

Stephanie L. Flout

Fisher College of Business, Department of Marketing & Logistics

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EDUCATION

Ph.D., Marketing, Fisher College of Business, The Ohio State University
Columbus, OH, 2025 (Expected)

M.B.A., Carl H. Lindner College of Business, University of Cincinnati
Cincinnati, OH, 2020

M.A. in Arts Administration, College-Conservatory of Music, University of Cincinnati
Cincinnati, OH, 2020

B.A. in Political Science, *cum laude*, College of Arts and Sciences, University of Kentucky
Lexington, KY, 2018

B.A. in Foreign Language (French) and International Economics, *cum laude*, College of Arts and
Sciences, University of Kentucky
Lexington, KY, 2018

RESEARCH INTERESTS

Aesthetics

Consumer Inference

Artificial Intelligence (AI)

Person Perception

WORKING PAPERS

Flout, Stephanie L., Xiaoyan Deng, Yunhui Huang, and Qiang Zhang “Minimally Indulgent: How
Consumer Minimalism Signals High Self-Control,” *preparing for submission*

RESEARCH IN PROGRESS

The following list represents select projects currently at the data collection phase.

Flout, Stephanie L. and Donald R. Gaffney “The TikTok Paradox”

Gaffney, Donald R., Bryan Buechner, **Stephanie L. Flout**, Frank R. Kardes, “Artificial Intelligence and Decision-Sidestepping”

Flout, Stephanie L. and Donald R. Gaffney “When Anthropomorphism Fails: The Dehumanization of AI Agents”

Flout, Stephanie L., Xiaoyan Deng, and Yunhui Huang “Minimalism and Experiential Consumption”

Flout, Stephanie L. and Xiaoyan Deng, “App Usage Frequency as Influenced by App Icon vs. Brand Logo Design”

Sittenauer, Emma, Donald R. Gaffney, Liang Shen, **Stephanie L. Flout**, Frank R. Kardes, “Novel Moderators of the Reception and Detection of Pseudo-Profound Bullshit”

DISSERTATION

Dissertation Title: Minimally Indulgent: How Consumer Minimalism Signals High Self-Control

Chair: Xiaoyan Deng

Committee Members: Grant E. Donnelly, Donald R. Gaffney, Yunhui Huang, Ben Tepper

Proposal Defense: May 2, 2025

Minimalism is a rising consumption trend. However, there remains limited research on consumer minimalism as well as its implications for consumers, marketers, and policymakers. The current research proposes and shows that minimalist consumers are perceived by others to excel in their self-control abilities, as reflected in making healthier eating and lifestyle choices and being good at self-control in general. Because a minimalist lifestyle necessitates little indulgent consumption and consistent denial of small consumption rewards, people infer that minimalist consumers tend to avoid indulgent consumption, which in turn leads to the perception of minimalist consumers being high on self-control. This work contributes to the literature on self-control by expanding the scope of self-control to include minimalism as an antecedent of inferences of high self-control. Additionally, this work contributes to the understanding of consumer inference-making by demonstrating that minimalism as a consumption style can affect the inferences of self-control. Finally, this research provides implications for consumers, marketers, and policymakers. This work finds that adopting a minimalist lifestyle will lead others to perceive one as less indulgent and, therefore, as having high self-control. Consumers interested in signaling to others their ability to exert self-control might consider adopting a minimalist aesthetic.

INVITED TALKS

College of Business, Eastern Kentucky University

2025

EM Normandie Business School

2025

College of Business & Public Management, Wenzhou-Kean University	2025
Centre College	2024
Transylvania University	2024
NEOMA Business School	2024
School of Management, Swansea University	2024

HONORS AND AWARDS

Doctoral Fellow, AMA-Sheth Doctoral Consortium, University of Manchester, 2024

Doctoral Fellow (Presenter) Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska-Lincoln, 2024

CONFERENCE PRESENTATIONS (*denotes presenter)

Flout, Stephanie L.*, Xiaoyan Deng, and Yunhui Huang (2024) “Minimally Indulgent: How Consumer Minimalism Signals High Self-Control”, Mittelstaedt & Gentry Doctoral Symposium, Lincoln, Nebraska

Flout, Stephanie L., Xiaoyan Deng, and Yunhui Huang* (2023) “Minimally Indulgent: How Consumer Minimalism Signals High Self-Control”, *Society for Consumer Psychology*, San Juan, Puerto Rico.

Flout, Stephanie L.*, Xiaoyan Deng, and Yunhui Huang (2022) “Minimally Indulgent: How Consumer Minimalism Signals High Self-Control”, *Association for Consumer Research*, Denver, Colorado (*poster*).

Neybert, Emma*, Donald R Gaffney, Liang Shen, **Stephanie L. Flout**, Maxwell Richards, Frank Kardes, Sarah Elizabeth Perry, Zoey Phelps (2020), “Novel Moderators of the Reception and Detection of Pseudo-Profound Bullshit”, *The Society for Judgment and Decision Making*, Virtual, [PDF](#).

TEACHING INTERESTS

Consumer Behavior, Social Media & Digital Marketing, International Marketing, Advertising & Promotion, Introduction to Marketing

TEACHING EXPERIENCE

Instructor, Consumer Behavior (undergraduate), Fisher College of Business, Summer 2022
In-person format
Instructor Evaluation: 4.78/5 (University Mean: 4.49)

RELEVANT COURSEWORK

Marketing

Attitudes and Persuasion Seminar	Joshua J. Clarkson ¹
Consumer Behavior Seminar I	Rebecca Walker Reczek
Consumer Behavior Seminar II- JDM	Selin A. Malkoc
Marketing Models Seminar	Alice Li and Dong Soo Kim

Psychology

The Social Self	Jennifer Crocker
Social Motivation	Lisa (Libby) Kuhns
Principles of Social Psychology	Dylan D. Wagner
Attitudes and Persuasion	Richard E. Petty
Social Cognition	Russel Fazio

Research and Quantitative Methods

Research Methods in Consumer Psychology	Frank R. Kardes ²
Advanced Experimental Design	Ryan Rahinel ³
Research Methods in Social Psychology	Richard E. Petty
Statistical Methods in Psychology I	Andrew Hayes
Statistical Methods in Psychology II	Theodore P. Beauchaine

ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
The Ohio State University Decision Sciences Collaborative
American Marketing Association (AMA)
Lindner Graduate Student Government Association (2019-2020)

SELECT WORK EXPERIENCE

Lab Manager, University of Cincinnati Consumer and Market Insights Lab, Jan. 2019 – May 2020
Marketing Consultant, Footlighters, Inc., Sept. 2019 – May 2020
Marketing Intern, Cincinnati Opera, May – Aug. 2019
Audience Engagement Intern (Marketing), Cincinnati Symphony Orchestra, Sept. 2018 – May 2019
Development Assistant, Lexington Public Library Foundation, Jan. 2018 – Aug. 2018
Marketing Intern, Louisville Orchestra, Jun. 2017 – Dec. 2017

¹ University of Cincinnati, Fall 2019

² University of Cincinnati, Fall 2019

³ University of Cincinnati, Spring 2020

SKILLS

Computational: SAS, SPSS, Qualtrics
Languages: Fluent in English, Conversational in French

REFERENCES

Xiaoyan Deng

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Donald R. Gaffney

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Owen Graduate School of Management
Vanderbilt University
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