

# Ann Kronrod



## Ann Kronrod, Ph.D.

Associate Professor, Title adjusted to: Doctor of Philosophy (Ph.D.)  
Coordinator in Entrepreneurship

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### PROFILE LINKS

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## Research Interests

Consumer Behavior; Linguistics and Language in Marketing; Word of Mouth; Social Networks; Text Analysis; Social Media; Persuasion; Health Marketing; Pro-Social Marketing.

## Education

- **Postdoc: Marketing**, (2012), Massachusetts Institute of Technology, Sloan School of Management - Cambridge, MA
- **Ph D: Cognitive Science of Language, Marketing**, (2010), Tel-Aviv University, Hebrew University - Israel
- **MA: Cognitive Science of Language**, (2001), Tel-Aviv University - Israel
- **BA: Cognitive Science of Language**, (1997), Tel Aviv University - Israel

## Biography

Ann Kronrod is an Associate Professor in the Department of Marketing, Entrepreneurship and Innovation. She earned her Ph.D. in Marketing and Cognitive Science of Language from Tel Aviv University, and later completed her education as a Postdoctoral Researcher at MIT, Sloan School of Management. Prior to joining UMass Lowell, Ann Kronrod was an Assistant Professor at Michigan State University, and then Visiting Assistant Professor at Northeastern University and at Boston University. Ann Kronrod is a marketing researcher with extensive background in linguistics. Her research interests span a wide variety of subjects that can be categorized as marketing communication, consumer behavior, word-of-mouth and pro-social marketing. She often integrates her knowledge of linguistics in her research.

## Selected Awards and Honors

- MSI Scholar 2024 (2025), *Scholarship/Research - Marketing Science Institute*
- Developing an App for Better Sleep Habits (Seed Grant for Interdisciplinary Research) (2022), *Scholarship/Research - Donahue Center Business Ethics*
- The Role of Questions in Enhancing Future Financial Planning (2021), *Scholarship/Research - Donahue Center Business Ethics*
- Seed Grant - How Can the Language on Social Networks Enhance Well-Being Before, During, and After Covid-19 (2020) - *Donahue Center Business Ethics*
- USING AN APP TO IMPROVE SLEEP - EXPLORING THE USE OF FIGURATIVE LANGUAGE IN ENCOURAGING HEALTHIER SLEEP (2019), *Scholarship/Research - University of Massachusetts, Lowell*
- Seed Grant for Interdisciplinary Research - Employing Machine Learning to Explore Figurative Language in Health Forums as Indicator of Enjoyment with Health Activities (2018), *Scholarship/Research - University of Massachusetts, Lowell*
- Using Questions to Encourage Financial Planning - Seed Grant to Explore Linguistic Elements in Financial Planning Communication (2018), *Scholarship/Research - Donahue Center for Business Ethics*
- It's Fun to Run – or is it Just a Pun? Detecting Signs of Enjoyment with Physical Activity and Food Choices through Computational Analysis of Figurative Language in Online Communication (2018), *Scholarship/Research - UMass Lowell Seed Grant*
- Using A Pun To Make Healthy Life Fun: Exploring The Use Of Figurative Language In Encouraging Healthier Behavior (2018), *Scholarship/Research - Business-Health Mini-Grant*
- MSI Research Competition on "Social Interactions and Social Media Marketing" (2014), *Scholarship/Research - Marketing Science Institute*
- ISF Program for the Advancement of Research in the Social Sciences (2011), *Scholarship/Research - Israel Foundations Trustees*

