

## **MARGARET C. CAMPBELL, Ph.D.**

School of Business & A. Gary Anderson Graduation School of Management  
University of California Riverside  
Riverside, CA 92521  
margaret.campbell@ucr.edu

### **EDUCATION**

Ph.D., Business	Stanford University, 1992
A.B., Psychology & Economics	Stanford University, 1985
With Honors and Distinction	Stanford Abroad, Tours, France, 1983
Phi Beta Kappa, 1984	

### **ACADEMIC POSITIONS**

Associate Dean for Academic Affairs and Department Chair      Sept 1, 2022 - present  
School of Business & A. Gary Anderson Graduation School of Management  
University of California Riverside

The Anderson Presidential Chair in Business Administration  
and Professor of Marketing      July 1, 2021 - present  
School of Business & A. Gary Anderson Graduation School of Management  
University of California Riverside

Provost Professor of Marketing      2017 – 2021  
Leeds School of Business  
University of Colorado at Boulder, Boulder, CO

Visiting Research Scholar  
Stanford Graduate School of Business      January 2017 – April 2017  
Rady School of Business, UCSD      April 2017 – June 2017

Interim Associate Dean for Graduate Programs      August 2016 – Jan 2017  
Leeds School of Business  
University of Colorado at Boulder, Boulder, CO

Associate Dean for Strategic Initiatives      2015 – August 2016  
Leeds School of Business  
University of Colorado at Boulder, Boulder, CO

Professor of Marketing Leeds School of Business University of Colorado at Boulder, Boulder, CO	2012 – 2017
Associate Professor of Marketing Leeds School of Business University of Colorado at Boulder, Boulder, CO	2004 – 2012
Visiting Professor of Marketing INSEAD, Fontainebleau, France	2007
Assistant Professor of Marketing Leeds School of Business University of Colorado at Boulder, Boulder, CO	2000 - 2004
Assistant Professor of Marketing Anderson Graduate School of Management UCLA, Los Angeles, CA	1991 - 2000

### HONORS & AWARDS

Fellows Award for Outstanding and Unusual Contributions to Consumer Psychology, the Society for Consumer Psychology's Highest Honor, March 2024.

Outstanding Member of the ERB Award, *International Journal of Research in Marketing*, May 2023.

Blue Ribbon Panel, American Marketing Association John Howard Dissertation Award, 2022.

Transformative Consumer Research ACR grant, "Children's Health Knowledge," October, 2020.

C.W. Park Award for Outstanding Contribution to the *Journal of Consumer Psychology*, Honorable Mention, March 2019, Campbell, Margaret C., Kenneth C. Manning, Bridget Leonard, and Hannah M. Manning (2016), "Kids, Cartoons, and Cookies: Stereotype Priming Effects on Children's Food Consumption," *Journal of Consumer Psychology*, 26 (April), 257-64.

Editor, *Journal of Consumer Research*. January 2018 – March 31, 2021

Distinguished Scholar, Chinese University of Hong Kong, 2018

Beta Gamma Sigma

- Inducted 2018
- Chapter Secretary, 2019 – present.

*Journal of Consumer Research* 2017 Best Article Award, Honorable Mention: Warren and Campbell (2014), "What Makes Things Cool? How Autonomy Influences Perceived Coolness."

Presidential Address, Association for Consumer Research, 2017.

Elected President of the Association for Consumer Research, 2015 (three-year term 2016-2018)

My doctoral student, Caleb Warren, won the 2015 Ferber Award (best paper based on a dissertation), for our paper: Warren, Caleb and Margaret C. Campbell (2014), "What Makes Things Cool? How Autonomy Influences Perceived Coolness," *Journal of Consumer Research*, 41 (August), 543-63.

Co-Chair, La Londe Conference on Consumer Behavior, France, 2015

Fellow, Excellence in Leadership, University Leadership Development Institute, 2013-14

*Journal of Marketing* Outstanding Reviewer Award, 2013

Early Career Award Judge (one of three), Association for Consumer Research 2012

Association for Consumer Research Transformative Consumer Research Grant, 2011

Faculty Fellow, AMA Sheth Foundation Doctoral Consortium, 2010, 2013, 2016, 2017, 2019, 2022

Sterling-Rice Research Grant, 2010, 2011, 2013

Leeds School Learning and Teaching Excellence Grant Teaching Pod, 2010-11

Marketing & Public Policy Research Workshop Faculty, 2010

Association for Consumer Research North American Conference Co-chair, 2009

Frascona Teaching Excellence Award Nominee, 2009, 2019

Association for Consumer Research Doctoral Symposium Co-chair, 2008

*Journal of Consumer Research* Outstanding Reviewer Award, 2006

Fulbright Award Nominee, 2006

ACR Doctoral Symposium Faculty, 2004, 2007, 2012, 2013, 2014, 2015

Best Paper Award, "Brand Familiarity and the Onset of Advertising Wearout," with Kevin Lane Keller, International Research Seminar on Marketing Communications and Consumer Behavior, The La Londe Seminar, France, 2001

Highly Commended Award, "Why Did You Do That?: The Importance of Inferred Motive in Perceptions of Price Fairness," *The Journal of Product & Brand Management: Pricing Strategy & Practice*, Literati Club, 2000

UCLA Faculty Career Development Award, 1995

Visiting Professor Program Award, Advertising Education Foundation, 1994

UCLA Academic Senate Grant for Research, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999

American Academy of Advertising Research Fellowship, 1991

American Marketing Association Doctoral Consortium Fellow, 1990

Stanford Graduate School of Business Merit Scholar, 1988

Phi Beta Kappa, initiated 1984

## **PUBLICATIONS**

### **Journal Articles**

Huang: Szu-chi, Melanie S. Brucks, Jaehwan Song, and Margaret C. Campbell, "Beyond Achievement: Transformation Mindset Enhances Authenticity after Goal Success," (forthcoming), *Motivation Science*.

