

# Adam J. Book, MS, MBA

## Curriculum Vitae

PhD Candidate  
Consumer and Design Sciences  
College of Human Sciences  
Auburn University

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### EDUCATION

Date	Degree	Institution	Area
Summer 2025, expected	PhD	Auburn University <ul style="list-style-type: none"><li>Dissertation in progress: <i>The (uni)sex appeal of exterior automotive design</i></li><li>Advisor: Dr. Veena Chattaraman</li><li>GPA: 4.0</li></ul>	Consumer and Design Sciences
2016	MS	National Cheng Kung University <ul style="list-style-type: none"><li>Thesis: <i>Promoting independence and higher quality of life among the aged within a household setting through elderly-centric clothing design</i></li><li>Advisor: Dr. Wu Fong-Gong</li></ul>	Human Factors in Industrial Design
2011	MBA	DePaul University <ul style="list-style-type: none"><li><i>Graduated with Distinction</i></li></ul>	Marketing and Administration
2008	BS	Oral Roberts University	Marketing

### PROFESSIONAL EXPERIENCE

2025-Present	Lecturer: Global Studies; - Office of Global Education Auburn, AL <i>Auburn University</i>	Topical areas: Cultural intelligence, problem-based learning, design thinking, and professional development
2023-2024	Researcher: Design Psychology; Munich, Germany <i>BMW Group</i>	Research areas: Automotive aesthetics, interior and exterior form, emotional response, neuroaesthetics, experiential aesthetics  Conducted and guided data collection Instructed A.I. research methods

2021- 2023	Graduate Research Assistant; - Department of Consumer and Design Sciences - Office of Global Education Auburn, AL <i>Auburn University</i>	Research areas: A.I., healthy food selection, food access, text readability  Contributed toward: Literature review, survey design, stimuli development, participant recruitment, data collection, data analysis, interdepartmental collaboration
2018- 2021	Marketing Consultant; Sterling, IL <i>Able Element Design</i>	Market analysis, branding, marketing material development, web design, and SEO
2014- 2018	English Instructor; Tainan, Taiwan <i>David's English Center</i>	Public speaking seminars at Foxconn-Innolux, adult education, curriculum preparation, language instruction
2012- 2014	International Marketing Project Coordinator; Sterling, IL <i>Wahl Clipper Corporation</i>	Global product line management, new product development, international consumer research, focus groups
2010- 2011	English Instructor; Tainan, Taiwan <i>David's English Center</i>	Language instruction at FedEx, KPMG, Credit Suisse, and Hermès; cultural seminars; adult education

## COURSES TAUGHT AND ASSISTED

### Instructor of Record

2023 CADS 4700: Portfolio Development for Philanthropy and Nonprofit Studies

### TA

2022, GSHS 2000: Global Studies in Human Sciences  
2024

2022 GSHS 3000: Global Studies Lecture Series

2022 GSHS 3010: Professional Development

## RESEARCH SCHOLARSHIP

### Peer Reviewed Publications

2023 Chattaraman, V., Lee, Y. M., Robinson, E. M., **Book, A. J.**, & Al-Amin, F. (2023). The effects of social distance and front-of-package claims on healthy food selection: Moderating role of perceived importance of eating healthily. *Nutrients*, 15(15), Article 15. <https://doi.org/10.3390/nu15153427>

### Peer Reviewed Abstract Publications

- 2023      **Book, A.**, Wang, W., Chattaraman, V., Kerpelman, J., & Lee, Y. (2023). Effects of font size and color contrast in food packaging labels on perceived reading difficulty and consumer response. *Journal of the Academy of Nutrition and Dietetics*, 123(9), A61.
- 2023      Robinson, E., Lee, Y., **Book, A.**, & Chattaraman, V. (2023). Does the perceived importance of healthy eating affect decision making for healthy foods for self and children? *Journal of the Academy of Nutrition and Dietetics*, 123(9), A27.
- 2022      Lee, Y., Chattaraman, V., Robinson, E., & **Book, A.** (2022). The effects of social distance and food packaging claims on healthy food selection. *Journal of the Academy of Nutrition and Dietetics*, 122(10), A109. <https://doi.org/10.1016/j.jand.2022.08.069>

### Peer Reviewed Presentations and Posters

- 2023      **Book, A. J.**, Thornton, K., Hsu, Y.-W., Tennant, M. (2023, June 9). What can TikTok reveal about hunger experiences in the United States? A grounded theory approach. AMA Marketing + Public Policy Conference, Arlington, VA
- 2022      Elliot, M., **Book, A. J.** (2022, June 10). Addressing Human Trafficking through Ethical Tourism: A Case Study on Community Development. 2022 AMA Marketing + Public Policy Conference, Austin, TX
- 2022      Thornton, M. K., **Book, A. J.**, & Hinkle, W. (2022, March 17). Food Insecurity: What Can TikTok Reveal About Hunger in the American Condition? Universities Fighting World Hunger Summit 2022, Auburn, AL
- 2015      **Book, A.** (2015, November 3). Promoting Independence and Higher Quality of Life among the Aged within a Household Setting through Elderly-Centric Clothing Design. IASDR 2015 Congress, Brisbane, Australia.

