

C. Page Moreau

Leeds School of Business
Marketing Department
UCB 419, University of Colorado
Boulder, CO 80309
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EDUCATION

Columbia University
Ph.D., Marketing, 1998
M.Phil., Marketing, 1996

Tulane University
MBA, Marketing and Finance, 1992

Davidson College
BA, Economics, 1989

ACADEMIC POSITIONS

Leeds School of Business, University of Colorado
Professor, July 2011 - present
Associate Professor, May 2006 – July 2011
Assistant Professor, June 2002 – May 2006

Cox School of Business, Southern Methodist University
Assistant Professor, June 1998 – June 2002

HONORS & AWARDS

- Outstanding Reviewer Award, *Journal of Consumer Research*, 2009
- 2008 Best Article Award, *Journal of Consumer Research* for Moreau and Dahl (2005)
- 2008 *AMA TechSIG* Award, Best Article on Technology or Innovation, Honorable Mention for Wood and Moreau (2006)
- Guiney Award for Innovative Research, 2007, 2008
- MBA Teaching Excellence Award, 2007
- AMA Doctoral Consortium Faculty, 2007, 2008, 2010
- Provost Faculty Achievement Award, University of Colorado, 2006
- ACR Doctoral Symposium Faculty, 2004, 2005, 2009
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2003
- Marketing Science Institute (MSI) Young Scholar, 2003
- HOPE Professor of Excellence, SMU, Spring 2000
- Junior Faculty Research Award, Cox School of Business, 2000
- Procter & Gamble Marketing Innovation Research Fund Award, 1998
- AMA Doctoral Consortium Fellow, 1997

RESEARCH INTERESTS

- Consumer Learning and Knowledge Transfer
- New Product Development and Acceptance
- Creativity and Design

Moreau, C. Page, Leff Bonney, and Kelly B. Herd (2011), "It's the Thought (and the Effort) That Counts: How Customizing for Others Differs from Customizing for Oneself," *Journal of Marketing*, 75 (5), 120-133.

Burroughs, James, Darren W. Dahl, C. Page Moreau, Amitava Chattopadhyay and Gerry Gorn (2011), "Facilitating and Rewarding Creativity During New Product Development," *Journal of Marketing*, 75(4), 53-67.

Moreau, C. Page (2011), "Inviting the Amateurs into the Studio: Understanding How Consumer Engagement in Product Design Creates Value," invited article, *Journal of Product Innovation Management*, 28 (3), 409-410.

Moreau, C. Page and Kelly B. Herd (2010), "To Each His Own? How Comparisons to Others Influence Consumers' Evaluations of their Self-Designed Products," *Journal of Consumer Research*, 36(5), 806-819.

Goode, Miranda, Darren W. Dahl, and C. Page Moreau (2010), "The Effect of Experiential Analogies on Consumer Perceptions and Attitudes," *Journal of Marketing Research*, 42(2), 274-286.

Dahl, Darren W. and C. Page Moreau (2007), "Thinking Inside the Box: Why Consumers Enjoy Constrained Creative Experiences," *Journal of Marketing Research*, 44(3), 357-369.

Wood, Stacy L. and C. Page Moreau (2006), "From Fear to Loathing? How Emotion Influences the Evaluation and Early Use of Innovations," *Journal of Marketing*, 70(3), 44-57.

Moreau, C. Page and Darren W. Dahl (2005), "Designing the Solution: The Influence of Constraints on Consumer Creativity," lead article, *Journal of Consumer Research*, 32 (1), 13-22.

Soman, Dilip, George Ainslie, Shane Frederick, Xiuping Li, John Lynch, Page Moreau, Andrew Mitchell, Daniel Read, Alan Sawyer, Yaacov Trope, Klaus Wertenbroch, and Gal Zauberman (2005), "The Psychology of Intertemporal Discounting: Why are Distant Events Valued Differently from Proximal Ones?," *Marketing Letters*, 16 (3-4), 347-360.

Gregan-Paxton, Jennifer and C. Page Moreau (2003), "How Do Consumers Transfer Existing Knowledge? A Comparison of Analogy and Categorization Effects," *Journal of Consumer Psychology*, 13(4), 422-430.

Johar, Gita V., C. Page Moreau, and Norbert Schwarz (2003), "Gender Typed Advertisements and Impression Formation: The Role of Chronic and Temporary Accessibility," *Journal of Consumer Psychology*, 13(3), 220-230.

Dahl, Darren W. and C. Page Moreau (2002), "The Influence and Value of Analogical Thinking During New Product Ideation," *Journal of Marketing Research* (February), 47-60.

