

May 2013

AMNA KIRMANI

Robert H. Smith School of Business
3467 Van Munching Hall
University of Maryland
College Park, MD 20742

Phone: (301) 405-2202
Fax: (301) 405-0146
akirmani@rhsmith.umd.edu

EMPLOYMENT

August 2011-2014	Director, PhD Programs Robert H. Smith School of Business, University of Maryland
Jan. 2006	Professor of Marketing University of Maryland, Robert H. Smith School of Business
2001--2005	Associate Professor of Marketing Professor on the Marilyn and Leo F. Corrigan Endowment (2002-2005) Southern Methodist University, Cox School of Business
1994 – 2001	Assistant Professor of Marketing: Southern Methodist University, Cox School of Business
1993-94	Visiting Assistant Professor of Marketing University of Florida, Gainesville, College of Business Administration
1988 – 1993	Assistant Professor of Marketing Duke University, Fuqua School of Business

EDUCATION

Ph.D.	Marketing, Stanford University, Graduate School of Business, 1988
M.B.A.	Cornell University, Graduate School of Management, with Honors, 1984
B.A.	Communication Arts, University of Maryland, College Park, with Honors, magna cum laude, 1979

ARTICLES IN REFEREED JOURNALS

Ferraro, Rosie, Amna Kirmani and Ted Matherly (forthcoming), “Look at Me! Look at Me!
Conspicuous Brand Usage, Self-Brand Connection, and Dilution,” *Journal of Marketing*

Research.

- Rao, Akhsay, Amna Kirmani, and Allen Chen (forthcoming), "All Signals Are Not Created Equal: Managers' Choice of Signal under Information Asymmetry in Competitive Markets," *Review of Marketing Research*, v. 10.
- Koukova, Nevena, P. K. Kannan, and Amna Kirmani (2012), "Multi-Format Digital Products: How Design Attributes Interact with Usage Situations to Determine Choice," *Journal of Marketing Research*, 49 (1), 100-114.
- Kirmani, Amna (2009), "The Self and the Brand," *Journal of Consumer Psychology*, 19 (3), 271-275.
- Kirmani, Amna and Juliet Zhu (2007), "Vigilant Against Manipulation: The Effects of Regulatory Focus on the Use of Persuasion Knowledge," *Journal of Marketing Research*, XLIV (November), 688-701.
- Kirmani, Amna and Meg Campbell (2004), "Goal Seeker and Persuasion Sentry: How Consumer Targets Respond to Interpersonal Marketing Persuasion," *Journal of Consumer Research*, 31 (3).
- Kirmani, Amna, Michelle Lee and Carolyn Yoon (2004), "Procedural Priming Effects on Spontaneous Inference Formation," *Journal of Economic Psychology*, 25 (6), 859-875.
- Dillon, William R., Thomas J. Madden, Amna Kirmani and Soumen Mukherjee (2001), "Understanding What's in a Brand Rating: A Model for Assessing Brand and Attitude Effects and Their Relationship to Brand Equity," *Journal of Marketing Research*, XXXVIII (November). **(Won the Paul E. Green Award)**
- Campbell, Margaret 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 (1), 69-83.
- Kirmani, Amna and Akshay R. Rao (2000), "No Pain, No Gain: A Critical Review of the Literature on Signaling Unobservable Product Quality," *Journal of Marketing*, 64 (2), 66-79. **(Won the Maynard Award)**
- Kirmani, Amna and Hans Baumgartner (2000), "Reference Points Used in Quality and Value Judgments," *Marketing Letters*, 11 (4), 299-310.
- Brown, Tom and Amna Kirmani (1999), "The Influence of Pre-encounter Affect on Satisfaction with Anxiety-Provoking Encounters," *Journal of Service Research*, 1 (May), 333-346.