### Book Chapters

- 2019      Lu, H.-C., Wu, F.-G., Yang, W.-Y., & **Book, A.** (2019). The clothing design for the elderly care. In M. Kurosu (Ed.), *Human-Computer Interaction. Design Practice in Contemporary Societies* (pp. 33–46). Springer International Publishing. [https://doi.org/10.1007/978-3-030-22636-7\\_3](https://doi.org/10.1007/978-3-030-22636-7_3)
- 2017      Yang, W.-Y., Wu, F.-G., & **Book, A.** (2017). A New Elderly Clothing Design Reduces Nurse Aides' Occupational Injury in Nursing Homes. In V. G. Duffy & N. Lightner (Eds.), *Advances in Human Factors and Ergonomics in Healthcare* (pp. 49–59). Springer International Publishing. [https://doi.org/10.1007/978-3-319-41652-6\\_5](https://doi.org/10.1007/978-3-319-41652-6_5)

### Non-Peer Reviewed Presentations

- 2023      **Book, A. J.**, Wang, W., Chattaraman, V., Kerpelman, J., Lee, Y. M. (2023, March 28). Food label readability: Examining the effects of font size and color contrast on reading experience and behavior. Auburn Student Research Symposium, Auburn University.
- 2022      Elliot, M., **Book, A. J.** (2022, March 21). Confronting human exploitation through ethical tourism: A case study on community development in rural Nepal. 2022 College of Human Sciences Graduate Student Research Symposium, Auburn, AL
- 2022      **Book, A. J.**, Robinson, E., Chattaraman, V., Lee, Y. M. (2022, March 21). The effects of social distance and message claims on healthy food selection. 2022 College of Human Sciences Graduate Student Research Symposium, Auburn, AL

### Funded Research

- 2022      Chattaraman, V. (PI at AU), Kerpelman, J., Lee, Y. M., Wang, W., **Book, A. J.** (2022). *Private Donor Support with matching funds*, “Systematic Validation of the Typographic Readability Index,” \$15,000 –Total, \$14,000 – AU, PI.

### Papers in Progress and Under Review

**Book, A. J.**, Hossain, M. A., & Chattaraman, V. (Manuscript in progress). Can advertising drive the EV pickup truck market? The effects of pickup truck owner regulatory focus with ad focus on EV pickup truck purchase intent and attitude.

**Book, A. J.**, & Mocanu, G. (Manuscript in progress). International graduate students' experiences with the U.S. healthcare system.

**Book, A. J.**, Thornton, M. K., Tennant, M. L., Hsu, Y.-W., Tedesco, S., Hinkle, W., & Cassas, F. (Manuscript under review). Growing up hungry in the United States: Using TikTok to gain insights into food insecurity.

Chattaraman, V., Lee, Y. M., Robinson, E., **Book, A.**, & Al-Amin, F. (Manuscript under review). Empowering healthy food choice: Efficacy of health promotion vs. Disease prevention social marketing interventions in an online study.

### ACADEMIC AND RESEARCH DEVELOPMENT

- 2025      Copilot General Training, Auburn University
- 2025      Introduction to AI and Microsoft Copilot Training
- 2024      Machine Learning for Social Science Research
- 2024      Generative AI in Writing: Benefits, Challenges, and Responsible Use

2024 NVivo Software Workshop  
2024 Best Practices for Research Excellence Workshop  
2022 IRB Panel Discussion for Human Subjects Research

### SERVICE TO PROFESSION

2025 College of Human Sciences Award Committee  
2024-2025 College of Human Sciences: Strategic Planning Committee Member  
2024 Guest lecturer: *Zotero Reference Management*, Survey of Consumer and Design Sciences CADS 7060  
2024 Guest lecturer: *Zotero Reference Management*, Protocol for Graduate Study CADS 7040  
2024 Guest presenter: *Experiences Working in the Automotive Design Industry*, Advanced Product Design INDD 4110  
2024 Guest lecturer: *Academics to Industry* in course, Aesthetics Theory CADS 7200  
2023-2024 Mentor: Student Research & Professional Development  
2022 Panelist: *Living and Working Abroad* in course, Global Education GSHS 3010  
2022 Mentor: International Study & Cultural Adaptation, Taiwan

### INVOLVMENT

2025 TIGER Tech Leaders, Innovation Discovery and Sharing Group  
2021-2025 Taiwan Student Association

### AWARDS

2024 Outstanding Doctoral Student: Auburn University  
2023 College Award for Graduate Student Poster Presentation, Auburn University  
2022 3-Minute Thesis Finalist, Auburn University  
2015 MIT Media Lab Competition Finalist  
2015 Best in Class Design, Creative Product Design  
2015 Best in Class Design, Modeling

### SOFTWARE

Adobe Creative Suite	Llama, Claude, Copilot, GPT
Affinity Suite	Mailchimp, Survey Monkey
Excel and Microsoft Office	Qualtrics
Figma	SolidWorks
Google Analytics	SPSS, Jamovi
Instructure Canvas	WordPress
iThenticate	Zotero

### TEACHING INTERESTS

Consumer Research  
Marketing  
Brand Management  
Creative & Design Thinking

Aesthetics  
Human Centered Design  
Professional Portfolio Development  
Principles of Design, Drawing

## **RESEARCH INTERESTS**

Consumer Behavior  
Aesthetics, Automotive Aesthetics  
Human-Centered Design, User Experience  
Branding

Cultural Intelligence, Cultural Influence  
Emotional Design  
Sustainable Transportation  
Public Health Systems