Moreau, Page, Aradhna Krishna, and Bari Harlam, (2001) "The Manufacturer-Retailer-Consumer Triad: Differing Perceptions Regarding Price Promotions," *Journal of Retailing* (December), 547-569.

Moreau, C. Page, Arthur B. Markman, and Donald R. Lehmann (2001) "'What Is It?' Categorization Flexibility and Consumers' Responses to Really New Products," *Journal of Consumer Research*, (March), 489-498.

Moreau, C. Page, Donald R. Lehmann, and Arthur B. Markman (2001) "Entrenched Knowledge Structures and Consumer Response to New Products," *Journal of Marketing Research*, (February), 14-29.

BOOK CHAPTERS

Moreau, C. Page and Darren W. Dahl (2009), "Constraints and Consumer Creativity," in *Tools for Innovation*, Arthur B. Markman and Kristin L. Wood (Eds.) New York: NY: Oxford University Press.

Burroughs, James E., C. Page Moreau, and David Glen Mick (2008), "Toward a Psychology of Consumer Creativity," in *Handbook of Consumer Psychology*, C. Haugtvedt, P. Herr, & F. Kardes (Eds.) New York, NY: Psychology Press.

Markman, Arthur B. and Page Moreau (2000), "Analogy and Analogical Comparison in Choice," in *Analogy: Interdisciplinary Perspectives*, D. Gentner, K. Holyoak & Kokinov (Eds.) Cambridge, MA: MIT Press.

Markman, Arthur B., Shi Zhang, and Page Moreau (1999), "Representation and the Construction of Preferences," in *Cognitive Dynamics*, E. Dietrich & A.B. Markman (Eds.) Mahway, NJ: Lawrence Erlbaum Associates.

PROFESSIONAL PRESENTATIONS

CONFERENCES

"Designing Memories," Association for Consumer Research, Jacksonville, FL. October 2010.

"Innovation Aesthetics: The Relationship between Category Cues, Categorization Certainty and Newness Perceptions," Association for Consumer Research, Jacksonville, FL. October 2010.

"One for You or One for Me? How the Intended Gift Recipient Influences Product Evaluations," Association for Consumer Research, Jacksonville, FL. October 2010.

"To Each His Own? How Comparisons to Others Influence Consumers' Evaluations of their Self-Designed Products," Association for Consumer Research, Pittsburgh, PA. October 2009.

"Customization in Context," La Londe Conference in Marketing Communications and Consumer Behavior, La Londe, France. June 2009

"Is Beauty in the Eye of the Beholder? Understanding the Factors Influencing Consumer Self-Design," Marketing and Operations Innovation Conference, Park City, Utah. February 2009.

"The Influence of Extrinsic Rewards and Training on Creative New Product Design," Society for Consumer Psychology, February 2008.

"Conceptual Combinations in Marketing," Association for Consumer Research Annual Conference, September 2006.

"Thinking Inside the Box: Why Consumers Enjoy Constrained Creative Experiences," Association for Consumer Research Annual Conference, September 2006.

"From Fear to Loathing? The Influence of Product Usage on Consumers' Emotional and Cognitive Responses to New Products," Association for Consumer Research Annual Conference, October 2004.

"Building Evolutionary Bridges for Revolutionary Products," Association for Consumer Research Annual Conference, October 2004.

"Manufacturing the Solution: The Influence of Constraints on Consumer Creativity," INFORMS, September 2004 and Association for Consumer Research Annual Conference, October 2003.

"The Influence of Negative Emotions on the New Product Adoption Process," Society for Consumer Psychology Conference, February 2003.

"The Contrasting Effects of Categorization and Analogy on Consumer Learning," Association of Consumer Research Annual Conference, October 2002.

"Promoting Creativity: The Influence of Intrinsic Motivation, Extrinsic Rewards, and Visualization," Marketing Science Conference, June 2002.

"Emotional Reactions to New Products: Their Influence on Preferences Over Time," Society for Consumer Psychology Conference, February 2001.

"Systematicity in Analogical Inference: Implications for New Product Learning," Association for Consumer Research Annual Conference, October 2000.

"The Role of Analogical Transfer in New Product Design," Texas Marketing Consortium, April 2000.

"One Vs. Many: The Use of Analogies In Processing Really New Products," Association for Consumer Research Annual Conference, September 1999.

"The Influence of Stereotypical Ads on Consumers' Judgments of Strangers,"

Society for Consumer Psychology Advertising Conference, May 1999.

"Unanticipated Effects: Ads As Primes of Stereotypes," Society for Consumer Psychology Conference, February 1998.

"The Manufacturer-Retailer-Consumer Triad: Differing Perceptions Regarding Prices Promotions," Association for Consumer Research Annual Conference, October 1995.

