

Felipe M. Affonso

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Spears School of Business
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Academic Positions

Assistant Professor of Marketing, Oklahoma State University, 2023—present

Education

Ph.D., Marketing, University of Florida, 2018—2023

M.Sc., Marketing, University of Sao Paulo, Brazil, 2016—2018

B.Sc., Marketing, University of Sao Paulo, Brazil, 2011—2015

Research Interests

Consumer Judgment and Decision Making
Human-AI Interaction and Technology

Consumer Inference Making
Health, Environment, and Policy

Journal Publications

(*Denotes equal authorship)

1. Shiri, Amin, **Felipe M. Affonso**, and Keith Wilcox (conditionally accepted), “When Consumers Prefer Point Versus Range Estimates of Product Performance,” *Journal of Marketing Research*.
2. Rude, Eitan D., Amin Shiri, **Felipe M. Affonso**, Hal E. Herschfield, and Craig R. Fox (conditionally accepted), “Credibility of More vs. Less Precise Predictions Depends on the Perceived Nature of Uncertainty,” *Journal of Experimental Psychology: General*.
3. **Affonso, Felipe M.** (forthcoming), “Brief Commentary: A Framework for Detecting AI Agents in Online Research,” *Journal of Consumer Research*.
4. **Affonso, Felipe M.***, Amin Shiri*, Diego Aparicio*, Minzhe Xu, Xiang Wang, Chris Janiszewski, and Marco Bertini (forthcoming), “Concealing Prices: How Delayed Price Disclosure Influences Consumer Purchase Decisions,” *Journal of Consumer Research*.
5. Ryu, Soo Yon, **Felipe M. Affonso**, and Aner Sela (2026), “Simple is Eco-Friendly but Complex is Effective: Inferences from Visual Complexity in Package Design,” *Journal of Advertising*, 55 (3), 382–400.

6. **Affonso, Felipe M.** (2026), “Behavioral Micro-Foundations for the Space Commons: A Policy Toolkit,” *Research Policy*, 55 (6), 105511.
7. **Affonso, Felipe M.** (2025), “Consumer Responses to Infectious Disease Cues: An Integrative Framework and Research Agenda,” *European Journal of Marketing*, 59 (4), 973–98.
8. **Affonso, Felipe M.** and Chris Janiszewski (2023), “Marketing by Design: The Influence of Perceptual Structure on Brand Performance,” *Journal of Marketing*, 87 (5), 736–54.
 - Select Media Coverage: [Ariyh](#), [Science of Business Podcast by Valueships](#) - [\[Apple Podcasts\]](#) [\[Spotify\]](#), [The JM Buzz Podcast](#)
 - AMS-Mary Kay, Inc. Dissertation Award Winner (2024)
 - William O. Bearden Doctoral Student Research Award Runner-Up (2021)
9. Kim, Aekeyoung, **Felipe M. Affonso**, Juliano Laran, and Kristina Durante (2021), “Serendipity: Chance Encounters in the Marketplace Enhance Consumer Satisfaction,” *Journal of Marketing*, 85 (4), 141–57.
 - Select Media Coverage: [Forbes](#), [Fast Company](#), [Beyond Philosophy](#), [The Intuitive Customer Podcast](#), [Tus Buenas Noticias](#), [DMEXCO](#)
10. **Affonso, Felipe M.**, Chris Janiszewski, and James R. Bettman (2021), “Boundaries of Constructive Choice: On the Accessibility of Maximize Accuracy and Minimize Effort Goals,” *Journal of Consumer Psychology*, 31 (2), 217–39. [Lead article]
11. Hernandez, José Mauro da Costa, Scott Wright, and **Felipe M. Affonso** (2019), “The Importance of Advertising Skepticism for Brand Extension Appeals,” *Psychology & Marketing*, 36 (7), 687–99.

Invited Revisions

1. Basheer, Ajmal, **Felipe M. Affonso**, and Yuechen Wu, “Packaging Design and Gender Perceptions,” revise and resubmit, *Journal of Consumer Research*
2. **Affonso, Felipe M.**, “Consumer Sickness Behavior,” revise and resubmit, *Journal of Consumer Psychology*
3. **Affonso, Felipe M.**, “Disease and Assortment Preferences,” revise and resubmit, *International Journal of Research in Marketing*
4. **Affonso, Felipe M.**, “Do Choice Context Effects Require Biological Cognition? Testing Humans and Large Language Models,” revise and resubmit, *Journal of Consumer Research* [Registered Report Protocol]
5. Huang, Yvonne, **Felipe M. Affonso**, Wenbo Wang, and Yang, “Designing More Effective Carbon Labels: The Role of Relative Carbon Emission Misestimation,” revise and resubmit, *Journal of Public Policy & Marketing*
6. **Affonso, Felipe M.** and Mark Steyvers, “Interdependent Conditions for Successful Human-AI Delegation,” revise and resubmit, *Trends in Cognitive Sciences*