## Selected Publications

- **Kronrod, A.**, Khan, S. (). *Language in the Marketplace*.
- **Kronrod, A.**, Gordeliy, I., Lee, J.K. (2024). Been There, Done That: Episodic and Semantic Memory, and the Language of Authentic and Fictitious Reviews. *Journal of Consumer Research*.
- **Kronrod, A.**, Grinstein, A., Wathieu, L. (). When Needs Don't Translate into Wants: Choosing the Right Tone to Communicate about Healthy Behaviors. *Health Communication*.
- Mazor, G., Perez, D., **Kronrod, A.** (). ""That's it!" How Short Exclamations Boost Effectiveness of Price Communications. Using Containing Language to Influence Perceived Price Complexity and Offer Fairness. *Journal of Advertising Research*.
- **Kronrod, A.**, Grinstein, A., Tchetchik, A., Blass, V. (). The Do's and Don'ts of Promoting New Pro-Environmental Behavior. *Journal of Environmental Psychology*.
- Bertini, M., Schuckmann, J., **Kronrod, A.** (). Talking to Your Customers About Prices. *Harvard Business Review*, March 31.
- **Kronrod, A.** (2022). *Language Research in Marketing* (16:3 pp. 308–420). Foundations and Trends® in Marketing
- **Kronrod, A.**, Hammar, M.E., Lee, J., Thind, H.K., Mangano, K.M. (2021). Linguistic Delight Promotes Eating Right: Figurative Language Increases Perceived Enjoyment and Encourages Healthier Food Choices. *Health Communication*, December.
- **Kronrod, A.**, Grinstein, A. (Northeastern University), Shuval, K. (The Cooper Institute) (2021). Think positive! Emotional response to assertiveness in positive and negative language promoting preventive health behaviors. *Psychology & Health*, 30(June) 1-18.
- **Kronrod, A.**, Ackerman, J.M. (University of Michigan) (2021). Under-standing: How embodied states shape inference-making. *Acta Psychologica*, 215 103276.
- Joshi, P. (West Texas A&M University), **Kronrod, A.** (2020). Sounds Convey Metaphorical Meaning: How Brand Name Sounds Can Convey Environmental Friendliness. *Journal of Advertising*, 49(1) 61-77.
- Lee, J.K. (American University), **Kronrod, A.** (2020). The Strength of Weak-Tie Consensus Language. *Journal of Marketing Research*, 57(2) 353–374.
- **Kronrod, A.**, Huber, J. (Duke University) (2019). Ad Wearout Wearout: How Time Can Reverse the Negative Effect of Frequent Ad Repetition on Brand Preference. *International Journal of Research in Marketing*, 36(2) 306-324.
- Grinstein, A., Hagtvedt, H., **Kronrod, A.** (2019). Aesthetically (dis)pleasing visuals: A dual pathway to empathy and prosocial behavior. *International Journal of Research in Marketing*, 36(1) 83-99.
- **Kronrod, A.**, Ackerman, J.M. (University of Michigan) (2019). I'm so touched! Self-touch increases attitude extremity via self-focused attention. *Acta Psychologica*, 195 12-21.
- **Kronrod, A.**, Bart, Y. (2018). Taking a Leaf Out of a Review: The Asymmetrical Link between Linguistic Similarity and Attitude Certainty for Writers and Readers of Product Reviews.

