

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

Provost Professor of Marketing Leeds School of Business University of Colorado at Boulder, Boulder, CO	2017 – present
Visiting Research Scholar Stanford Graduate School of Business Rady School of Business, UCSD	January 2017 – April 2017 April 2017 – June 2017
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 – 2017
Associate Professor of Marketing Leeds School of Business	2004 – 2012

University of Colorado at Boulder, Boulder, CO

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

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*. Three-year, plus three-month term, starting January 2018.

Distinguished Scholar, Chinese University of Hong Kong, 2018

Beta Gamma Sigma, inducted 2018

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

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

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

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.

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, 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.

Proceedings

- Campbell, Margaret C. (forthcoming), "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.
- 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, "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"

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

ACADEMIC PRESENTATIONS

Invited Talks

May 2019 IESEG, France

January 2019 Judgment and Decision-Making Winter Symposium, Utah

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
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.
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.
December 2004	Rotterdam School of Management.
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 Behavioral Perspectives on Pricing Conference, Marketing Science
 Institute.

June 1994 The University of Southern California, UC Irvine, UCLA Research
 Conference.

May 1994 University of Washington Marketing Seminar Series.

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

Invited Presentations

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)

"Moderating the Progress Bias: The Role of Regulatory Focus," with Justin Pomerance and Caleb Warren, Society for Consumer Research, 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 Raghuram, 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 Raghuram, 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 – present.

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

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 - present

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

Journal of the Association for Consumer Research, 2016 - present

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

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
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 Affairs Advisory Committee, 2018 – present
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

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.
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
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, Tecnológico 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

INDUSTRY EMPLOYMENT

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