- Kirmani, Amna, Sanjay Sood and Sheri Bridges (1999), "The Ownership Effect in Consumer Responses to Brand Line Stretches," *Journal of Marketing*, 63 (1), 88-101.
- Kirmani, Amna and Baba Shiv (1998), "The Effects of Source Congruity on Brand Attitudes and Beliefs: The Moderating Role of Issue-Relevant Elaboration," *Journal of Consumer Psychology*, 7 (1), 25-47.
- Kirmani, Amna (1997), "Advertising Repetition as a Signal of Quality: If It's Advertised So Often, Something Must Be Wrong," *Journal of Advertising*, XXVI (3), 77-86. **(Won Best Paper Award)**
- Boulding, William and Amna Kirmani (1993), "A Consumer-Side Experimental Examination of Signalling Theory," *The Journal of Consumer Research*, (20) 1, 111-123.
- Kirmani, Amna and Peter Wright (1993), "Procedural Learning, Consumer Decision Making and Marketing Communication," *Marketing Letters*, 4 (1), 39-48.
- Kirmani, Amna (1990), "The Effect of Perceived Advertising Costs on Brand Perceptions," *The Journal of Consumer Research*, 17(September), 160-171.
- Kirmani, Amna and Peter Wright (1989), "Money Talks: Perceived Advertising Expense and Expected Product Quality," *The Journal of Consumer Research*, 16 (December), 344-353.

BOOK CHAPTERS

- Kirmani, Amna and Rosellina Ferraro (forthcoming), "Social Influence and Marketing," in Burger, Jerry, eds, *The Oxford Handbook of Social Influence*, Oxford University Press: New York.
- Kirmani, Amna and Margaret Campbell (2009), "Taking the Target's Perspective: The Persuasion Knowledge Model," in Wanke, Michael, eds., *Social Psychology of Consumer Behavior*, Psychology Press: New York, 297-316.
- Campbell, Margaret and Amna Kirmani (2008), "I Know What You're Doing and Why You're Doing It: The Use of the Persuasion Knowledge Model in Consumer Research," in Huggstet, Curt, Herr, Paul and Frank Kardes, eds., *Handbook of Consumer Psychology*, Psychology Press: New York, 549-574.
- Kirmani, Amna and Valarie Zeithaml (1993), "Advertising, Perceived Quality and Brand Image," in David A. Aaker and Alexander Biel, eds., *Brand Equity and Advertising*, Erlbaum: NJ, 143-162.

OTHER PUBLICATIONS

Kirmani, Amna and Hans Baumgartner (1999), "Special Session Summary: Perceived Value, Satisfaction and Loyalty: New Insights into Processes Underlying Some Familiar Constructs," in Arnould, Eric J. and Linda M. Scott, eds, *Advances in Consumer Research*, Vol. XXVI, 598.

Kirmani, Amna, Sanjay Sood and Sheri Bridges (1997), "The Ownership Effect in Consumer Responses to Brand Line Stretches," *Marketing Science Institute Report Number 97-128*, December 1997, Marketing Science Institute; Cambridge, MA.

Kirmani, Amna and Peter Wright (1992), "Marketing Communications, Procedural Learning, and Consumer Decision Making," *Marketing Science Institute Report Number 92-119*, July 1992, Marketing Science Institute: Cambridge, MA.

Kirmani, Amna and Youjae Yi (1991), "The Effects of Advertising Context on Consumer Responses," in Rebecca H. Holman and Michael R. Solomon, eds., *Advances in Consumer Research*, vol. XVIII, 414-416.

Kirmani, Amna and Peter Wright (1989), "Memory and Cuing Effects on Decision Framing," in Thomas K. Srull, ed., *Advances in Consumer Research*, Vol. XVI, Provo, UT: Association for Consumer Research, 173-175.

RESEARCH IN PROGRESS

Chen, Yu-jen and Amna Kirmani, "Persuasion Knowledge in Online Communication: The Consumer as Media Planner," being revised for second round review at JCP.

Whelan, Susan, Amna Kirmani, Gary Davies, and Tom Brown, "Package Similarity: A Double-edged Sword for Private Label Brands," being revised for second round at JM.

Johnson, Heather and Amna Kirmani, "Moderating Nonconscious Priming Effects: The Role of Self-brand Connection," being prepared for resubmission to JCR.

Johnson, Heather and Amna Kirmani, "Self-brand Connection and Brand Cocreation," working paper.