INVITED TALKS

"Identity Representation in Customization,"

Erasmus University, April 2011

Bocconi University, May 2011

London Business School, July 2011

"Design and Creativity: Innovation for Growth,"

Marketing Science Institute 50th Anniversary Conference,

Boston, April 2011

"One for You or One for Me? How the Intended Gift Recipient Influences Product Evaluations,"

University of Michigan, March 2010

NYU, April 2010

University of Maryland, May 2010

Boston University, October 2010

BYU, November 2010

"Customization in Context,"

Marketing Science Institute Conference: Customer Insights for Innovation,

University of Miami, June 2009

University of Alberta, April 2009

"Is Beauty in the Eye of the Beholder? Understanding the Factors Influencing Consumer Self-Design,"

Virginia Tech, November 2008

Northwestern University, March 2008

Vanderbilt University, February 2008

"Innovating with Consumers," AMA Sheth Foundation Doctoral Consortium, University of Missouri, June 2008

"Consumers and Innovation," Rensselaer Conference on Innovation and New Products, May 2008

"Is this Product Really New?: The Importance of Category Identification in the Perceived Newness of New-to-Market Products," Design Conference, University of Texas – Austin, October 2007.

"Consumer Innovation," AMA Sheth Foundation Doctoral Consortium,

Arizona State University, May 2007

“Constraints as an Innovation Tool,” Tools for Innovation Workshop,
University of Texas – Austin, December 2006

“Constraints, Motivation, and Creativity,”
University of Arizona, November 2006

“Creativity,” 5th Annual Doctoral Symposium, Association for Consumer
Research Conference, Portland, OR, October 2004

“Designing the Solution: The Influence of Constraints on Consumer
Creativity”

UC - Berkeley, April 2004

Wharton, April 2004

Duke University, March 2004

Texas Christian University, April 2003

University of Minnesota, March 2003

Marketing Science Institute’s Young Scholars’ Conference, March 2003

“Designing New Products with an Eye for How Consumers Evaluate Them,”
Marketing Science Institute Conference: New Approaches for New Products,
Chicago, IL, May 2003

“From Elation to Frustration: The Influence of Emotions on New Product
Adoption,” University of Southern California Marketing Camp, January 2002

“The Influence of Analogical Thinking During New Product Ideation,”

University of Maryland, October 2001

University of Houston, October 2001

University of Colorado, Boulder, September 2001

UNC-Chapel Hill, May 2001

"Entrenched Cognitive Structures and Resistance to Really New Products,"
Procter & Gamble Headquarters, Cincinnati, Ohio, August 1998

SERVICE

JOURNALS

Associate Editor, *Journal of Consumer Research*, 2011 -

Member of the Editorial Boards:

Journal of Consumer Research, 2003 – present

Journal of Marketing Research, 2008- present

Journal of Marketing, 2005 – 2006, 2011- present

Journal of Consumer Psychology, 2010 - present

Journal of Product Innovation Management, 2004 - present

International Journal of Research in Marketing, 2006 – present

GENERAL

ACR Task Force on Planning for Growth, 2011
ACR Advisory Council, Appointed Member 2007- 2009
ACR Associate Editor, North American Conference, 2009
ACR Program Committee Member, 2004, 2006
Academic Program Review Team, Eller College of Management,
University of Arizona, 2008

UNIVERSITY OF COLORADO

Dean's Search Committee, 2009-2010
Boulder Faculty Assembly Representative, 2010, 2011
Administrators' Appraisal Committee, 2010, 2011
Internal Reviewer, Center for the Arts and Humanities, 2008 - 2009
Provost's Faculty Achievement Awards Committee, 2007, 2008

LEEDS SCHOOL OF BUSINESS

Executive Education Internal Advisory Board, 2010, 2011
Executive Committee, Elected Faculty Representative, 2007-2009
Research Committee, 2007 - 2009
Marketing Division, PhD Doctoral Director, 2007 - 2009
Marketing Division Representative,
 Doctoral Curriculum Policy Committee, 2007 - 2009
Chair, Diversity Committee, Leeds School of Business, 2006-2007
Marketing Division, PhD Committee Member, 2003 - present
Marketing Division Representative,
 MBA Curriculum Policy Committee, 2004 - 2006
Marketing Division Representative, Undergraduate Curriculum Policy
 Committee, 2003 – 2004

DOCTORAL STUDENTS

Dissertation Chair

Kelly B. Herd

Dissertation Committee Member

Marit Engeset, Norwegian School of Economics

Caleb Warren

Miranda Goode, University of British Columbia

Rishtee Batra, Boston University

Gina Mohr

Asad Aziz

Rod Ruble

Barney Pacheco

Denis Gregoire