- Wang, Shane, Joseph Ryoo, Margaret C. Campbell and J. Jeffrey Inman (2024), "Unraveling Impact: Exploring Effects of Novelty in Top Consumer Research Journals," *Journal of Consumer Research*, 51 (June), 169-179).
- Campbell, Margaret C., and Linda L. Price (2021), "Three Themes for the Future of Brands in a Changing Consumer Marketplace," *Journal of Consumer Research*, 48 (December), 517-526.
- Campbell, Margaret C., J. Jeffrey Inman, Amna Kirmani, Linda Price (2020), "In Times of Trouble: A Framework for Understanding Consumers' Responses to Threats," *Journal of Consumer Research*, 47 (October), 311-326. 10.1093/jcr/ucaa036
- Leonard, Bridget, Margaret C. Campbell, and Kenneth Manning (2019), "Kids, Caregivers and Cartoons: The Impact of Licensed Characters on Food Choices and Consumption," *Journal of Public Policy & Marketing*, 38(2): 214-231.  
<https://doi.org/10.1177/0743915619827919>
- Campbell, Margaret C. and Karen Page Winterich (2018), "A Framework for the Consumer Psychology of Morality in the Marketplace," *Journal of Consumer Psychology* (April), 167-179.
- J. Jeffrey Inman, Margaret C. Campbell, Amna Kirmani, Linda Price (2018), "Our Vision for the Journal of Consumer Research: It's All About the Consumer," editorial, *Journal of Consumer Research*, 44 (February), 955-959. <https://doi.org/10.1093/jcr/ucx123>
- Albuquerque, Paulo, Merrie Brucks, Margaret C. Campbell, Kara Chan, Michal Maimaran, Anna R. McAlister, Sophie Nicklaus (2017), "Persuading Children: A Framework for Understanding Long-Lasting Influences on Children's Food Choices" *Customer Needs and Solutions*, November, 1-13. doi:10.1007/s40547-017-0083-x.
- Campbell, Margaret C., Kenneth C. Manning, Bridget Leonard, and Hannah M. Manning (2016), "Kids, Cartoons, and Cookies: Stereotype Priming Effects on Children's Food Consumption," *Journal of Consumer Psychology*, 26 (April), 257-64. Doi: [10.1016/j.jcps.2015.06.003](https://doi.org/10.1016/j.jcps.2015.06.003)
- C.W. Park Award for Outstanding Contribution to the Journal of Consumer Psychology, Honorable Mention, March 2019*
- Campbell, Margaret C. and Caleb Warren (2015), "The Progress Bias in Goal Pursuit: When One Step Forward Seems Larger than One Step Back," *Journal of Consumer Research*, 41 (February), 1316-31.

Warren, Caleb and Margaret C. Campbell (2014), "What Makes Things Cool? How Autonomy Influences Perceived Coolness," *Journal of Consumer Research*, 41 (August), 543-63.

*Journal of Consumer Research 2017 Best Article Award*

*Winner: Ferber Award for the Best Dissertation Article in 2014, Honorable Mention*

Campbell, Margaret C., Gina S. Mohr, and Peeter W.J. Verlegh (2013), "Can Disclosures Lead Consumers to Resist Covert Persuasion? The Important Roles of Disclosure Timing and Type of Response," *Journal of Consumer Psychology*, 23 (October), 483-95.

<http://dx.doi.org/10.1016/j.jcps.2012.10.012> .

Campbell, Margaret C., and Caleb Warren (2012), "A Risk of Meaning Transfer: Are Negative Associations More Likely to Transfer than Positive Associations?" *Social Influence*, 7 (July), 172-92; DOI:10.1080/15534510.2012.663740.

Jhang, Ji Hoon, Susan Jung Grant, and Margaret C. Campbell (2012), "Get it? Got it. Good! Enhancing New Product Acceptance by Facilitating Resolution of Extreme Incongruity," *Journal of Marketing Research*, 49 (April), 247-59.

Campbell, Margaret C. and Gina S. Mohr (2011), "Seeing is Eating: How and When Activation of a Negative Stereotype Increases Stereotype-Conducive Behavior," *Journal of Consumer Research*, 38 (October), 431-444.

Van Boven, Leaf, Margaret C. Campbell, and Thomas Gilovich (2010), "Stigmatizing Materialism: On Stereotypes and Impressions of Materialistic and Experiential Pursuits," *Personality and Social Psychology Bulletin*, 36(4), 551-563.

Campbell, Margaret C. (2007), "Says Who?!: How the Source of Price Information and the Direction of Price Change Influence Perceptions of Price Fairness," *Journal of Marketing Research*, (May), 261-271.

Van Osselaer, Stijn M. J., Suresh Ramanathan, Margaret C. Campbell, et al., (2005), "Choice Based on Goals," *Marketing Letters*, 335-346.

Kirmani, Amna, and Margaret C. Campbell (2004), "Persuasion Sentry and Goal Seeker: How Consumer Targets Respond to Interpersonal Marketing Persuasion," *Journal of Consumer Research* (December), 573-582.

Campbell, Margaret C. and Kevin Lane Keller (2003), "Brand Familiarity and Advertising Repetition Effects," *Journal of Consumer Research*, 30 (September), 292-304.

Campbell, Margaret C., and Ronald C. Goodstein (2001), "The Moderating Effect of Perceived Risk on Consumers' Evaluations of Product Incongruity: Preference for the Norm," *Journal of Consumer Research*, 28 (December), 439-449.

Campbell, Margaret C., and Amna Kirmani (2000), "Consumers' Use of Persuasion Knowledge: The Effects of Accessibility and Cognitive Capacity on Perceptions of an Influence Agent," *Journal of Consumer Research*, 27 (June), 69-83.

*Most Impactful Article of the Year 2000, Journal of Consumer Research, 40<sup>th</sup> Anniversary Special Issue.*

Campbell, Margaret C. (1999), "Perceptions of Price Unfairness: Antecedents and Consequences," *Journal of Marketing Research*, 36 (May), 187-199.

