

Wilson, Andrew E. (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal

Wilson, A. E., Darke, P. R., Sengupta, J. (2021). Winning the Battle but Losing the War: Ironic Effects of Training Consumers to Detect Deceptive Advertising Tactics. *Journal of Business Ethics*, 17 pages. <https://link.springer.com/content/pdf/10.1007%2Fs10551-021-04937-7.pdf>

Wilson, A., Giebelhausen, M. D., Brady, M. K. (2017). Negative word of mouth can be a positive for consumers connected to the brand. *Journal of the Academy of Marketing Science*.

Darke, P. R., Brady, M. K., Benedicktus, R. L., Wilson, A. (2016). Feeling close from afar: The role of psychological distance in offsetting distrust in unfamiliar online retailers. *Journal of Retailing*, 92(3), 287--299.

Wilson, A., Darke, P. R. (2012). The Optimistic Trust Effect: Use of Belief in a Just World to Cope with Decision-Generated Threat. *Journal of Consumer Research*, 39(October).

Cowart, K. O., Fox, G. L., Wilson, A. (2008). A structural look at consumer innovativeness and self-congruence in new product purchases. *Psychology & Marketing*, 25(12), 1111--1130.

Book Chapters

Book, Chapter in Scholarly Book-New

Wilson, A., Darke, P. R. (2019). Occupational Stress and Well-Being of Persuasion Agents. In Pamela L. Perrewé and Peter D. Harms (Ed.), *Examining the Role of Well-being in the Marketing Discipline* (vol. 17, pp. 51-70). Bingley: Emerald Insight. www.emerald.com/insight/publication/doi/10.1108/S1479-3555201917

Non-Refereed Journal Articles

Journal Article, Academic Journal

Pearcy, D., Giunipero, L., Wilson, A. (2007). A model of relational governance in reverse auctions. *Journal of Supply Chain Management*, 43(1), 4--15.

Presentations

Wilson, Andrew, Darke, Peter R, Astray, Tatiana, Ashworth, Lawrence, the department brown bag of the Suffolk University Marketing Department, "Tune Out, Hold On, Drop Down: Defensive suspicion and coping across the decision-making process," Suffolk University, Marketing Department. (October 10, 2019).