- **Katz, D., Kronrod, A.,** Grinstein, A., Nisan, U., (2018). Still Waters Run Deep: Comparing Assertive and Suggestive Language in Water Conservation Campaigns. *Water, 10* 275.
- **Kronrod, A.,** Lee, J., Gordeliy, I. (2017). 20-F: How People Compose and Detect Insincere Product Reviews: Combining Experimental and Automated-Text-Analysis Approaches. *ACR North American Advances*.
- **Kronrod, A.,** Xie, V. (2017). *Ruby-Red With Banana-Yellow Stripes: Semantic Precision, Attitudes, and Conversion Cooperativeness in Advertising* (pp. 197).
- Grinstein, A., Hagtvedt, H., **Kronrod, A.** (2016). Aesthetic Contrast Motivates Prosocial Behavior. *ACR North American Advances*.
- Grinstein, A., **Kronrod, A.** (2016). Does sparing the rod spoil the child? How praising, scolding, and an assertive tone can encourage desired behaviors. *Journal of Marketing Research, (3)* 433.
- Katz, D., Grinstein, A., **Kronrod, A.,** Nisan, U. (2016). Evaluating the effectiveness of a water conservation campaign: Combining experimental and field methods. *Journal of Environmental Management, 335*.
- Lee, J., **Kronrod, A.** (2016). Everyone Likes This Movie! Consensus Language Increases the Influence of Weak Ties Over Strong Ties in Product Recommendations. *ACR North American Advances*.
- **Kronrod, A.** (2016). *Marketer-Consumer Language Cooperation in Strategic Communication*. Routledge
- Grinstein, A., Hagtvedt, H., **Kronrod, A.** (2016). Motivating Prosocial Behavior with Aesthetically (Dis) Pleasing Visuals.
- **Kronrod, A.,** Xie, V. (2016). Precise Like a Swiss Watch: Semantic Precision in Marketing Communication. *Advances in Consumer Research, 44* 744.
- **Kronrod, A.,** Lowrey, T.M. (2016). Tastlé-Nestlé, Toogle-Google: The effects of similarity to familiar brand names in brand name innovation. *Journal of Business Research, (3)* 1182.
- Grinstein, A., **Kronrod, A.** (2015). Does Sparing the Rod Spoil the Child? How Praising, Scolding, and Assertive Tone Can Encourage Pro-Social Behavior. *ACR North American Advances*.
- Joshi, P., **Kronrod, A.** (2015). *How Brand Name Sounds Metaphorically Convey Environmental Friendliness* (26: pp. C-29 - C-30). AMA Summer Educators' Conference Proceedings, Part C: Branding and Brand Management,
- **Kronrod, A.,** Lowrey, T.M., Ackerman, J.M. (2015). *Phonetic embodiment and its effect of on attitudes towards brand names* (pp. 163-165).
- Joshi, P., **Kronrod, A.** (2015). Sounds of Green: How Brand Name Sounds Metaphorically Convey Environmental Friendliness. *American Academy of Advertising Conference Proceedings, 98 - 100*.
- **Kronrod, A.,** Huber, J. (2015). The Moderating Role of Relevance in Ad Repetition. *American Academy of Advertising Conference Proceedings, 118 - 120*.
- **Kronrod, A.,** Lee, J. (2015). Who Said Everyone Likes This Movie? How Tie Strength Impacts the Influence of Consensus Words on Product Perceptions. *ACR North American Advances*.
- **Kronrod, A.,** Grinstein, A., Wathieu, L. (2014). Giving by the Bucket, Taking by the Grain: The Gap between Health Communicators and Consumers. *Advances in Consumer Research, 42* 558 - 559.
- **Kronrod, A.** (2014). Nestle-Tastle: Phonetic Similarity in Brand Name Innovation. *American Academy of Advertising Conference Proceedings, 17 - 18*.
- Jiang, Y., Su, L., Zhu, R.J. (2014). Rich and square: Effects of financial resources on product shape preference. *ACR North American Advances*.
- Joshi, P., **Kronrod, A.,** Lowrey, T. (2014). Sounds Convey Metaphorical Meaning of Environmentally Friendly Products. *ACR North American Advances*.
- **Kronrod, A.,** Lowrey, T., Ackerman, J. (2014). The effect of phonetic embodiment on attitudes towards brand names. *ACR North American Advances*.
- **Kronrod, A.,** Danziger, S. (2013). "Wii Will Rock You!" The Use and Effect of Figurative Language in Consumer Reviews of Hedonic and Utilitarian Consumption. *Journal of Consumer Research, 40(4)* 726 - 739.
- Caldwell-Harris, C., **Kronrod, A.,** Yang, J. (2013). Do more, say less: saying 'I love you' in Chinese and American cultures. *Intercultural Pragmatics, (1)* 41.
- Guang-Xin, X., **Kronrod, A.** (2013). Is the Devil in the Details? The Signaling Effect of Numerical Precision in Environmental Advertising Claims. *AMA Winter Educators' Conference Proceedings, 24* 233 - 234.
- Schellekens, G., **Kronrod, A.** (2013). Look Who's Talking: Linguistic Signaling in C2C and B2C Communication. *Advances in Consumer Research, 41* 38 - 42.
- **Kronrod, A.,** Guang-Xin, X. (2013). Vive La (Petite) Difference! Numerical Precision and Perceptions of a Company's Competence in Green Advertising. *American Academy of Advertising Conference Proceedings, 89 - 90*.
- **Kronrod, A.,** Grinstein, A., Wathieu, L. (2012). Enjoy! Hedonic Consumption and Compliance with Assertive Messages. *Journal of Consumer Research, 39(1)* 51 - 61.
- **Kronrod, A.,** Grinstein, A., Wathieu, L. (2012). Go Green! Should Environmental Messages Be So Assertive? *Journal of Marketing, 76(1)* 95 - 102.
- Xie, G., **Kronrod, A.** (2012). Is the Devil in the Details? *Journal of Advertising, 41(4)* 103 - 117.