Campbell, Margaret C. (1999), "Why Did You Do That?: The Important Role of Inferred Motive in Perceptions of Price Fairness," *Journal of Product & Brand Management featuring Pricing Strategy & Practice*, 8 (2), 145-152.

*Highly Commended Award, Journal of Product & Brand Management.*

Campbell, Margaret C. (1995), "When Attention-Getting Tactics Elicit Consumer Inferences of Manipulative Intent: The Importance of Balancing Benefits and Investments," *Journal of Consumer Psychology*, 4 (3), 225-254.

### **Book Chapters**

Kirmani, Amna and Margaret C. Campbell, "Taking the Consumers' Perspective: The Persuasion Knowledge Model," (2009), in *Frontiers in Social Psychology*, ed. Michaela Wanke, Psychology Press.

Campbell, Margaret C. and Amna Kirmani, "I Know What You're Doing and Why You're Doing It: The Use of the Persuasion Knowledge Model in Consumer Research," (2008), *The Handbook of Consumer Psychology*, in Curtis P. Haugtvedt, Paul Herr, and Frank Kardes, (eds.), Lawrence Erlbaum, NJ, pp. 549-571.

### **Proceedings**

Campbell, Margaret C. (2017), "Consumer Research Contribution: Love It or Leave It," in Ayelet Gneezy, Vlad Griskevicious, and Patti Williams (eds.), San Diego, CA *Advances in Consumer Research*, Vol. 44, 1-5.

Warren, Caleb and Margaret C. Campbell (2011), "What Makes Things Cool? How Autonomy Influences Perceptions of Coolness," in Darren Dahl, Gita Johar, and Stijn van Ossleer (eds.), Duluth, MN: *Advances in Consumer Research*, Vol. 38.

Campbell, Margaret C., Gina S. Mohr and Peeter Verlegh (2007), "Examining Effects of

Product Placement and Sponsorship Disclosure: A Flexible Correction Approach,” in *Proceedings of the 34th International La Londe Research Conference in Marketing*, Aix-en-Provence: IAE Aix Graduate School of Management.

Campbell, Margaret C. and Kevin Lane Keller (2001), “Brand Familiarity and the Onset of Advertising Wearout,” in *Proceedings of the Fourth International Research Seminar on Marketing Communications and Consumer Behavior*, eds. C. Derbaix, L. Kahle, D. Merunka, A. Strazzieri, 101-110. **Best Paper Award.**

Campbell, Margaret C. and Amna Kirmani, (1999) “Implicit Theories about Influence Agents: Factors that Affect the Activation and Correction of Persuasion Stereotypes,” in *Society for Consumer Psychology 1999 Winter Conference Proceedings*, eds. M. Viswanathan, L. Compeau, and M. Hastak, 48-50 (session summary).

Campbell, Margaret C. and Ronald C. Goodstein (1997), “The Moderating Effect of Risk on Evaluations of Moderately Incongruent Stimuli,” in *Society for Consumer Psychology 1997 Winter Conference Proceedings*, eds. C. Pechmann and S. Ratneshwar, 81-84.

Campbell, Margaret C. and Jennifer L. Aaker (1996), “The Role of Role in Consumers’ Responses to Advertising, Sales, and Service Interactions,” in Kim P. Corfman and John G. Lynch, Jr. (eds.) *Advances in Consumer Research*, Vol. 23, 157 (session summary).

Campbell, Margaret C. and Jaideep Sengupta (1994), “Comparative Advertising: The Moderating Effects of Involvement and Market Share,” in *Marketing Theory and Applications*, AMA Winter Educators’ Conference Proceedings, eds. C. Whan Park and Daniel C. Smith, Vol. 5, 292-296.

## **Books**

Campbell, Margaret C., J. Jeffrey Iman, and Rik Pieters (Eds.) (2010), *Advances in Consumer Research*, Volume 27. Duluth, MN: Association for Consumer Research.

## **Article for Executives**

Campbell, Margaret C. and Caleb Warren (2015), “What Makes a Brand Cool?” in *Insight/Branding & Communications*, *CMO.com*, August 12, 2015.  
<http://www.cmo.com/articles/2015/8/4/what-makes-brands-cool.html>

Campbell, Margaret C. (2002), “Building Brand Equity,” *International Journal of Medical Marketing*, (May), 208-218.

## **Other**

Campbell, Margaret C., (2011), "Commentary," in *Legends in Marketing: Kent B. Monroe*, Vol. 4, Sage Publications.

Contributor: *Dictionary of Marketing Terms* (1995), ed. Peter D. Bennett, Chicago: American Marketing Association.

## **WORKING PAPERS**

Vock, Marlene, Adrian F. Ward, Margaret C. Campbell, "When Buffers Backfire: Corporate Social Responsibility Reputation and Consumer Response to Corporate Ethical Transgressions," under review

Jones, Sharaya and Margaret C. Campbell, "When and Why Making Unilateral Decisions for Joint Consumption Elicits Anxiety," under review

Stuppy, Anika, Femke van Horen and Margaret C. Campbell, "Thou Shalt Not Copy: When and Why Copycats Trigger Moral Concern," preparing for submission

Campbell, Margaret C., Erin Percival Carter and Justin Pomerance, "How Concern for Others Influences Perceptions of Price Fairness," preparing revision for *Journal of Consumer Research*.

Campbell, Margaret C., Justin Pomerance, and Caleb Warren, "If at First You Don't Succeed, Try Another Strategy: How Regulatory Focus and the Progress Bias Impact Means Switching," preparing for submission.

Campbell, Margaret C., Justin Pomerance, and Caleb Warren, "Do Large Environmental Changes Impact Consumers' Goal Orientation? The Case of the COVID-19 Pandemic," preparing for submission.

## **ACADEMIC PRESENTATIONS**

### **Invited Talks**

April 2024                      Developmental Insights into Consumer Behavior, Symposium at Stony Brook University, NY.

April 2023                      Vanderbilt Marketing Camp, Nashville, TN.