Working Papers

(Full manuscripts available upon request)

1. **Affonso, Felipe M.**, Amin Shiri, and Licheng (Mike) Sun, “From Choosing to Commanding: A Framework for AI-Delegated Purchase Decisions,” reject and resubmit at *Journal of Marketing*
2. Andrew Gordon, David Rothschild, **Felipe M. Affonso**, Justin Sulik, David J. Hauser, Karine Pepin, and Simon Jones, “AI Agent Prevalence and Data Quality Across Multiple Online Sample Providers,” under review at *Nature Human Behaviour* [pre-print: [PsyArXiv](#)]
3. **Affonso, Felipe M.**, “Vertical Tacit Collusion in AI-Mediated Markets,” reject and resubmit at *Journal of Marketing* [pre-print: [arXiv](#)]
4. Rocha, Rodolfo M. and **Felipe M. Affonso**, “Opting Out, Leaning In: How Holiday Opt-Out Emails Signal Brand Empathy,” under review at *Journal of Consumer Psychology*
5. **Affonso, Felipe M.**, “Large language models converge on competitive rationality but diverge on cooperation across providers and generations,” under review at *PNAS Nexus* [pre-print: [arXiv](#)]
6. **Affonso, Felipe M.**, “Harmless facts about a culture can lead language models to voice that culture’s historical doctrines,” working paper

Other Publications

Book Chapters (invited)

1. Ryu, Soo Yon, **Felipe M. Affonso**, and Aner Sela (forthcoming, 2027), “Complexity in Visual Design: Psychological Mechanisms and Practical Implications,” in: *Advertising Theory*, 3rd edition, eds. Shelly Rodgers and Esther Thorson (New York and London: Routledge, Taylor & Francis Group).
2. **Affonso, Felipe M.** (forthcoming, 2027), “AI-Assisted Shopping: On the Preferences of Consumers and Machines,” in: *Consumer Psychology and AI*, 1st edition, ed. Martin Reimann (New Jersey: Wiley).

Grants, Awards, and Fellowships

- William S. Spears Fellowship in Business, *Spears School of Business, Oklahoma State University*, 2026-2029
- Richard W. Poole Research Excellence Award, *Spears School of Business, Oklahoma State University*, 2026
- Innovation in Pedagogy and High-Impact Practices Teaching Award, *Oklahoma State University*, 2026
- MSI Research Grant, *Marketing Science Institute*, 2026

- Engagement with Practice and Social Impact Teaching Award, *Oklahoma State University*, 2025
- AMS-Mary Kay Dissertation Award Winner, *Academy of Marketing Science*, 2024
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2022
- University of Houston Doctoral Symposium Fellow, 2022
- Certificate of Outstanding Achievement, *Warrington College of Business*, 2021
- William O. Bearden Doctoral Student Research Award, runner-up, *Southeast Marketing Symposium*, 2021
- Warrington College of Business Project-Based Research Grants, 8x, *University of Florida*, 2019-2023
- M.Sc. Research Visit Fellowship, *Sao Paulo Research Foundation*, 2017 (4-month research visit to the Marketing Department at the University of Miami)
- M.Sc. Research Fellowship, *Sao Paulo Research Foundation*, 2016-2018
- Graduated 1st in class (with highest honors), *University of Sao Paulo*, 2015
- Undergraduate Teaching Assistant Fellowship, *University of Sao Paulo*, 2014-2015
- Academic Merit Fellowship, *University of Sao Paulo*, 2013-2014 (6-month study abroad program at Victoria University, Melbourne, Australia)
- Undergraduate Research Fellowship, *University of Sao Paulo*, 2012-2013

Invited Talks and Colloquia

Oklahoma State University, October 2022

University of Illinois at Urbana-Champaign, October 2022

Conference Presentations

(*Denotes presenter)

1. Felipe M. Affonso* (2026), “LLMs That Perfectly Evaluate Products Systematically Refuse to Recommend the Best One,” *Association for Consumer Research*, Chicago, Illinois.
2. Felipe M. Affonso* (2026), “A Framework for Detecting AI Agents in Online Survey Research,” *Association for Consumer Research*, Chicago, Illinois.
3. Shiri, Amin* and Felipe M. Affonso (2026), “Device Fatigue Bias: When Consumers Mistake a Dying Battery for a Tired Mind,” *Association for Consumer Research*, Chicago, Illinois.
4. Andrew Gordon, David Rothschild, Felipe M. Affonso, Justin Sulik, David J. Hauser, Karine Pepin, and Simon Jones (2026), “Agentic Incidence and Data Quality in Online Samples,” *Association for Consumer Research*, Chicago, Illinois.
5. Andrew Gordon*, David Rothschild, Felipe M. Affonso, Justin Sulik, David J. Hauser, Karine Pepin, and Simon Jones (2026), “Panic or Problem? Agentic AI Incidence and Data Quality Across Online Sample Providers,” *Esomar Congress*, Valencia, Spain.

