa

Introduction to Marketing Strategy

Overall Rating 5.47 out of 6

Fall 2021 (3 sections)

Spring 2022 (3 sections)

Fall 2022 (1 section; Honors Students)

Spring 2025 (Head TA)

TEACHING INTERESTS

Digital Marketing, Social Media Marketing, Consumer Behavior, Marketing Strategy, Introduction to Marketing, Marketing Research, Marketing Analytics, Brand Management, Strategic Sales

HONORS, GRANTS, AND AWARDS

Ballard and Seashore Dissertation Fellowship	Spring 2026
M. Bhanu Murthy Memorial Prize for Excellence in Teaching	May 2025
Invited Presenter - Mittelstaedt & Gentry Doctoral Symposium	April 2025
AMA Sheth Doctoral Student Consortium Fellow	June 2024
Invited Presenter - Haring Symposium	April 2024
Outstanding Teaching Assistant Award - Tippie College of Business	Fall 2023
Graduate College Iowa Recruitment Fellowship	2021–2026
Post-Comprehensive Research Fellowship	Spring 2024

SERVICE

Trainee Reviewer, *Journal of Public Policy and Marketing*
Reviewer, Society for Consumer Psychology Conference Submissions
Reviewer, *Journal of Consumer Psychology*

ACADEMIC AFFILIATIONS

Society for Consumer Psychology (SCP) • Association for Consumer Research (ACR) • American Marketing Association (AMA) • American Psychological Association (APA)