**Stephanie L. Flout**

EM Normandie Business School (École de Management de Normandie)

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**EMPLOYMENT**

Assistant Professor of Marketing

EM Normandie Business School (École de Management de Normandie), 2025 – *Present*

**EDUCATION**

Ph.D., Marketing, Fisher College of Business, The Ohio State University

Columbus, OH, 2025

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**

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| --- | --- |
| Berea College | 2025 |
| 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](http://www.sjdm.org/presentations/2020-Poster-Neybert-Emma-Moderators-Reception-Bullshit~.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 formant

Instructor Evaluation: 4.78/5 (University Mean: 4.49)

**RELEVANT COURSEWORK**

**Marketing**

Attitudes and Persuasion Seminar Joshua J. Clarkson[[1]](#footnote-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]](#footnote-2)

Advanced Experimental Design Ryan Rahinel[[3]](#footnote-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

**SKILLS**

Computational: SAS, SPSS, Qualtrics

Languages: Fluent in English, Conversational in French

**REFERENCES**

**Xiaoyan Deng**

*Associate Professor of Marketing*

Fisher College of Business

The Ohio State University

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**Grant E. Donnelly**

*Assistant Professor of Marketing*

Fisher College of Business

The Ohio State University

[donnelly.177@osu.edu](mailto:donnelly.177@osu.edu)

**Yunhui Huang**

*Assistant Professor of Marketing*

School of Business

Hong Kong Baptist University

[yunhuihuang@hkbu.edu.hk](mailto:yunhuihuang@hkbu.edu.hk)

**Donald R. Gaffney**

*Adjunct Professor of Management*

Owen Graduate School of Management

Vanderbilt University

[Donald.R.Gaffney@Vanderbilt.edu](mailto:Donald.R.Gaffney@Vanderbilt.edu)

1. University of Cincinnati, Fall 2019 [↑](#footnote-ref-1)
2. University of Cincinnati, Fall 2019 [↑](#footnote-ref-2)
3. University of Cincinnati, Spring 2020 [↑](#footnote-ref-3)