April 2022	University of California Riverside, Department of Social and Personality Psychology
March 2021	Marketing with Purpose International Colloquium, Fundacao Amelia de Mello and NOVA School of Business and Economics, Portugal
February 2021	University of Texas, Austin
March 2020	University of California, Riverside
February 2020	Arizona State University
December 2019	Marketing in Israel Conference, Jerusalem and Tel Aviv, Israel
November 2019	University of California, Riverside
May 2019	IESEG, France
April 2019	Carlson School of Management Marketing Camp, University of Minnesota
January 2019	Judgment and Decision-Making Winter Symposium, Utah
November 2018	Darden School of Business Marketing Department Research Camp, University of Virginia
September 2018	University of Boston
September 2018	Boston College
May 2018	Johns Hopkins University
May 2018	Washington University, Olin Business School
April 2018	University of Southern California, Marshall School of Business
April 2018	Baruch College, Zicklin School of Business
April 2018	University of Kentucky
January 2018	Chinese University of Hong Kong
November 2017	Rotman School of Management, University of Toronto
October 2017	Presidential Address, Association for Consumer Research

September 2017	Eccles School of Business, University of Utah
June 2017	The Kellogg-UIC Conference on Children's Well-Being and Happiness, Invited Talk and Panel
May 2017	Rady School of Business, UCSD
April 2017	National University of Singapore
February 2017	Stanford Graduate School of Business, Stanford, CA.
January 2017 PA	University of Pittsburgh Katz Sheth Marketing Camp, Seven Springs,
February 2016	Payne Symposium, University of Arizona, Tucson, AZ
November 2015	Texas A&M, College Station, TX
April 2015	Ross School of Business, University of Michigan, Ann Arbor, MI
June 2014	IE Business School, Madrid, Spain
May 2014	Columbia Marketing Camp, NY
Feb 2014 WA	2 talks, University of Washington, Foster School of Business, Seattle,
January 2014	The Ohio State University Marketing Camp, Columbus, OH
April 2013	Research Camp, Smith School of Business, University of Maryland
February 2013	Georgetown University
April 2011	2 talks, Washington State University, invited visiting scholar
March 2011	Bocconi University, STAR Seminar speaker, Milan, Italy
November 2010	University of Washington Foster School of Business
September 2010	Tilburg University, Tilburg, the Netherlands
April 2010	Robert J. Trulaske, Sr. College of Business, University of Missouri
March 2010	The Rady School, UCSD

April 2009 Canada	Richard Ivey School of Business, The University of Western Ontario,
May 2008	2008 Marketing Retreat, University of Alberta, Edmonton, Canada
March 2007	HEC Paris, France
March 2007	University of Tilburg, Tilburg, Netherlands
February 2007	INSEAD, Fontainebleau, France
November 2006 Oregon	Edwin E. & June Woldt Cone Distinguished Speaker, University of
May 2005	University of Illinois Pricing Camp
March 2004	University of Chicago, GSB, Chicago, IL
December 2004	Rotterdam School of Management, Rotterdam, The Netherlands
May 2003	Tuck School of Business, Dartmouth College
May 2003	University of Illinois Pricing Camp
November 1999	San Diego State University
October 1999	University of Colorado Boulder
June 1999	University of Miami
January 1999	UCLA Marketing Camp, Santa Monica, CA
September 1997	Pricing Camp, University of Illinois
January 1996	University of Southern California
December 1995	California State University at Northridge
April 1995 Institute	Behavioral Perspectives on Pricing Conference, Marketing Science
June 1994 Conference	The University of Southern California, UC Irvine, UCLA Research

May 1994                      University of Washington Marketing Seminar Series

Fall 1990                      Columbia, INSEAD, Michigan, NYU, UCLA, USC

### **Invited Presentations and Workshops**

Distinguished Faculty, AMA-Sheth Foundation Doctoral Consortium, Oslo, Norway, June 2023

Guest Lecturer, Consumer Psychology Doctoral Seminar, Stanford Graduate School of Business, October 2022

Faculty facilitator, Building the Field We Want, ACR-Sheth Doctoral Symposium, Denver, CO, October 2022

Presenter, Enhancing Consumer Well-Being, AMA-Sheth Foundation Doctoral Consortium, Austin, TX, June 2022

Conducted Author Development Workshop, European Marketing Association Conference (EMAC), June 2020.

American Marketing Association Summer Academic Conference, Chicago, August 2019.

American Marketing Association Consumer Behavior Special Interest Group, Bern, Switzerland, July 2019.

AMA Sheth Foundation Doctoral Consortium, NYU, June 2019.

Global Marketing Conference at Tokyo, July 2018.

European Marketing Association Conference (EMAC), May 2018.

Marketing Science Institute, November 2017.

AMA Sheth Foundation Doctoral Consortium invited presentation in session on "Research Frontiers," University of Iowa, June 2017.

AMA Sheth Foundation Doctoral Consortium invited panelist, "Pursuing Effective Scholarship," and session chair, "Insights from our Journal Editors," Notre Dame School of Business, June 2016.

AMA Sheth Foundation Doctoral Consortium session chair, "Insights from our Journal Editors," Notre Dame School of Business, June 2016.

Association for Consumer Research Doctoral Symposium, "Generating Good Ideas," invited panelist, New Orleans, LA, October 2015.

Association for Consumer Research Doctoral Symposium invited panelist, "Looking Back: What I am Glad I did and What I Wish I Hadn't," October 2013.

AMA Sheth Foundation Doctoral Consortium invited panelist and session chair, "Frontiers in Research," Ross School of Business, Michigan, June 2013.

University of Washington Foster School of Business PhD Seminar, invited speaker, "Categorization Research in Consumer Behavior," November 2010.

Marketing and Public Policy Research Workshop, invited workshop faculty, "Seeing is Eating: How and When Exposure to Overweight Others Leads to Increased Eating," May 2010.

