

MARGARET C. CAMPBELL, Ph.D.

Leeds School of Business
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EDUCATION

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

ACADEMIC POSITIONS

Visiting Scholar Stanford Graduate School of Business	January 2017 - present
Interim Associate Dean for Graduate Programs Leeds School of Business University of Colorado at Boulder, Boulder, CO	August 2016 – Jan 2017
Associate Dean for Strategic Initiatives Leeds School of Business University of Colorado at Boulder, Boulder, CO	2015 – August 2016
Professor of Marketing Leeds School of Business University of Colorado at Boulder, Boulder, CO	2012 – present
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

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

Refereed Journal Articles

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.

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.

Winner: Ferber Award for the Best Dissertation Article in 2014

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, 40th 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.

Refereed Proceedings

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.), *Advances in Consumer Research*, Vol. Xx.

Campbell, Margaret C., Gina S. Mohr and Peeter Verlegh, "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

Albuquerque, Paulo, Merrie L. Brucks, Margaret C. Campbell, Kara Chan, Michal Maimaran, Anna R. McAlister, Sophie Nicklaus (2017), "Persuading Children: Long-Lasting Influences on Children's Food Consideration Sets, Choices, and Consumption"
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2911234

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

Campbell, Margaret C. and Erin Percival Carter, "How Concern for Others Influence Perceptions of Price Fairness"

Research In Progress

Bridget Leonard, Margaret C. Campbell, and Kenneth Manning, Licensed Characters and the Impact on Children's Liking versus Eating.

Campbell, Margaret C., Caleb Warren and Justin Pomerance, Regulatory Focus and the Progress Bias

Consiglio, Irene, Campbell, Margaret C. and Stijn van Osselaer, "Physical Strength and Persuasion" collecting data.

Campbell, Margaret C., Eric Hughson, Gitit Gershgoren, and Eva Ziemkiewicz, "Touchdown or Fumble? An Event Study Analysis of Super Bowl Advertising."

ACADEMIC PRESENTATIONS

Invited Talks

The Role of Inferred Harm to Others in Perceptions of Price Fairness," Stanford Graduate School of Business," February 2017.

University of Pittsburgh Katz Sheth Marketing Camp, "What's the Price? The Role of Inferred Harm in Perceptions of Price Fairness," Seven Springs, PA, January 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.

"How Much for That? Perceptions of the Fairness of Others' Prices," Payne Symposium, University of Arizona, February 2016.

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

"Beyond the Principal of Dual Entitlement," Texas A&M, November 2015.

"Kids, Cartoons, and Cookies: Stereotype Priming Effects on Children's Food Consumption," Ross School of Business, University of Michigan, April 2015.

"The Progress Bias: When One Step Forward Seems Larger Than One Step Back," IE Business School, Madrid, Spain, June 2014.

"The Progress Bias: When One Step Forward Seems Larger Than One Step Back," Columbia Marketing Camp, May 2014.

"What Makes Things Cool? How Autonomy Influences Perceptions of Coolness," University of Washington, Foster School of Business, Feb 2014.

“Research on the Persuasion Knowledge Model,” University of Washington, Foster School of Business, February 2014.

“The Progress Bias: When One Step Forward Seems Larger Than One Step Back,” The Ohio State University Marketing Camp, January 2014.

2013 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.

“A Positive Movement Bias in Goal Monitoring: When One Step Forward Seems Larger Than One Step Back,” Indiana University, April 2013.

“A Positive Progress Bias in Goal Monitoring: When One Step Forward Seems Larger Than One Step Back,” Research Camp, Smith School of Business, University of Maryland, April 2013.

“Does One Step Forward Seem Larger Than One Step Back? A Positive Progress Bias in Goal Monitoring,” Georgetown University, February 2013.

“Seeing is Eating: How and When Stereotype Exposure Increases Stereotype-conductive Behavior,” and “How to Increase Acceptance of Extremely Incongruent New Products,” Washington State University, invited visiting scholar, April 2011.

“Get it? Got it. Good! How to Increase Acceptance of Extremely Incongruent New Products,” Bocconi University, STAR Seminar speaker, March 2011.

“Seeing is Eating: How and When Stereotype Exposure Increase Stereotype-conductive Behavior,” University of Washington Foster School of Business, invited speaker, November 2010.

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

“Recent Research on Effects of Stereotypes,” Tilburg University, invited speaker, September 2010.