- Lowrey, T.M., **Kronrod, A.**, others, . (2012). *Phonetic Similarity in Brand Name Innovation*.
- **Kronrod, A.**, Huber, J. (2012). The Role of Personal Relevance in the Effect of Ad Repetition on Attitudes and Choice. *Advances in Consumer Research*, 40 913 - 914.
- **Kronrod, A.** (2011). Consumption Begins with the Eyes: Building Connections between Vision and Consumption. *Advances in Consumer Research*, 39 130 - 133.
- **Kronrod, A.**, Grinstein, A., Wathieu, L. (2011). Enjoy! Hedonic Consumption and Compliance with Assertive Messages. *Advances in Consumer Research*, 39 534 - 535.
- **Kronrod, A.**, Grinstein, A., Wathieu, L. (2011). Green Requests: Issue Importance and Compliance with Assertive Language. *Advances in Consumer Research*, 38 687 - 688.
- **Kronrod, A.**, Ackerman, J. (2011). My hands are tied--my lips are sealed: prevented embodiment limits communicational cooperativeness. *ACR North American Advances*.
- **Kronrod, A.**, Lowrey, T.M., Nespoli, M. (2011). Nestle and Tastle: The Effect of Phonetic Similarity in Brand Name Innovation. *Advances in Consumer Research*, 39 768 - 769.
- **Kronrod, A.**, Ackerman, J. (2011). The Glance Effect in Decision Making. *ACR North American Advances*.
- **Kronrod, A.**, Grinstein, A., Wathieu, L. (2009). Enjoy! Assertive language and consumer compliance in (non) hedonic contexts.
- Giora, R., Fein, O., **Kronrod, A.**, Elnatan, I., Shuval, N., Zur , A. (2004). Weapons of Mass Distraction: Optimal Innovation and Pleasure Ratings. *Metaphor and Symbol*, 19(2) 115-141.
- **Kronrod, A.**, Engel, O. (2001). Accessibility theory and referring expressions in newspaper headlines. *Journal of Pragmatics*, 33 683 - 699.
- Giora, R., **Kronrod, A.**, Elnatan, I., Fein, O. (2001). *The role of salience in aesthetic creativity*.
- **Kronrod, A.**, Giora, R., Fein, O. (2000). *Creative writing: The optimal creative innovation in fixed expressions*.

