Josh Lundberg

(270) 559-8829
jlundber@nccu.edu

North Carolina Central University
School of Business
Department of Business Administration
Durham, NC 27707

ACADEMIC POSITIONS

2023 – present	Assistant Professor of Marketing, North Carolina Central University
2018 – 2023	PhD, Marketing, University of Kentucky
2013 – 2017	B.S., Marketing and International Business, University of Kentucky

RESEARCH PROGRAM

PUBLISHED JOURNAL ARTICLES

- Josh Lundberg, John Peloza, and Adam Craig (2026) "Charities Can Use Visual Progression Appeals to Communicate Solution Longevity," *International Journal of Research in Marketing*, in press, https://www.sciencedirect.com/science/article/pii/S0167811626000595?via%3Dihub
    - Media coverage: Up Next with Gabriella Mirabelli

- Josh Lundberg and Daniel E. Chavez (2025) "Warming up to Private Labels: Temperature Impacts Private Label Performance," *Journal of Retailing*, *101*(4), 621-638, https://doi.org/10.1016/j.jretai.2025.06.004

- Heather Dretsch, Amna Kirmani, and Josh Lundberg (2024) "Designing Brand Co-Creation Activities to Increase Digital Consumer Engagement," *Journal of Interactive Marketing, 59*(2), 151-166, https://journals.sagepub.com/doi/10.1177/10949968231191097

- Josh Lundberg, Adam Craig, and John Peloza (2023) "Strike While the Iron is Hot: Temperature Affects Consumers' Appetite for Risk," *Psychology & Marketing, 40*(12), 2653-2667, https://doi.org/10.1002/mar.21905

WORKING PAPERS

- Josh Lundberg, Subhash Jha, and Daniel Chavez, "Using Product Sounds to Prolong Use and Enhance Sustainability"
    - Status: Invited for revision at the *Journal of Marketing Research*

- Ian Norris, Josh Lundberg, Mario Casa de Calvo, and John Peloza "From the Cradle to the Grave: How Death Awareness Motivates Sustainable Consumption"
    - Status: Under review at the *Journal of Business Ethics*

- Josh Lundberg, "Vicarious Consumption in the Digital Age"
    - Status: Under review at the *Journal of Consumer Psychology*

- Subhash Jha, Josh Lundberg, and Rajesh Bagchi, untitled project about refurbished products
    - Status: Early stage data collection targeting the *Journal of Consumer Research*

- Subhash Jha, Josh Lundberg, Yinjie Pan, and Rajesh Bagchi, untitled project about product volume
    - Status: Early stage data collection targeting the *Journal of Marketing Research*

INVITED PRESENTATIONS

- **Josh Lundberg**, Subhash Jha, and Daniel Chavez (2026) "Using Product Sounds to Prolong Use and Enhance Sustainability," North Carolina Central University School of Business Research Forum

- **Josh Lundberg** and Daniel Chavez (2025) "Warming up to Private Labels: Temperature Impacts Private Label Performance," North Carolina Central University School of Business Research Forum

- Josh Lundberg, keynote speaker (2022) "Nielsen Data, the Weather, and You," Gatton College of Business Seminar on using Nielsen Data

- Josh Lundberg (2022) "The Principles of SPIN Selling," Arkansas State University

CONFERENCE PRESENTATIONS

- **Josh Lundberg**, Subhash Jha, and Daniel Chavez (2025), "Sounds Good to Me: The Effect of Product Pitch on Durability Perceptions," Society for Marketing Advances

- **Josh Lundberg**, John Peloza, and Andrew Edelblum (2025), "Vicarious Consumption in the Digital Age," Winter American Marketing Association

- **Josh Lundberg**, John Peloza, and Andrew Edelblum (2024), "Vicarious Consumption in the Digital Age," Society for Marketing Advances

- **J. Ian Norris**, Josh Lundberg, John Peloza, and Mario Casa de Calvo (2024), "A Green Planet is a Clean Body: Fear of Death, Contamination Avoidance, and Sustainable Consumption," Society for Consumer Psychology

- **Josh Lundberg** (2023), "Warming Up to Private Labels: Temperature Affects Private Label Performance," Society for Marketing Advances

- **Josh Lundberg** (2022), "Sensory Marketing for Consumer Wellbeing," Society for Marketing Advances

- **Josh Lundberg**, John Peloza, and Adam Craig (2022), "The Role of Charity Efficacy in Generating Donations," Sheth Doctoral Consortium

- **Josh Lundberg**, John Peloza, and Adam Craig (2022), "When and Why Process Simulation Can Increase Donation Intentions," Society for Consumer Psychology

- **Josh Lundberg**, Adam Craig, and John Peloza (2021), "Strike While the Iron is Hot: Temperature Affects Consumers' Appetite for Risk," Association for Consumer Research

- **Josh Lundberg**, John Peloza, and Adam Craig (2021), "When and Why Process Simulation Can Increase Donation Intentions," Association for Consumer Research