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

“Who You See is How You Eat: The Influence of Stereotype Activation on Unwanted Instrumental Behavior,” Robert J. Trulaske, Sr. College of Business, University of

Missouri, invited speaker, April 2010.

“Seeing is Eating: How and When Activation of a Negative Stereotype Increases Instrumental Behavior,” invited speaker, The Rady School, UCSD, March 2010.

“Seeing is Eating: Effects of an Overweight Prime on Instrumental Behavior,” Richard Ivey School of Business, The University of Western Ontario, invited speaker, April 2009.

“Seeing is Eating: The Influence of an Overweight Prime on Eating Behavior,” University of Alberta, invited speaker, 2008 Marketing Retreat, Edmonton, Canada, May 2008.

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

“Factors that Influence Perceptions of Price Fairness,” HEC Paris, France, March 2007.

“The Roles of Source and Affect on Perceptions of Price Fairness,” University of Tilburg, Tilburg, Netherlands, March 2007.

“The Roles of Source and Affect on Perceptions of Price Fairness,” INSEAD, Fontainebleau, France, February 2007.

“Says Who? The Roles of Source and Affect in Perceptions of Price Fairness,” Edwin E. & June Woldt Cone Distinguished Speaker, University of Oregon, November 2006.

“Interpretations of Price Increases: Benefit of the Doubt or Betrayal?,” University of Illinois Pricing Camp, May 2005.

“Who Says? Effects of Source and Price Change on Perceptions of Price Fairness,” University of Chicago, GSB, March 2004.

“Says Who?: The Roles of Source & Affect in Consumers’ Perceptions of Price Fairness,” Rotterdam School of Management, December 2004.

“Persuadee or Persuader? A Target-Centered Framework of Persuasion Response,” Tuck School of Business, Dartmouth College, May 2003.

“Exploring the Relationship between Price and Perceived (Un)Fairness,” with Dipankar Chakravarti, University of Illinois Pricing Camp, May 2003.

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

Ph.D. Symposium, Invited speaker and session chair, Association for Consumer Research Conference, Austin, TX, October 2001.

"Advertising Effectiveness: New vs. Established Brands," San Diego State University, November 1999.

"Use of Persuasion Knowledge: What, Who and When," University of Colorado at Boulder, October 1999.

"How Who You Are Affects What You Think," University of Miami, June 1999.

"Persuasion is in the Eye of the Beholder," UCLA Marketing Camp, Santa Monica, CA, January 1999.

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

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

"Important Factors in Perceived Price Unfairness," Pricing Camp, University of Illinois, September 1997.

"Familiarity Breeds Content: The Influence of Brand Familiarity on Repetition and Timing of Brand Identification," University of Southern California, January 1996.

"When Attention-Getting Tactics Elicit Inferences of Manipulative Intent," California State University at Northridge Seminar Series, December 1995.

"Beyond the Principle of Dual Entitlement: The Role of Inferred Intent in Consumers' Perceptions of Unfair Pricing," the Behavioral Perspectives on Pricing Conference, Marketing Science Institute, April 1995.

"That's Not Fair! Or is It? Inferred Intent as a Component of Perceptions of Unfair Prices," the University of Southern California, UC Irvine, UCLA Research Conference, June 1994.

"You Took Advantage of Me: The Role of Inferred Intent in Consumers' Perceptions of Unfair Prices," University of Washington Marketing Seminar Series, May 1994.

Conference Presentations (Refereed, Competitive Acceptance)

"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

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

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

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

Erin Percival Carter, Marketing, Leeds School of Business, University of Colorado Boulder, 2015 – present.

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

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

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

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

Associate Editor

Journal of Marketing Research, 2014 - present
Journal of Consumer Research, 2011 – 2014

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 – present.
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

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

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

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

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

Associate Dean for Strategic Initiatives, 2015 – present.
Faculty Director of the Leeds Residential Academic Program, 2015 – present.
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 - present.
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
Mat Hayward, 2013-14 (for promotion to full)
Susan Grant, 2010-11 (for tenure and promotion to associate)
Maw-der Foo, 2008-09
Peter McGraw, 2007-08
Frascona 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.
Marketing Division Ph.D. Committee, 2000-present.
Undergraduate Marketing Curriculum Committee, 2000.
Recruiting Committee, Marketing Area, 2000, 2001, 2002.
Executive Committee, Marketing Area, 2000-present.
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
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

- 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

INDUSTRY EMPLOYMENT

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