

Michael David PeCoy

Tippie College of Business

Department of Marketing

University of Iowa

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EDUCATION

| | |
|---------------------------------------------------------------|-----------------|
| Ph.D. – Marketing, University of Iowa | 2026 (expected) |
| M.S. – Business Analytics, University of Iowa | 2021 |
| B.B.A. – Marketing and Business Analytics, University of Iowa | 2020 |

RESEARCH INTERESTS

I am interested in how specific emotions and perceptions influence consumer behavior, with a particular focus on topics such as nostalgia, experiential consumption, dehumanization, and the pain of paying.

RESEARCH PUBLISHED, UNDER REVIEW, OR IN PREPARATION

PeCoy, Michael and Chelsea Galoni, (Job Market Paper) “The Effect of Fear on Nostalgia,” Preparing manuscript for submission to *Journal of Consumer Psychology*.

PeCoy, Michael, Andrea Luangrath, Bowen Ruan, and Sarah Luebke, “Dignifying Marketplace Conversation: How Business Size Affects Consumer Interactions with Service Providers,” Reject and resubmit at the *Journal of Marketing*.

PeCoy, Michael and Michael Redmond (2023), “Flight Reliability During Periods of High Uncertainty,” *Journal of Air Transport Management*, 106 (January).

SELECTED RESEARCH IN PROGRESS

Ruan, Bowen and **Michael PeCoy**, “Preference for Convex Input-Output Relationships,” Finalizing data collection.

PeCoy, Michael, Chelsea Galoni, and Alice Wang, “Sadness and the Desire for

Experiential Consumption,” Data collection in progress.

PeCoy, Michael, “Transaction Obfuscation: How Virtual Currencies Affect Purchase Intention,” Data collection in progress.

PeCoy, Michael and Chelsea Galoni, “Invasion of Information Privacy: Does Intent Matter?,” Data collection in progress.

CONFERENCE PRESENTATIONS

PeCoy, Michael and Chelsea Galoni (2025), “The Effect of Fear on Nostalgia,” *Haring Symposium*, Bloomington, IN.

PeCoy, Michael, Andrea Luangrath, Bowen Ruan, and Sarah Luebke (2024), “Dignifying Marketplace Conversation: How Business Size Affects Consumer Interactions with Service Providers,” *Mittelstaedt & Gentry Doctoral Symposium*, Lincoln, NE.

PeCoy, Michael, Andrea Luangrath, Bowen Ruan, and Sarah Luebke (2023), “Dignifying Marketplace Conversation: How Business Size Affects Consumer Interactions with Service Providers,” *Association for Consumer Research*, Seattle, WA.

PeCoy, Michael and Chelsea Galoni (2022) “Invasion of Information Privacy: Does Intent Matter?,” *Society for Consumer Psychology*, Virtual.

PeCoy, Michael and Eric Shaw (2021) “Plato on Marketing,” *Conference on Historical Analysis and Research in Marketing*, Virtual.

TEACHING INTERESTS

Introduction to Marketing Strategies (Principles of Marketing), Consumer Behavior, Marketing Research, Digital Marketing, Advertising and Promotion, Professional Selling, Marketing Analytics, Brand Management, Marketing Strategy, Retail Marketing, International Marketing

TEACHING EXPERIENCE

Primary Instructor, Consumer Behavior (*Rating: 5.9/6*)
Teaching Assistant, Introduction to Marketing Strategies

Spring 2025
Spring 2024

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|---------------------------------------------------------------|-------------|
| Head Teaching Assistant, Introduction to Marketing Strategies | Fall 2022 |
| Teaching Assistant, Introduction to Marketing Strategies | Spring 2022 |
| Teaching Assistant, Introduction to Marketing Strategies | Fall 2021 |

SERVICE

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|------------------------------------------------------------------|-----------------------|
| Panelist, 1 st Generation Student Workshop | Fall 2024 |
| Discussant, Mittelstaedt & Gentry Doctoral Symposium | Spring 2024 |
| Research Coordinator, Introduction to Marketing Strategies | Fall 2022 |
| Director of Grants, Graduate and Professional Student Government | Fall 2021-Spring 2022 |