Kirmani, A., Rebecca Hamilton and Debora Thompson, "Being Good vs. Being Good at What They Do: Trade-Offs Between the Morality and Competence of Marketing Agents," being prepared for submission to JCR.

May 2013

Kirmani, A. and Mita Sujan, “Separating Good From Bad Persuasion,” targeted at JMR. In writing stage.

INVITED CAMPUS PRESENTATIONS

Georgetown University, 2011
Boston University, 2010
University of Pennsylvania (Wharton), 2010
University of Maryland –Social Psychology Seminar Series, 2010
University of Alberta, 2010, 2007
University of Michigan, 2009
Tilburg University, 2009
Erasmus University, 2009
Tulane University, 2007
University of Maryland, 2005
Rice University, 2005
University of Houston, 1998
Southern Methodist University, 1993
University of Florida, 1993
Duke University, 1987
Pennsylvania State University, 1987, 1993
University of California, Berkeley, 1987
University of Pittsburgh, 1987
University of British Columbia, 1987
University of California at Los Angeles, 1986
University of Illinois, Chicago, 1986
University of Michigan, 1986
Cornell University, 1986

CONFERENCE PRESENTATIONS

“The Changing Role of Advertising,” **invited Keynote Address**, International Conference on Research in Advertising (ICORIA), June 28, 2012, Stockholm, Sweden.

“Don’t Flaunt It, Even If You’ve Got It: Conspicuous Brand Usage, Perceived Authenticity, and Brand Image Dilution,” Ferraro, Rosie, Amna Kirmani and Ted Matherly,

- **invited presentation** at the 2012 MARC colloquium, University of Pittsburgh.
- **invited presentation** at the 2011 AMA Doctoral Consortium, June 2011, Oklahoma State University.

“Persuading Others Online: The Consumer as Media Planner,” Y. Chen and Amna Kirmani.

ACR Conference, October 2011

“Priming Susceptibility,” H. Johnson and A. Kirmani. ACR Conference, October 2010.

“Persuasion,” **invited presentation** at the ACR Doctoral Symposium, October 2009, Pittsburgh.

“Signaling Identity Through Brands: The Role of Perceived Authenticity,” R. Ferraro, A. Kirmani and Ted Matherly.

- ACR Conference, October 2009
- SCP Conference, February 2009, San Diego.

“What Type of Agent Do You Prefer: Sinful Success or Virtuous Failure?” A. Kirmani, R. Hamilton and Debora Thompson. ACR Conference, October 2009.

“Affect and Goals,” **invited presentation** at the ACR Doctoral Symposium, October 2008, San Francisco.

“I’m Fair, Therefore I Deceive,” A. Kirmani and O. Dorokhina, ACR Conference, October 27, 2007, Memphis, TN.

“Sinful Success: If You Must Be Immoral, Do It Well,”
○ invited presentation at the University of Maryland Marketing Camp, June 1, 2007.

“Conceptual Combinations,” (with Page Moreau). Presented at the 2006 ACR Conference, September 30, Orlando, FL.

“Vigilant Against Manipulation: The Effects of Regulatory Focus on the Use of Persuasion Knowledge,” (with Rui Zhu).

- 2005 ACR Conference, October 1, San Antonio, TX.
- 2005 Winter SCP Conference, February, St. Petersburg Florida.

“Twist My Arm: It’s Not So Bad if the Agent Has an Ulterior Motive,” (with Rebecca Hamilton). Presented at the 2004 ACR Conference, October, Portland, OR.

“Empirically Examining the Consumer Behavior Underpinnings of Signaling: The Case of Low Introductory Prices,” (with Akshay Rao).

- University of Illinois Pricing Camp, Champaign, IL, May 2003.
- the Marketing Science Institute’s Competitive Response Conference, May 17-18, 2001, Cambridge, MA.

“That’s Just Not Fair and It Makes Me Mad: Emotions Generated By Agents’ Use of Unfair Persuasion Tactics” (with Meg Campbell). Presented at the 2002 ACR Conference,

May 2013

October, Atlanta, GA.

