

DENNY HUYNH

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Academic Positions

Assistant Professor of Marketing

May 2025 – Present

The University of Alabama, Culverhouse College of Business

Education

Ph.D. Business Administration, Marketing

2025

Duke University, Fuqua School of Business

B.S. Mechanical Engineering

2017

Clemson University, College of Engineering, Computing and Applied Sciences

Research Interests

Theoretical: Social Media, Digital Marketing, Technology, Consumer Well-Being

Methodological: Experiments, Field Data, Structural Equation Modeling, Multilevel Modeling

Working Papers

1. **Huynh, Denny**, Jordan Etkin, and Tanya Chartrand, “Behavioral Tracking as a Status Symbol,” invited for 3rd round review at *Journal of Marketing Research*.
2. **Huynh, Denny**, Lingrui Zhou, Keisha Cutright, and Eugenia Wu, “Limiting Those Who Can Buy It All: Consumers Give Non-Versatile Gifts to Financially Unconstrained Recipients,” in preparation for submission.

Selected Works in Progress

1. **Huynh, Denny**, Jacqueline Pan, Katherine Du, and Keisha Cutright, “How Repeated Consumption Shapes Performance Expectations,” *data collection in progress*.
2. **Huynh, Denny** and Tanya Chartrand, “Luxury Consumption and Word-of-Mouth Concealment,” *data collection in progress*.

Chaired Symposia

1. “Inferences and Judgments in Contemporary Consumption” (2024). Society for Consumer Psychology.

Conference Presentations

1. **Denny Huynh**, Jordan Etkin, and Tanya Chartrand (October 2024), “Behavioral Tracking as a Status Symbol”, *Association for Consumer Research*, Special Session, Paris, France.
2. **Denny Huynh**, Jordan Etkin, and Tanya Chartrand (March 2024), “Behavioral Tracking as a Status Symbol”, *Society for Consumer Psychology*, Special Session, Nashville, TN.
3. **Denny Huynh**, Jordan Etkin, and Tanya Chartrand (October 2023), “Conspicuous Quantification: Behavioral Tracking as a Status Symbol”, *MIT Rising Scholars Conference*, Competitive Paper, Virtual.
4. **Denny Huynh**, Lingrui Zhou, Keisha Cutright, and Eugenia Wu (March 2023), “Constraining the Unconstrained: Why Consumers Give Less Versatile Gifts to Unconstrained Recipients,” *Society for Consumer Psychology*, Special Session, San Juan, PR.
5. **Denny Huynh** and Tanya Chartrand (October 2021), “The Less in Luxury: Luxury Consumption and Word-of-Mouth Concealment,” *Association for Consumer Research*, Working Paper, Virtual.
6. Oriana Aragon and **Denny Huynh** (October 2019), “Displays of Sadness or Aggression During Positive Emotional Experiences Alter Consumers’ Assumptions About Product Experiences and Characteristics,” *Association for Consumer Research*, Working Paper, Atlanta, GA.
7. T. Andrew Poehlman and **Denny Huynh** (October 2017), “The Influence of Life-History Theory on Consumer Behavior,” *Society of Marketing Advances*, Special Session, Louisville, KY.

Teaching Experience

The University of Alabama (Spring 2026)

- Consumer Behavior; Effectiveness: 4.56/5.00 (University mean: 4.42)

Duke University (Summer 2022)

- The Psychology of Consumers; Effectiveness: 4.75/5.00 (University mean: 4.55)

Service

Conference Reviewer – Association for Consumer Research (2018-Present)

Conference Reviewer – Society of Consumer Psychology (2020-Present)

Professional Experience

Client Consultant (The Coca-Cola Company)
Nielsen – Atlanta, GA

2017 – 2019