

Stephanie L. Flout

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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 Hong “Minimally Indulgent: How
Consumer Minimalism Signals High Self-Control,” *currently revising for submission to the
Journal of the Academy of Marketing Science (JAMS)*

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

Centre College

2024

Transylvania University

2024

NEOMA Business School
School of Management, Swansea University

2024
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, [PDE](#).

TEACHING INTERESTS

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

TEACHING EXPERIENCE

Instructor, Consumer Behavior (BUSML 4201), Fisher College of Business, (Undergraduate), Summer 2022, 25 students, in-person, Instructor Evaluation: 4.78/5 (University Mean: 4.49).

RELEVANT COURSEWORK

Marketing

Attitudes and Persuasion Seminar
Consumer Behavior Seminar I
Consumer Behavior Seminar II- JDM
Marketing Models Seminar

Joshua J. Clarkson¹
Rebecca Walker Reczek
Selin A. Malkoc
Alice Li and Dong Soo Kim

Psychology

The Social Self
Social Motivation
Principles of Social Psychology
Attitudes and Persuasion
Social Cognition

Jennifer Crocker
Lisa (Libby) Kuhns
Dylan D. Wagner
Richard E. Petty
Russel Fazio

Research and Quantitative Methods

Research Methods in Consumer Psychology
Advanced Experimental Design
Research Methods in Social Psychology
Statistical Methods in Psychology I
Statistical Methods in Psychology II

Frank R. Kardes²
Ryan Rahinel³
Richard E. Petty
Andrew Hayes
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

REFERENCES

Xiaoyan Deng

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The Ohio State University

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Yunhui Huang

Assistant Professor of Marketing

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Hong Kong Baptist University

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Donald R. Gaffney

Adjunct Professor of Management

Owen Graduate School of Management

Vanderbilt University

Donald.R.Gaffney@Vanderbilt.edu