

MYCAH L. HARROLD

EDUCATIONAL EXPERIENCE

Ph.D., Business Administration, Concentration: Marketing
Washington State University | Pullman, Washington November 2021

M.S., Experimental Psychology
Washington State University | Pullman, Washington April 2016

B.S., Psychology
Western Oregon University | Monmouth, Oregon June 2013

TEACHING EXPERIENCE

TEACHING

As Instructor for the Carson College of Business, Washington State University

Marketing Research
Fall 2021, Spring 2022

As Graduate Student Instructor for the Carson College of Business, Washington State University

Marketing Research Practicum - Spring 2022, Spring 2021, Spring 2019

* Press coverage for this course: <https://business.wsu.edu/news-events/dividend/fall-2020/undergrads-get-behavioral-business-research/>

Principles of Marketing - Summer 2018

Consumer Behavior – Fall 2018

* Press coverage for this course:

https://s3.wp.wsu.edu/uploads/sites/16/2020/10/Dividend_2019_final.pdf (pg 28-29)

As Graduate Student Instructor for the Psychology Department, Washington State University

Introduction to Psychology – Fall 2015, Spring 2016, Fall 2016

Psychology of Gender – Summer 2017

RESEARCH EXPERIENCE

DISSERTATION

Pink Tasks: Why Feminist Women Value Gendered Products More Than Non-Feminist Women

Committee: Andrew W. Perkins (Chair), Elizabeth Howlett, and Chadwick J. Miller

Proposal Defended: May 2021

PUBLICATIONS

PUBLICATIONS

Harrold, Mycah L. and Leah Sheppard (2022), “A Help or a Hindrance? Workplace Consequences of Women’s Attractiveness,” in R. Gurung (Ed.), *Routledge Encyclopedia of Psychology in the Real World*. London, England: Routledge.

Ehrlinger, Joyce, Jenny L. Burnette, Jina Park, **Mycah L. Harrold** and Kasey Orvidas (2017), “Incremental Theories of Weight and Healthy Eating Behavior,” *Journal of Applied Social Psychology*, 47 (6), 320-330.

UNDER REVIEW

Miller, Chadwick J., Daniel C. Brannon, and **Mycah L. Harrold**, “Save the Best for Last? The Effect of Sequencing on Enjoyment of Variety-Based Consumption,” under 2nd round review at *Marketing Letters*.

UNDERGRADUATE PUBLICATIONS

Harrold, Mycah L. (2014), “Lipstick and Granola: Perceptions of Feminism,” *PURE Insights*, 3 (1).

Johnson, Randal K., **Mycah L. Harrold**, Daisy J. Cochran, Debi Brannan, Debi and Tasha Bleistein (2014), “An Examination of the First Years: Novice ESOL Teachers’ Experiences with Loneliness and Stress,” *PURE Insights*, 3 (1).

RESEARCH INTERESTS

- Gender-based consumption
- Routine, day-to-day consumption behaviors
- Consumer welfare
- Consumption behavior dictated by social expectations
- Consumer beliefs about the human body and humanness

CONFERENCE AND SYMPOSIUM PRESENTATIONS

*connotes presenting author

Harrold, Mycah L.* and Elizabeth Howlett (to be presented July 2022), “Consuming for “The Curse”: Menstrual Stigma and Assertive Consumption,” Paper to be presented in special session (The Very Stupid Stigma Around What My Vagina Is Very Much Supposed To Do:” Experiencing, Escaping, and Embracing Stigmatized Practices & Products) at the 2022 Consumer Culture Theory Conference.

Donnadieu, Anabella, **Harrold, Mycah L.***, Aimee Huff (to be presented July 2022), “Destigmatizing “Weird” and “Freaky” Period Products: An Intimate Exploration of Consumer Adoption of Menstrual Cups,” Paper to be presented in special session (The Very Stupid Stigma Around What My Vagina Is Very Much Supposed To Do:” Experiencing, Escaping, and Embracing Stigmatized Practices & Products) at the 2022 Consumer Culture Theory Conference.

Harrold, Mycah L.*, Chadwick J. Miller and Andrew W. Perkins (October 2021), “When Identity Comes with Strings: Nonvoluntary Identity Maintenance and Conflicting Identities,” Competitive paper presentation at the virtual 2021 Association for Consumer Research Conference.