- **Josh Lundberg**, Adam Craig, and John Peloza (2021) "Double Down when the Deck is Hot, Fold When It is Cold: Temperature Effects on Risky Behavior," Southeastern Marketing Symposium

- **Josh Lundberg**, Adam Craig, and John Peloza (2021) "Double Down when the Deck is Hot, Fold When It is Cold: Temperature Effects on Risky Behavior," Society for Consumer Psychology

- **Josh Lundberg** (2019), "Double Down when the Deck is Hot, Fold When It is Cold: Unseen Effects on Risk Perceptions," Association for Consumer Research

RESEARCH INTERESTS

- Sensory marketing – haptics, visual stimuli, sound
- Digital marketing and consumption
- Sustainability and prosocial behavior
- Consumer wellbeing

TEACHING

- **Principles of Marketing**
  Fall 2023 – Spring 2026, 12 sections with an average of 32 students per section
  Average instructor evaluation score: 4.85/5.0
  Range = 5.0 – 4.7, Standard deviation = .086

Select qualitative feedback:

"This was my favorite course. Such an amazing class and I wish I could take his courses all the time. He does a great job teaching and ensuring we understand what is being taught. I also enjoyed solving real-life examples using the strategies we learned in class."

"The most helpful aspects of the instructor were the approachability, dedicated, and thoughtful. He was very easy to approach, and when you requested him to explain stuff he went into detail to make sure you understood the content. I believe he went above and beyond to assist me even past the request itself."

"The best teacher I have had at NCCU thus far! He is great at teaching and interacting with the class in a way that keeps everyone interested and attentive. In addition to that, I really appreciate that he took the time to learn everyone's name in the class!"

- **Marketing Research** (Spring 2026) – 19 students 4.8/5.0
  (Fall 2025) – 18 students 4.8/5.0
  (Spring 2025) – 14 students 4.9/5.0
  (Fall 2024) – 21 students 4.7/5.0
  (Spring 2023) – 39 students 4.7/5.0
  (Spring 2023) – 40 students 4.7/5.0

Select qualitative feedback:

"Your passion for Marketing Research is infectious, and your dedication to your students is truly inspiring."

"His outgoingness and love for the class make it easier to actually attend classes."

"Josh engages students to ask questions and communicate their thoughts. You can tell he is passionate about what he is teaching and wants his students to excel."

"You have truly gone above and beyond in your role as my professor, and I feel so fortunate to have had the opportunity to learn from you."

- **Consumer Behavior** (Fall 2020) – 49 students – Hybrid format 4.2/5.0

Select qualitative feedback:

"He is very consistent and clear when teaching as well as providing questions that stimulate deep consideration. He is challenging but in a good way."

"Josh is clearly invested in the course and cares about students learning and retaining knowledge."

"One of the most informational and not boring lectures I have ever had."

TEACHING INTERESTS

- Principles of marketing
- Marketing research
- Personal selling
- Digital Marketing/analytics
- Consumer behavior

SERVICE

TO THE COLLEGE

- NCCU SoB Chair of Teaching Effectiveness Committee Fall 2026 – present
- NCCU SoB Strategic Planning Committee Fall 2025 – present
- Student adviser to the SoB Innovation Lab for marketing and promotion project
- Course coordinator for MKT 3210 Principles of Marketing
- Course coordinator for MKT 4650 Marketing Research

TO THE FIELD

- Marketing strategy and product development consultant for Civly.ai
- Marketing research consultant for Bull City Burgers & Brewery
- New client outreach consultant from Predictive Thermal Systems, LLC

TO ACADEMIA

- Reviewer for the *Journal of Retailing,* two manuscripts
- Reviewer for the *Journal of Interactive Marketing*, one manuscript
- Reviewer for the *Journal of Advertising*, three manuscripts
- Reviewer for the *Journal of Advertising Research*, two manuscripts
- Reviewer for the *Journal of Marketing Management*, two manuscripts

- Reviewer for American Marketing Association Summer Conference 2020 – 2026
- Reviewer for American Marketing Association Winter Conference 2021 – 2027
- Reviewer for AMA Marketing and Public Policy Conference 2025
- Reviewer for the Association for Consumer Research Conference 2022
- Reviewer for Society for Consumer Psychology Conference 2021 – 2026

HONORS AND AWARDS

- 2026 Duke Power Endowed Distinguished Fellowship
- 2026 Faculty of the Year – NCCU School of Business
- 2023 Duke Power Endowed Distinguished Fellowship
- 2022 SMA Doctoral Dissertation Competition Best Proposal
- 2022 AMA-Sheth Doctoral Consortium Fellow
- 2022 William O. Bearden Award, Southeast Marketing Symposium, runner up, for *Strike While the Iron is Hot: Temperature Affects Consumers' Appetite for Risk*
- 2021 + 2022 DRS award, Southeast Marketing Symposium. This award is voted on by all attendees of the symposium and was awarded to the University of Kentucky doctoral students for demonstrating the greatest collegiality, productivity, and fun.
- 2019 Gatton College of Business and Economics Baking Contest, 1st Place
- 2018 ACR Doctoral Consortium Idea Generation Contest, 1st Place