

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

PROFESSIONAL EXPERIENCE

2023- 2024	Researcher: Design Psychology; Munich, Germany <i>BMW Group</i>	9-month term; internship patterned. Research areas: Automotive aesthetics, interior and exterior form, emotional response, neuroaesthetics, experiential aesthetics
2021- 2023	Graduate Research Assistant; 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, 2024 GSHS 2000: Global Studies in Human Sciences

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.

Peer Reviewed Abstract Publications

- 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
- 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

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

Book, A. J., Hossain, M. D. 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. Journal TBD.

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

Thornton, M. K., Tennant, M., **Book, A. J.**, Tedesco, S., & Hinkle, W. (Manuscript in progress). Food insecurity: What can TikTok reveal about hunger in the American condition? Journal TBD.

ACADEMIC AND RESEARCH DEVELOPMENT

- 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

- 2024 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

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
- Affinity Suite
- Excel and Microsoft Office
- SolidWorks
- SPSS, Jamovi
- Qualtrics
- Google Analytics
- Mailchimp, Survey Monkey
- WordPress
- 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
- Emotional Design
- Branding
- Cultural Intelligence
- Cultural Influence
- User Experience
- Sustainable Transportation
- Public Health Systems