6. Rocha, Rodolfo M.* and Felipe M. Affonso (2026), "Opting Out, Leaning In: How Holiday Opt-Out Emails Signal Brand Empathy" *Society for Marketing Advances*, Orlando, Florida.
7. Amin Shiri, Felipe M. Affonso, Diego Aparicio*, Marco Bertini, Minzhe Xu, Xiang Wang, and Chris Janiszewski (2025), "Should Companies Hold Back Prices from Consumers?" *Association for Consumer Research*, Washington, D.C.
(Session: Price Framing Effects: Marketing, Policy, and Societal Implications)
8. Felipe M. Affonso* (2025), "Less Is More (Safe): How Disease Cues Influence Assortment Size Preferences" *Society for Consumer Psychology*, Las Vegas, Nevada.
9. Rude, Eitan*, Hal Hershfield, Felipe M. Affonso, Amin Shiri, and Craig Fox (2025), "Evaluating Point and Range Predictions Under Epistemic vs. Aleatory Uncertainty," *Society for Consumer Psychology*, Las Vegas, Nevada.
(Session: Novel Perspectives on Consumer Judgments Under Uncertainty)
10. Huang, Yvonne*, Yang Yang, Wenbo Wang, and Felipe M. Affonso (2025), "When Do People Undervalue and Overvalue Low Carbon-Emission Products?" *Society for Consumer Psychology*, Las Vegas, Nevada.
11. Huang, Yvonne*, Yang Yang, Wenbo Wang, and Felipe M. Affonso (2024), "When Do People Underappreciate and Overappreciate Low-Emission Products?" *Society for Judgment and Decision Making*, New York City, New York.
12. Basheer, Ajmal*, Yuechen Wu, and Felipe M. Affonso (2024), "The Effect of (A)symmetric Marketing Visuals on Product Gender Perceptions," *Association for Consumer Research*, Paris, France.
13. Rude, Eitan*, Hal Hershfield, Felipe M. Affonso, Amin Shiri, and Craig Fox (2024), "Evaluating Point and Range Predictions Under Epistemic vs. Aleatory Uncertainty," *Association for Consumer Research*, Paris, France.
(Session: Novel Perspectives on Consumer Judgments Under Uncertainty)
14. Ryu, Soo Yon*, Felipe M. Affonso, and Aner Sela (2024), "Simple is Eco-Friendly but Complex is Effective: Inferences from Package Design," *Association for Consumer Research*, Paris, France.
15. Affonso, Felipe M.* and Chris Janiszewski (2024), "Marketing by Design: The Influence of Perceptual Structure on Brand Performance," *Academy of Marketing Science Annual Conference*, Coral Gables, Florida.
(Session: AMS Mary Kay, Inc. Dissertation Award Competition)
16. Affonso, Felipe M. and Amin Shiri* (2024), "Conveying Information Effectively under Epistemic and Aleatory Uncertainty," *Society for Consumer Psychology*, Nashville, Tennessee.