Association for Consumer Research Conference Ph.D. Symposium, Invited speaker and panel discussant, "You Can't Have it All...At Least not All at the Same Time," Memphis, TN, October 2007.

Association for Consumer Research Conference, "Self Awareness and Regulation," invited discussant, Atlanta, GA, October 2002.

Association for Consumer Research Conference Doctoral Symposium, invited speaker and session chair, Austin, TX, October 2001.

"Brand Maturity and the Effectiveness of Advertising Tactics," American Marketing Association Summer Educators' Conference, Boston, MA, August 1998.

Marketing Science Institute Conference on Leveraging and Growing Mature Brands, "Advertising Effectiveness for Mature Brands," Chicago, IL, December 1997.

### **Conference Presentations (Refereed, Competitive Acceptance)**

"Unraveling Impact: Exploring Effects of Novelty in Top Consumer Research Journals," Society for Consumer Psychology, Nashville, TN, March 2024.

"Unraveling Impact: Exploring Effects of Novelty in Top Consumer Research Journals," Association for Consumer Research, Seattle, WA, October 2023.

"Painful Prices: A Moral Harm Approach to Price Fairness," La Londe Conference, France, May/June 2023.

"New Insights and New Opportunities: Understanding the Landscape of Child Consumer

Behavior,” Roundtable panelist, Association for Consumer Research, Denver, CO, October 2022.

“Moderating the Progress Bias: The Role of Regulatory Focus,” with Justin Pomerance and Caleb Warren, Society for Consumer Psychology, San Francisco, CA, February 2017.

“No Harm, No Foul: The Role of Inferred Harm in Perceptions of Price Fairness Under Price Maintenance,” with Erin Percival Carter, Association for Consumer Research, Baltimore, MD, October 2014.

“The Attainment Effect in Goal Monitoring: When One Step Forward Seems Larger than One Step Back,” with Caleb Warren, La Londe International Research Conference, France, May 2013.

“What Makes Things Cool? The Role of Bounded Autonomy,” with Caleb Warren, La Londe International Research Conference, France, May 2013.

“The Impact of Licensed Cartoon Characters on Children’s Eating Choices,” with Bridget Leonard and Kenneth Manning, Association for Consumer Research Conference, Vancouver, Canada, October 2012.

“Effect of Character Weight and Health Knowledge on Children’s Eating,” with Bridget Leonard, Kenneth Manning, and Hannah Manning, Association for Consumer Research Conference, St. Louis, MO, October 2011.

“Goal Monitoring: Does One Step Forward Seem Larger than One Step Back?” with Caleb Warren, Association for Consumer Research Conference, St. Louis, MO, October 2011.

“What Makes Things Cool? How Autonomy Influences Perceptions of Coolness,” with Caleb Warren, Association for Consumer Research Conference, Jacksonville, FL, October 2010.

“Effects of Priming on Instrumental Behaviors,” with Gina Slejko, Association for Consumer Research Conference, Pittsburgh, PA, October 2009.

“Can Consumers Correct for Subtle Persuasion? Brand Placement Effects and the Roles of Disclosure Information and Timing,” Marketing and Public Policy Conference, Washington, D.C. May 2009.

“Stigmatizing Materialism: On Stereotypes and Impressions of Materialistic versus Experiential Consumers,” Association for Consumer Research Conference, San Francisco, CA, October 2008.

“Malfeasant Materialism? Whether, When and Why Materialism is Costly to Consumer Well-being,” Van Boven, L., Campbell, M., & Gilovich, T. Paper presented in a special session chaired by Leaf Van Boven and Leonardo Nicolao, Society for Consumer

Psychology, New Orleans, LA, February 2008.

“The Role of Inferences of Impact on Perceptions of Price (Un)Fairness, Association for Consumer Research Conference, Memphis, TN, October 2007.

“What Do You Think? The Role Of Others’ Opinions In The Marketplace,” Discussant, Association for Consumer Research Conference, Memphis, TN, October 2007.

“Transferring Meaning from Cultural Entities to Brands,” poster presentation with Caleb Warren, Association for Consumer Research Conference, Memphis, TN, October 2007.

“Benefit of Doubt or Betrayal? The Effect of Priors and Reasons on Response to Price Increases,” with Priya Raghurir, Association for Consumer Research Conference, San Antonio, TX, September 2005.

“Fortification or Trojan Horse: The Impact of Warnings on the Effectiveness of Product Placements,” with Peeter W. J. Verlegh and Gina E. Slejko, Association for Consumer Research Conference, San Antonio, TX, September 2005.

“Benefit of Doubt or Betrayal? The Effect of Priors and Reasons on Response to Price Increases,” with Priya Raghurir, Society for Consumer Psychology Conference, St. Petersburg, FL, February 2005.

“Who Says? The Role of Source and Affect on Consumers’ Perceptions of Price Fairness,” INFORMS, Denver, CO, October 2004.

“The Many Routes to Price Unfairness Perceptions,” discussant, Association for Consumer Research Conference, Portland, OR, October 2004.

“Consumer Reactions to Marketing Practices: Skepticism, Suspicion, and Payback,” discussant, Association for Consumer Research Conference, Toronto, Canada, October 2003.

“Who Says?’: How Source Influences Consumers’ Inferences and Perceptions of Price Fairness,” Association for Consumer Research Conference, Atlanta, GA, October 2002.

“That’s Just Not Fair and it Makes Me Mad: Emotions Generated by Agents’ Use of Unfair Persuasion Tactics,” Association for Consumer Research Conference, Atlanta, GA, October 2002.

“So I Said...’: A Target Response Framework,” Association for Consumer Research Conference, Austin, TX, October 2001.