ACADEMIC AFFILIATIONS

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

RELEVANT COURSEWORK

Consumer Behavior Seminar I, Chelsea Galoni and Alice Wang
 Consumer Behavior Seminar II, Bowen Ruan and DJ Nayakankuppam
 Marketing Models Seminar I and II, Gary Russel and Tom Gruca
 Self and Identity Seminar, Steve Hitlin
 Social Construction of Value Seminar, Freda Lynn
 Judgement and Decision Making Seminar, Paul Windschitl
 Intermediate Statistical Methods in Psychology, Brandon LeBeau
 Design of Experiments, Ariel Aloe
 Group Processes Seminar, Semin Park

HONORS AND AWARDS

Fellow, AMA-Sheth Doctoral Consortium
 Superior Pass on Qualifying Exam
 Superior Pass on first-year paper
 Recruitment Fellow, Graduate College

DISSERTATION OVERVIEW

The Effect of Fear on Nostalgia

Abstract: There is a heightened presence of fear in today's world, a reality unlikely to change given the growing ease of access to volatile, and often polarized, information. This research explores how nostalgia may function as a coping mechanism in response to fear. Across five studies, we provide evidence that fear increases nostalgia. We find that this effect is driven by increased need for attachment and certainty seeking. Individuals often desire attachment and certainty when coping with fear, which nostalgia can provide. In fact, when satisfying need for attachment or reducing certainty seeking after inducing fear, we find that fear no longer increases nostalgia, supporting our theory that need for attachment and certainty seeking combined make nostalgia uniquely well-suited for coping with fear. Notably, we find that fear increases desire for nostalgic experiences and nostalgic choice behavior, enhancing the practical relevance of our findings.

SELECTED ABSTRACTS

PeCoy, Michael, Andrea Luangrath, Bowen Ruan, and Sarah Luebke, "Dignifying Marketplace Conversation: How Business Size Affects Consumer Interactions with Service Providers," reject and resubmit at the *Journal of Marketing*.

Consumer actions toward service providers convey human dignity. In this research, we investigate dignifying conversation, conceptualized as a customer initiating casual conversation with a service employee. Six studies, including one using Yelp data, demonstrate that customers are more likely to use dignifying conversation with employees of small businesses as opposed to employees of large businesses. Specifically, consumers tend to view employees who work for large (vs. small) businesses as more of a machine than a human, a concept known as mechanistic dehumanization. This tendency affects how consumers treat service employees, particularly through dignifying conversation. The authors test interventions that large businesses can use to reduce the dehumanization of, and improve dignifying interactions with, their service employees. Evidence from these studies indicate that allowing for expressions of individuality by sharing a fun fact on the employee's nametag attenuates the negative effect of business size on dehumanization. The findings also reveal that businesses may inadvertently contribute to mechanistic dehumanization of their employees by assigning numbers to their employees. These studies provide managerially actionable interventions to improve how consumers treat employees, offer guidance to consumers regarding marketplace interactions, and advance theory related to consumer lay theories on business size and marketplace dignity.

PeCoy, Michael and Michael Redmond (2023), "Flight Reliability During Periods of High Uncertainty," *Journal of Air Transport Management*, 106 (January).

In times of great uncertainty for the airline industry, travelers are in search of reliable itineraries now more than ever. With condensed airline schedules and less options, air travelers must rely on making flight connections and manage layover times to arrive at their final destination on time. In an era with readily available information, passengers expect accurate and transparent reliability information to help improve decision making for multi-leg itineraries. However, often for reliability in air travel, this information is incomplete or not useful. In this paper we utilize historical probability distributions of flight arrival and departure times using publicly available data to give an intuitive and predictive flight itinerary reliability metric. The COVID-19 pandemic significantly affected air-travel in the US and this uncertainty is still being felt with cancellations and delays due to staff shortages and reduced demand. Therefore, we extend the stochastic network model from our previous research to air travel during COVID-19 to see the effects on flight reliability. Using this model, we conduct computational experiments to evaluate air travel through multiple reliability metrics. We show that during periods of high uncertainty, predictive historical distributions of flight data considering recency and seasonal effects are less accurate given many cancellations and a reduced flight schedule.

REFERENCES

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