Harrold, Mycah L.* and Elizabeth Howlett (April 2021), “Managing the Curse: How Beliefs About the Female Body Impact Consumption of Menstrual Products,” Oral presentation at the virtual meeting of the 2021 Mittelstaedt & Gentry Doctoral Symposium.

Harrold, Mycah L.*, Chadwick J. Miller and Andrew W. Perkins (August 2020), “Pink Tasks: Gender-Based Consumption Hassles, Their History and Consequences,” Oral presentation at the virtual meeting of the 3rd annual Northwest Marketing Research Symposium.

Harrold, Mycah L.* and Joyce Ehrlinger (April 2017), “Explaining Incredibly Basic Information to Dolts: Negative Reactions to Failed Persuasion Attempts,” Oral presentation at the Western Psychological Association, Sacramento, California.

Harrold, Mycah L.* (2013), “Lipstick and Granola: Perceptions of Feminism,” Oral presentation at the Western Oregon University Academic Excellence Showcase, Monmouth, Oregon.

POSTER PRESENTATIONS

Donnadieu, Anabella, **Harrold, Mycah L.***, and Aimee Huff (March 2022), “You Want Me to Put That Where? An Intimate Exploration of Consumer Adoption of Reusable Menstrual Products,” Working paper presented at the virtual 2022 Society for Consumer Psychology Conference.

Harrold, Mycah L.*, Aimee Huff and Anabella Donnadieu (October 2021), “You Want Me to Put That Where? An Intimate Exploration of Consumer Adoption of Reusable

Menstrual Products,” Working paper presented at the virtual 2021 Association for Consumer Research Conference.

Harrold, Mycah L.* and Andrew W. Perkins (2019), “Brand Humanization: Applying Two Dimensions of Humanness to Brands,” Poster presented at the 2019 annual conference of the Society for Consumer Psychology, Savannah, GA.

Harrold, Mycah L.* and Andrew W. Perkins (2018), “Brand Humanization: Applying Two Dimensions of Humanness to Brands,” Poster presented at the 2018 annual conference of the Association for Consumer Research, Dallas, TX.

Harrold, Mycah L.* and Joyce Ehrlinger (2017), “Explaining Incredibly Basic Information to Dolt Negative Reactions to Failed Persuasion Attempts,” Poster presented at the 17th annual conference of the Society for Personality and Social Psychology, San Antonio, TX.

Harrold, Mycah L., Joyce Ehrlinger, Jordan Vossen, Julia Singleton, Bethany Spring and Kali Trzesniewski (2016), “Incremental Theories Predict Academic Success through Time Spent Studying,” Poster presented at the 16th annual conference of the Society for Personality and Social Psychology, San Diego, CA.

Vossen, Jordan*, Joyce Ehrlinger, Catherina Good, **Mycah L. Harrold,** Bethany Spring and Kali Trzesniewski (2016, January), “Incremental Theorists Have Higher Math Membership, Lower Math Anxiety, and Better Performance,” Poster presented at the 17th annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

Harrold, Mycah L.,* Joyce Ehrlinger, Bethany Spring, Jordan Vossen and Kali Trzesniewski (2015), “Involve Me and I Learn: Mindset, Gender and Self-Regulated Learning,” Poster presented at the 15th annual conference of the Society for Personality and Social Psychology, Long Beach, CA.

SERVICE

Northwest Marketing Research Symposium, Virtual Sessions
Co-Chair of Symposium, Summer 2020

Center for Behavioral Business Research, Carson College of Business,
Washington State University
Lab Manager, Fall 2020

Undergraduate Research Assistant Supervisor, Spring 2018 - Present

Department of Psychology, Washington State University

Co-coordinator, Social Psychology Brown Bag Series, Spring 2016

PROFESSIONAL AFFILIATIONS

Society for Consumer Psychology
Academy for Consumer Research

AWARDS AND HONORS

- Don Stem Research Award, Washington State University (\$1,300)
- Three Minute Thesis, 1st Place and “People’s Choice,” Washington State University (\$1,500)
- Outstanding Doctoral Student Teaching Assistant Award, 2019, Carson College of Business, (\$2,500)
- Charles Allen Master’s Thesis Award, College of Arts and Sciences, 2016, Washington State University (\$1000)
- Three Minute Thesis, “People’s Choice,” Washington State University (\$500)
- WSU Psychology Department Travel Grant, 2016 (\$500)
- Psychology Department Scholarship, Western Oregon University (\$1000)
- Binney Scholarship, Western Oregon University (\$1000)