- “Brand Familiarity and the Onset of Advertising Wearout,” Fourth International Research Seminar on Marketing Communications and Consumer Behavior, La Londe sur Mer, France, June 2001.
- “Cognitive Capacity Constraints and the Use of Persuasion Knowledge to Evaluate an Influence Agent,” Society for Consumer Psychology Conference, St. Petersburg, FL, February 1999.
- “Are Categories Stable? The Effects of Packaging and Social Risk on Product Categorization and Evaluations,” with Ronald C. Goodstein, Association for Consumer Research Conference, Montreal, Canada, October 1998.
- “The Role of Risk in Consumers’ Evaluation of Schema Incongruity,” presentation, Association for Consumer Research Conference, Denver, CO, October 1997.
- “Inferred Motives as a Determinant of Perceived Unfairness,” presentation, Marketing & Public Policy Conference, Boston, MA, May 1997.
- “The Effectiveness of Brand Familiarity on Ad Repetition and Brand Identification,” presentation, at the Association for Consumer Research Conference, October 1996.
- “Consumer Inference Processes,” session chair at the Society for Consumer Psychology Conference, February, 1996.
- “Why Did She Do That? The Important Influence of Situational Role on Perceptions of Others’ Behavior,” presentation at the Association for Consumer Research Conference, October 1995.
- “Who Am I and Who Do You Think I Am? The Role of Role in Consumers’ Responses to Advertising, Sales, and Service Interactions,” session co-chair with Jennifer Aaker, the Association for Consumer Research, October 1995.
- “Schemer Schema Influence on Consumers’ Perceptions of Fair Pricing,” presented at the Association for Consumer Research Conference, October 1995.
- “Risk as a Moderator of Schema Incongruity Effects”, presentation at the Conference of the Society for Consumer Psychology, February 1995.
- “The Multiple Roles of Perceived Risk in Consumer Behavior Research,” session co-chair with Ronald C. Goodstein, Conference of the Society for Consumer Psychology, February 1995.
- “Schema, Stereotyping, and Characterization Influence in Information Processing,” presentation to the American Psychological Association, August 1994.

"Comparative Advertising: The Moderating Effects of Involvement and Market Share," with Jaideep Sengupta, American Marketing Association Winter Educators' Conference, February 1994.

"Comparative Advertising: New Tactics and Evidence," session co-chair with Ronald C. Goodstein at the American Marketing Association Winter Educators' Conference, February 1994.

"Advertising Effects," session chair at the Association of Consumer Research Conference, October 1992.

## **GRADUATE STUDENTS**

### **Dissertation Chair**

Sharaya Jones, Marketing Leeds School of Business, University of Colorado, 2018 – 2020 (graduated May 2020, George Mason University).

Bridget Leonard, Marketing Leeds School of Business, University of Colorado, 2012 – 2014 (graduated May 2014, Indiana University-Purdue University Fort Wayne; Assumption College).

Caleb Warren, Marketing Leeds School of Business, University of Colorado, 2008 – 2010 (graduated May 2010, University of Bocconi; Texas A&M; University of Arizona).

Gina S. Mohr, Marketing, Leeds School of Business, University of Colorado, 2006 – 2009 (graduated May 2009, Colorado State University).

Rodney Ruble, Marketing, Leeds School of Business, University of Colorado, 2005-2007 (graduated August 2007, Rivendell College).

### **Dissertation Committee Member**

Nick Light, Marketing, Leeds School of Business, University of Colorado Boulder, 2020 – present.

John Lurquin, Psychology, University of Colorado Boulder, 2016 – 2017 (graduated).

Erin Percival Carter, Marketing, Leeds School of Business, University of Colorado Boulder, 2015 – 2017 (graduated).

An Tran, Marketing, Leeds School of Business, University of Colorado, 2012-2013 (graduated).

Ji Hoon Jhang, Marketing, Leeds School of Business, University of Colorado, 2010-2013 (graduated).

Kelly Herd, Marketing, Leeds School of Business, University of Colorado, 2009-11 (graduated).

Femke van Horen, Tilburg Institute of Behavioral Economics Research (TIBER), Tilburg University, 2010 (graduated).

Barney Pacheco, Marketing, Leeds School of Business, University of Colorado, 2002-05 (graduated).

Barbara Fasolo, Psychology, University of Colorado, 2001 - 2002 (graduated).

Tin Tin Sumarta, Psychology, UCLA, 1998 - 2000 (graduated).

Lisa D. Kernan, School of Film, UCLA, 1994 - 2000

Brian Jorgenson, Management, UCLA, 1995 - 1996 (graduated)

Jaideep Sengupta, Management, UCLA, 1994 - 1996 (graduated)

Jayanth A. Rao, Management, UCLA, 1993 - 1995 (graduated)

Marc Vanheule, Management, UCLA, 1992 - 1994 (graduated)

### **Masters Thesis Committee Member**

Heidi Quist, Museum Studies, University of Colorado, 2003-05 (graduated)

Eva Ziemkiewicz, Finance, University of Colorado, 2002 (graduated)

## **SERVICE**

### **Journals/Reviewing**

#### **Editor**

Editor for the *Journal of Consumer Research*, Jan 2017 - July 2020

Co-Editor for the *Journal of Consumer Psychology Special Issue on Marketplace Morality*, 2016 - 2018 (record-breaking 95 submissions)

#### **Associate Editor**

*Journal of Marketing Research*, 2014 - 2018

*Journal of Consumer Research*, 2011 - 2014

#### **Policy Board/Advisory Committee**

*Consumer Psychology Review*, Scientific Advisory Committee, 2019 - December 2022

*La Londe Conference*, Scientific Committee, 2017 - present

*Journal of the Association for Consumer Research*, 2016 - 2017 (stepped down to avoid conflict of interest with JCR)

#### **Editorial Review Board**

*International Journal of Research in Marketing*, 2010 - present

*Journal of the Academy of Marketing Science*, 2007 - 2011.

*Journal of Consumer Psychology*, 2012 - present.

*Journal of Consumer Research*, 2005 – 2011; 2014-present.  
*Journal of Marketing*, 2004-05, 2011 – 2017.  
*Journal of Product and Brand Management*, editorial review board, 2003 – 2009.  
*Journal of Retailing*, 2006–present.  
*Academy of Marketing Science Review* (formerly *Journal of Consumer and Market Research*), editorial review board, 1999 – 2010.