17. Affonso, Felipe M.* and Amin Shiri (2023), "Improving Claim Credibility under Epistemic and Aleatory Uncertainty," *Association for Consumer Research*, Seattle, Washington.
Session co-chair (Navigating Uncertainty: Uncovering the Influence of Uncertainty on Consumer Trust)
18. Huang, Yvonne*, Yang Yang, and Felipe M. Affonso (2023), "When Do People Underappreciate and Overappreciate Low-Emission Products?" *Association for Consumer Research*, Seattle, Washington.
(Session: Overcoming Judgment Biases for Better Decisions)
19. Ryu, Soo Yon*, Felipe M. Affonso, and Aner Sela (2023), "Simple is Eco-Friendly but Complex is Effective: Inferences from Package Design," *Southeast Marketing Symposium*, Knoxville, Tennessee.
20. Ryu, Soo Yon*, Felipe M. Affonso, and Aner Sela (2023), "Simple is Eco-Friendly but Complex is Effective: Inferences from Package Design," *Society for Consumer Psychology*, San Juan, Puerto Rico.
Session co-chair (Design Thinking: How Product Aesthetics Influence Consumers)
21. Affonso, Felipe M.* and Chris Janiszewski (2022), "Marketing by Design: Using (Un)Structured Visual Marketing Communications to Influence Brand Performance," *Southeast Marketing Symposium*, Athens, Georgia.
22. Affonso, Felipe M.* and Chris Janiszewski (2022), "Marketing by Design: Using (Un)Structured Visual Marketing Communications to Influence Brand Performance," *University of Houston Doctoral Symposium*, Houston, Texas.
23. Affonso, Felipe M.* and Chris Janiszewski (2022), "The Structure of a Product, Retail Environment, and Brand Logo Can Affect Judgments of Value," *Society for Consumer Psychology*, virtual conference.
24. Affonso, Felipe M.* and Chris Janiszewski (2022), "The Structure of a Product, Retail Environment, and Brand Logo Can Affect Judgments of Value," *American Marketing Association (Winter)*, virtual conference.
25. Affonso, Felipe M.* and Chris Janiszewski (2021), "The Structure of a Product, Retail Environment, and Brand Logo Can Affect Judgments of Value," *Association for Consumer Research*, virtual conference.
26. Affonso, Felipe M.* and Aner Sela (2019), "Beyond Striving: On Maximizing, Choice Disfluency, and Regulatory Fit," *Association for Consumer Research*, Atlanta, Georgia.
27. Affonso, Felipe M.* and Chris Janiszewski (2018), "The Influence of Conflicting and Complementary Benefit Goals on the Execution of Accuracy and Effort Process Goals," *Association for Consumer Research*, Dallas, Texas.

28. Hernandez, José Mauro da Costa*, Scott Wright, and Felipe M. Affonso (2014), “Seeing Is Not Believing: The Influence of Advertising Skepticism on Brand Extension Evaluations,” *Society for Consumer Psychology*, Miami, Florida.

Professional Service

Ad hoc reviewer for:

Journal of Consumer Research, Psychological Science, International Journal of Research in Marketing, Psychology & Marketing, Judgment and Decision Making, Journal of Consumer Behaviour, Obesity Reviews, International Journal of Psychology, Frontiers in Psychology, Frontiers in Political Science, Frontiers in Space Technologies, Association for Consumer Research (ACR) Conference, Society for Consumer Psychology (SCP) Conference, American Marketing Association (AMA) Conference, 57th Hawaii International Conference on System Sciences (HICSS)

Advising and Mentoring

Ph.D. Committees

Rodolfo Rodrigues Rocha (Chair)

Yueying (Carrie) He (Member) – University of Texas at El Paso, 2025

Teaching Experience

Instructor

Spears School of Business, Oklahoma State University, USA

Principles of Marketing (Core Course, B.Sc.), Fall 2026

Marketing Research (B.Sc.), Spring 2025, Spring 2026, Summer 2026, Fall 2026

Honors Course: Marketing Science Laboratory (B.Sc.) Fall 2025, Spring 2026

Marketing Internship for Credit (B.Sc.), Summer 2026

Managerial Strategies in Marketing (B.Sc.), Spring 2024

Warrington College of Business, University of Florida, USA

Problems and Methods in Marketing Management (M.Sc.), Spring 2023

Marketing Management (B.Sc.), Spring 2021

Guest Lecturer

Spears School of Business, Oklahoma State University, USA

Executive Doctorate in Business Administration Cohort, April 2026

Rutgers Business School, Rutgers University, USA

Building Experiments in Qualtrics (Ph.D. Seminar, Experimental Design), Fall 2022

Building Experiments in Qualtrics (Ph.D. Seminar, Experimental Design), Fall 2020

Teaching Assistant

School of Economics, Business, and Accounting, University of Sao Paulo, Brazil

Product, Service, and Price Decisions (B.Sc.), Fall 2016

School of Arts, Sciences, and Humanities, University of Sao Paulo, Brazil

Multivariate Data Analysis I (B.Sc.), Spring 2014

Marketing Research III (B.Sc.), Spring 2015

Statistical Inference (B.Sc.), Fall 2014, Fall 2015

Teaching Interests

Marketing Research
Managerial Statistics

Marketing Management
Experimental Methods

Other Professional Experience

Independent Tutor (Probability, Statistical Inference, Multivariate Analysis), 2014—2018
Research Analyst (Client Consulting; Assortment Optimization), The Nielsen Company,
Sao Paulo – Brazil, 2014—2015

Professional Affiliations

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