## Selected Presentations

- Brand Name Sounds and Country DNA - *Association for Consumer Research International al Conference, October 2020* - Paris (online)
- Intelligent Agents and Linguistic Similarity. - *Association for Consumer Research International al Conference, October 2020* - Paris - online
- Methods Forum and Workshop: When Language Meets Consumer Behavior: Language Methods in Consumer Research. - *Association for Consumer Research International al Conference, October 2020*
- Special Session: From "Me" to "Vous": Language and Culture in Consumer Behavior. - *Association for Consumer Research International al Conference, October 2020*
- Special Session: Intelligent Agents in Consumer Service – Tools or Partners? - *Association for Consumer Research International al Conference, October 2020*
- Precise Like a Swiss Watch: Verbal Precision in Marketing Communication - *Association for Consumer Research, October 2018* - Texas, Dallas
- Taking a leaf out of my review: the asymmetrical link between linguistic similarity and attitude certainty for writers and readers of product reviews - *Association for Consumer Research, October 2018* - Texas, Dallas
- Liars!!! Combining Experimental Design and Automated Text Analysis to Detect Fictitious Reviews. - *Association for Consumer Research, October 2017* - San Diego, CA, USA
- Sparing the Rod, Spoiling The Child - *Association for Consumer Research, October 2016*
- Everyone Likes This Movie! Consensus Language Increases the Influence of Weak Ties over Strong Ties in Product Recommendations - *Association for Consumer Research, October 2016* - Berlin, Germany
- Aesthetic Contrast Motivates Prosocial Behavior - *Association for Consumer Research, October 2016* - Berlin, Germany
- Precise Like a Swiss Watch: Semantic Precision in Marketing Communication - *Association for Consumer Research, October 2016* - Berlin, Germany
- Who Said Everyone Likes This Movie? How Tie Strength Impacts the Influence of Consensus Words on Product Perceptions - *Association for Consumer Research, October 2016* - New Orleans
- Why Your Next Project Should Use Automated Textual Analysis - *Association for Consumer Research, October 2016* - New Orleans
- Characteristics of Samples Recruited on Mturk, Qualtrics Panels and Facebook - *American Academy of Advertising, March 2015* - Chicago, IL
- The Moderating Role of Time in the Effects of Ad Repetition - *American Academy of Advertising, March 2015* - Chicago, IL
- Copper into Gold: Introduction to Marketing Analytics - *Emerson College, March 2015* - Boston
- The Moderating Role of Time in the Effects of Ad Repetition - *Emerson College, March 2015* - Boston
- Giving by the Bucket, Taking by the Grain: The Gap between Health Communicators and Consumers - *Society for Consumer Psychology International Conference, February 2015*

- The Effect of Phonetic Embodiment on Attitudes towards Brand Name - *Society for Consumer Psychology International Conference, February 2015*
- Liars! Marketing Analytics Through Computational and Experimental Methods - *Talk at Michigan State University, College of Communication, February 2015*
- Sounds Convey Metaphorical Meaning of Environmentally Friendly Products - *Association of Consumer Research International Conference, October 2014 - Baltimore, MD*
- Giving by the Bucket, Taking by the Grain: The Gap between Health Communicators and Consumers. - *Association of Consumer Research International Conference, October 2014 - Baltimore, MD*
- The Effect of Phonetic Embodiment on Attitudes towards Brand Names - *Special Session on Language at the Association of Consumer Research International Conference, October 2014 - Baltimore, MD*
- The Pragmatics of Strategic Communication - *Talk at the Summit of Contributors to Routledge Advances in Communication Series, April 2014 - UT Austin, Texas*
- Taste-Nestle: Phonetic Similarity in Brand Name Innovation - *American Association of Advertising International Conference, March 2014 - Atlanta, GA*
- Wii Will Rock You! Figurative Language in Consumer Reviews for Hedonic and Utilitarian Products. - *Special Session on Language at Association of Consumer Research International Conference, October 2013 - Chicago, IL*
- Linguistic Research in Marketing and Consumer Behavior. - *Lecture at MIS Seminar, School of Communication Arts and Sciences, September 2013 - Michigan State University*
- Say Cheese: Phonetic Embodiment in Brand Name Processing - *American Marketing Association International Conference, August 2013 - B*
- Vive La (Petite) Différence: The Signaling Effect of Numerical Precision in Green Advertising - *American Association of Advertising International Conference, April 2013 - Albuquerque, New Mexico.*
- Is The Devil In The Details? The Signaling Effect Of Numerical Precision In Environmental Advertising Claims - *American Marketing Association Winter Conference, February 2013 - Las Vegas*
- Vive La (Petite) Différence! Numerical Precision and Perceptions of a Company's Competence in Green Advertising - *The International Conference of the Society for Consumer Psychology, February 2013 - San-Antonio, Texas*
- Linguistic Research in Marketing and Consumer Behavior - *MIS Seminar, School of Communication Arts and Sciences,, November 2012*
- The Role of Relevance in the Paradox of Annoying but Effective Ads - *Association of Consumer Research International Conference, October 2012 - Vancouver, Canada*
- Self-Touch Effects in the Consumption of Experiential Products - *The Society for Consumer Psychology International Conference, February 2012 - Las Vegas*
- Go Green! Should Environmental Messages Be So Assertive? - *Talk at Long Island University, January 2012 - The School of Business, Marketing Department*
- Go Green! Should Environmental Messages Be So Assertive? - *Talk at Michigan State University, January 2012 - The School of Communication, Department of Advertising and PR*
- My Hands are Tied, My Lips are Sealed: Prevented Embodiment Limits Communicational Cooperativeness - *Association of Consumer Research International Conference, October 2011 - Saint Louis*
- Sometimes Consumers want to be Commanded - *Association of Consumer Research International Conference, October 2011 - Saint Louis*
- The Glance Effect: How Mere Glance at an Object Affects Decision Making - *Association of Consumer Research International Conference, October 2011 - Saint Louis*
- Nestle and Taste: The Effect of Phonetic Similarity in Brand Name Innovation - *Association of Consumer Research International Conference,, October 2011 - Saint Louis*
- Enjoy! It's Important! - *Talk at University of Arizona, October 2011 - The Eller School of Management, Marketing Department, Tucson*
- Enjoy! Assertive Language and Hedonic Consumption - *Talk at Sloan School of Management, September 2011 - MIT*
- The Effectiveness of Assertiveness in Hedonic Consumption - *The APA International Conference, Consumer Psychology Track, August 2011 - Washington, D.C*
- Oui to the Wii: The Affective Role of Figurative Language in Online WOM - *The Eastern Psychological Association International Conference, April 2011 - Boston, MA*
- Assertive Language in Environmental Campaigns - *Talk at Massachusetts University, March 2011 - Sloan School of Management, Marketing Department*
- My Hands Are Tied – My Lips Are Sealed: Embodiment and Communication Cooperativeness - *Talk at Sloan School of Management, Marketing Department, February 2011*
- . Green Requests: Assertive Language in Environmental Campaigns - *Association of Consumer Research International Conference, October 2010 - Jacksonville*
- Green Requests: Assertive Language in Environmental Campaigns - *Talk at Boston University, March 2010*