## **Ad hoc Reviewing**

### Journals

*Journal of Academy of Marketing Science*, ad hoc reviewer, 2006-present.

*Journal of Advertising*

*Journal of Business Research*, ad hoc reviewer, 2001-present.

*Journal of Consumer Research*, ad hoc reviewer, 2000-2005.

*Journal of Consumer Psychology*, ad hoc reviewer, 1994 - present.

*Journal of Economic Psychology*, ad hoc reviewer, 2000 - present.

*Journal of Marketing*, ad hoc reviewer, 2000 - present.

*Journal of Marketing Research*, ad hoc reviewer, 1997 - present.

*Journal of Retailing*

*Marketing Letters*

*Marketing Science*, 2003-present.

*Psychology & Marketing* (including Special Issue on Persuasion 1997).

*Psychology Science*, 2006.

### Awards & Competitions

Finalist Judge, Society for Consumer Psychology Schumann Dissertation Award  
2023

American Marketing Association Doctoral Dissertation Competition Judge, 1996 - present.

MSI Alden G. Clayton Doctoral Dissertation Competition Judge, 1995 - present.

SCP-Sheth Foundation Dissertation Proposal Competition Judge, 2002-present.

Social Sciences and Humanities Research Council of Canada Research Grants  
Program, 2002, 2004, 2005-06.

### Conferences

American Marketing Association Summer Educators' Conference, 1992 - present.

American Marketing Association Winter Educators' Conference, 1993 - present.

Association for Consumer Research Conference, 1992, 1994-1997, 1999, 2001-  
present.

ACR-Asia Pacific Conference Reviewer, 1998.

American Academy of Advertising Conference Reviewer, 1996.

Western Decision Sciences Institute Conference, 1993.

American Academy of Advertising, 1997 - present.

Society for Consumer Psychology Conference, 1997 – present.

Fordham Pricing Conference, reviewer, 2002 – present.

Marketing Communications and Consumer Behavior Conference, 2003-present.

## **Professional Associations**

National Advertising Review Board, two-year term starting January 2021  
Chair, Elections Committee, Association for Consumer Research (ACR) 2018  
ACR Fellow Committee, 2018  
ACR Distinguished Service Award Committee, 2018  
President-Elect, President, Past-President, ACR 2016 - 2018  
Co-Chair, La Londe Conference on Consumer Behavior, 2015  
Associate Editor, Association for Consumer Research Conference, 2015  
Elections Committee, Association for Consumer Research (ACR) 2013  
Competitive Paper Board, ACR Conference 2013  
Early Career Award Committee (one of three members), Association for Consumer Research 2012  
International Conference 2016 Task Force, Association for Consumer Research  
First International Conference Program Committee, Society for Consumer Psychology 2011-2012  
Co-Chair, Association for Consumer Research Conference 2009  
Program Committee, Society for Consumer Psychology (SCP), 2009, 2021  
ACR Program Committee 2001, 2004, 2006, 2014  
Program Committee, European Association for Consumer Research Conference, 2007  
Program Committee, Marketing & Public Policy Conference, 2006  
Co-Chair, Society for Consumer Research Conference, 1998  
SCP Policy Board, 1997-98, 2001-06  
SCP Membership Chair, 2001-06

## **University of Colorado**

Academic Futures Committee on Interdisciplinary Education, Research and Creative Works, 2019  
Academic Affairs Advisory Committee, 2018 – 2019  
International Partnership Review Committee, 2018-2019.  
Chancellor's CU Seminar, presented research talk, April 2012  
Academic Affairs Budget Advisory Committee Faculty Representative, 2008 – 2012  
Dean Search Committee, 2004-05

## **Leeds School of Business**

Chair, Marketing Faculty Recruiting Committee, 2019.  
Chair, Full Professors Committee and Primary Unit, 2018-present.  
Diverse Scholars Program, Mentor, 2017-2019.  
Co-Chair, MBA Curriculum Re-look Committee, Fall 2017.  
Interim Associate Dean for Graduate Programs, 2016.  
Associate Dean for Strategic Initiatives, 2015 – 2017.

Faculty Director of the Leeds Residential Academic Program, 2015 – 2017.  
 Search Committee, Assistant/Associate Dean of Graduate Programs, 2015, 2016  
 Chair, Doctoral Curriculum Policy Committee, 2013 – 2015.  
 Director, Marketing PhD Program, 2012- 2013.  
 Ad Hoc Grade Appeals Committee, 2013.  
 Leeds School Personnel Advisory Committee, 2012 – present.  
 Leeds Doctoral Curriculum Policy Committee, 2012 – 2015.  
 Chair, Director of Communications and Alumni Relations Search Committee, 2012.  
 Leeds Executive Committee, elected faculty representative 2009 – 2011, 2011 –  
 2013, 2013-2016.  
 Faculty Affiliate, Center for Education on Social Responsibility, 2011 – present.  
 Chair, Diversity Committee, Fall 2007 – Summer 2009.  
 PUEC Chair  
     A. Peter McGraw, 2010-2011  
     Rex Moody, 2009-2010  
     Steve Engel, 2007-2008  
 PUEC Member  
     Phil Fernbach, 2018-19 (for tenure, promotion to associate)  
     Peter McGraw, 2018-19 (for promotion to full)  
     Jeff Reuer, 2014-15 (for promotion to full)  
     Mat Hayward, 2013-14 (for promotion to full)  
     Susan Grant, 2010-11 (for tenure and promotion to associate)  
     Maw-der Foo, 2008-09 (for tenure and promotion to associate)  
     Peter McGraw, 2007-08 (for tenure and promotion to associate)  
 Frasca Teaching Excellence Award Selection Committee, 2009-2010.  
 Accreditation Committee, 2006 – 2008.  
 Faculty Coordinator for Undergraduate Research Requirement, Leeds School of  
 Business, 2005-summer 2008.  
 Building Committee, Leeds School of Business, 2005-2007.  
 Marketing Division Representative, Undergraduate Curriculum Policy Committee,  
 2004 – 2006.  
 Undergraduate Curriculum Task Force, 2004.  
 Marketing Division Representative, Masters Curriculum Policy Committee, 2003-04.  
 Diversity Committee, Leeds School of Business, University of Colorado, 2002-2004;  
 2007 - 2009.  
 Marketing Division Ph.D. Committee, 2000-present.  
 Undergraduate Marketing Curriculum Committee, 2000.  
 Recruiting Committee, Marketing Area, 2000, 2001, 2002.  
 Executive Committee, Marketing Area, 2000-2019.  
 MBA Marketing Track Committee, 2001-2009.  
 MBA Academic Excellence in Marketing Award Committee, 2001- present.  
 Outstanding Marketing Student Award Committee (undergraduate), 2001 – present;  
 Chair 2003  
 Project advisor for the CU American Marketing Association chapter, 2003-present.  
 Chair, Marketing Speakers Series, 2001-2005.

## **COURSES TAUGHT**

### **Courses Taught at the University of Colorado, Boulder**

#### **Undergraduate**

Advertising and Promotion (MKTG 4550)  
Independent Study

#### **MBA**

Marketing Communication  
Full-time and Evening MBA Programs  
Marketing Management (Core Requirement)  
Full-time and Evening MBA Programs

#### **PHD**

Psychological Approaches to Consumer Behavior  
Social Science Approaches to Consumer Research

### **Courses Taught at the University of California, Los Angeles**

#### **MBA**

Elements of Marketing (required course)  
Advertising and Marketing Communications  
Strategic Brand Management  
Independent Research  
Field Work  
Special Studies  
Field Study Project (Advisor)

#### **FEMBA (Fully employed MBA program)**

Advertising and Marketing Communications  
Strategic Brand Management

#### **PHD**

Behavioral Research in Marketing Seminar

### **Executive Education**

- Opening Keynote: “Kids and Candy: Context Effects on Kids’ Choices About Eating,” Pediatrics Advanced Practice Conference, Denver, CO 2016.
- “What Makes Things Cool?” Invited talk, Brandworks University, 2015
- “What Makes Things Cool?” Invited talk, Greeting Card Association, 2014

- CU Business Intensive Certificate (CUBIC), Marketing (4-day Intensive overview of Marketing), 2005-present.
- Invited talk, Proteus Marketing & Branding Symposium, June 2006.
- Key Messaging workshop for Proteus Managers, Fall 2005.
- “Inventing Strong Brands: Steps for the Future,” invited talk, Young Presidents’ Organization, March 2005.
- “Brand Management through the Lifecycle of a Brand,” invited session, Zimmer Corporation, June 2001.
- “Building Brand Equity,” invited talk, Medical Marketing Association, Chicago, May 2001.
- UCLA Medical Marketing Program
- UCLA Executive Program
- UCLA/Hughes Marketing Development Program
- UCLA/ Northrop Grumman Marketing Program
- Management Development for Child Care Providers Program
- Marketing Management Program, Stanford University, Lecturer and Program Assistant

### **Other Teaching**

- Faculty Teaching Excellence Program, co-taught session on case teaching, Spring 2010.
- Faculty seminar on Brand Management, Technologico de Monterrey, Mexico, June 2005.
- “Adjusting to the American Classroom Culture,” invited panel discussant, MBA International Orientation, 2003.
- Case Teaching (for PhD students), Leeds School Teaching Excellence, 2003.
- MBA Workshop on Evaluating Advertising Effectiveness, 1998, 1999
- Staff Development Workshop (The Anderson School, UCLA)
- Marketing Management sessions, The Lead Program (to help minority high school students prepare for and succeed in college)
- Marketing Case session, The Riordan Fellows Program (to help recent minority college graduates prepare for graduate school)

### **PUBLIC SERVICE & COMMUNITY OUTREACH**

- Welcome, Inaugural Women in Business Leadership Program for High School Girls, November 2016.
- Invited Talk, Leeds School of Business Alumni Breakfast, June 2014.
- State of Colorado Marijuana Enforcement Division Labeling, Packaging, Product Safety, Testing and Advertising Working Group, 2013.
- Invited talk, “Kids, Cartoon, and Cookies,” University Women’s Club, CU, Feb, 2012.
- Judge, Summit Middle School Science Fair, 2010, 2011.

Judge, National Football League Super Bowl Commercial Pitches, December 2006.  
Advisor for State Tobacco Education and Prevention Partnership, Fall 2005.  
Presentation to Young Presidents' Organization, March 2005  
Judge, Foothill Elementary School, BVSD Science Fair, 2005, 2006.  
"Self-Marketing II: Negotiating and Self-Branding," invited moderator, Committee of  
200 Outreach Seminar, The Leeds School of Business, University of Colorado,  
November 2001.  
Judge, Advertising and Marketing Effectiveness Award, November, 2001.  
"Women in Business: Shaping the Future," Moderator, Graduate Women in Business  
1995 Western Regional Conference, March 1995.  
"Success Has Three C's," invited presentation to the Ventura County Professional  
Women's Network, October 1993.  
Marketing Advisor, Chrysalis Homeless Assistance Agency, 1992-93  
Public Relations Advisory Committee, Chrysalis Homeless Assistance Agency, 1991.  
Subject Matter Specialist, UCLA Medical Center's Cancer Information Service, 1991-  
1999.

#### **PROFESSIONAL AFFILIATIONS:**

Association for Consumer Research  
Society for Consumer Psychology

#### **EXPERT WITNESS CONSULTING**

Kennedy Childs & Fogg, PC  
Browne Woods George LLP  
Fulbright and Jaworski LLP  
Browne Woods George LLP

Browne Woods George LLP  
McKool Smith, PC

#### **INDUSTRY EMPLOYMENT**

Progressive Casualty Insurance Company, July 1985 - September 1987.  
Manager, Management Training Program