- Oui to the Wii: The Affective Role of Figurative Language in Online WOM - *Society for Consumer Psychology International Conference, February 2010* - Tampa, FL

## Selected Contracts, Fellowships, Grants and Sponsored Research

- USING MARKETING TECHNOLOGY TO FOSTER HEALTHY SLEEP HABITS (2022), *Grant - Donahue Center for Business Ethics & Social Responsibility*  
**Kronrod, A.** (Co-Principal), Zhang, Y. (Co-Principal), Alam, M. (Co-Investigator), Zhu, Y. (Co-Investigator)
- THE ROLE OF IMAGE AND FRAMING IN PROMOTING PROSOCIAL BEHAVIOR (2021), *Grant - Donahue Center for Business Ethics & Social Responsibility*  
**Kronrod, A.** (Co-Investigator), Li, Y. (Co-Investigator)
- How Can the Language on Social Networks Enhance Well-Being Before, During and After COVID-19 (2020), *Grant - Donahue Center for Business Ethics & Social Responsibility*  
**Kronrod, A.**
- It's Fun to Run – or is it Just a Pun? Detecting Signs of Enjoyment with Physical Activity and Food Choices through Computational Analysis of Figurative Language in Online Communication (2018), *Grant - UMass Lowell*  
**Kronrod, A.** (Co-Principal), Rumshisky, A. (Co-Principal), Thind, H.K. (Co-Investigator), Mangano, K. (Co-Investigator)
- Using a Pun to a Make Healthy Life Run: Exploring the Use of Figurative Language in Encouraging Healthier Behavior (2018), *Grant - Manning School of Business and the Zuckerberg College of Health Sciences*  
**Kronrod, A.** (Principal), Thind, H.K. (Co-Principal), Mangano, K. (Co-Principal)
- Employing Mobile Technology to Serve Low-Income Populations Better (2018), *Grant - Community Engagement Funds*  
**Kronrod, A.** (Principal)