"Fight, Flight, Ask, or Plan: Coping and Influence in Targets' Response to Persuasion Attempts," (with Meg Campbell). Presented at the 2001 ACR Conference, October, Austin, TX.

"High Advertising Implies High Quality: Thoughtful Attribution or Spontaneous Inference?" (with Michelle Lee and Carolyn Yoon). Presented at the 1999 ACR Conference, October 2, Columbus, OH.

"Consumers' Use of Persuasion Knowledge: The Effects of Ambiguity and Cognitive Capacity on Perceptions of an Influence Agent," (with Meg Campbell). Presented at the 1999 Society for Consumer Psychology Conference, February 19, St. Petersburg, FL.

"Context Dependence in the Formation of Quality and Value Judgments" (with Hans Baumgartner). Presented at the 1998 ACR Conference, October, Montreal, Canada.

"The Ownership Effect in Consumer Responses to Brand Line Stretching."

- Marketing Science Institute Conference on Leveraging and Growing Mature Brands and Services, Chicago, December 4-5, 1997.
- AMA Summer Conference, Boston, August 16, 1998,

"Perceived Quality and Perceived Value: A Process Analysis" (with Hans Baumgartner). Presented at the Pricing Camp, University of Illinois, Champaign, September 25-28, 1997.

"Signaling and the Economics-Psychology Interface." Invited discussion presented at the special session on "Signaling Product Quality: The View from Information Economics and Consumer Psychology" at the Association for Consumer Research Conference, Denver, October 1997.

"Repetition and Product Quality." Presented at 1994 ACR Conference, Boston, October 21, 1994.

"How Far Can Brands Be Stretched in Terms of Price and Quality" (with Sheri Bridges). Presented at the MSI Conference on Staying Ahead Through Smart Advertising and Brand Extension, Duke University, Durham, NC, March 2-3, 1993.

"The Nature and Structure of Consumers' Advertising Schemas" (with Mita Sujan). Presented at the European ACR Conference, Amsterdam, June 12, 1992.

"The Effects of Branding Strategy on Consumer Responses to Brand-Line Stretches" (with Sheri Bridges). Presented at the 1992 ACR Conference, Vancouver, Canada, October 9, 1992.

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"Advertising, Perceived Quality and Brand Image" (with Valarie Zeithaml). Presented at the Tenth Annual Advertising and Consumer Psychology Conference, San Francisco, May 14-15, 1991.

"Context Effects in Advertising: The Role of Other Ads in the Environment" (with Kevin Keller). Presented at the 1990 ACR Conference, New York.

"Message and Cuing Effects on Decision Framing" (with Peter Wright). Presented at the 1988 ACR Conference, Hawaii.

"Schemer Schema: Consumers' Beliefs About Advertising and Marketing Strategies" (with Peter Wright). Presented at "Contending Psychological Approaches to Advertising: Sandage Symposium III," University of Illinois at Urbana-Champaign, June 30, 1987.

"Schemer Schema Theory: An Overview of Theory and Research on People's Assumptions About Persuasion and Marketing Tactics" (with Peter Wright). Presented at the 1986 ACR Conference, Toronto.

FELLOWSHIPS, PRIZES AND AWARDS

Outstanding Reviewer, *Journal of Consumer Research* (2012)

Faculty fellow at the 2011 AMA-Sheth Doctoral Consortium, Oklahoma State University

Best Reviewer Award, *Journal of Interactive Marketing* (2003)

Faculty fellow at the 2003 AMA-Sheth Doctoral Consortium, University of Minnesota

Paul E. Green Award for Best Paper, *Journal of Marketing Research* (2001)

Maynard Award for Best Paper, *Journal of Marketing* (2000)

Faculty Research Excellence Award, Cox School of Business (2000)

Marketing Science Institute (2001), \$10,000 grant for "So Many Signals, So Little Time: Managers' Choice of Signal Under Product Quality Information Asymmetry in Competitive Markets"

Best Paper Award, *Journal of Advertising* (1997)

Marketing Science Institute (1995), \$8,000 grant for "Brand-Line Stretching"

AMA Doctoral Dissertation Competition, Honorable Mention, (1989)

AMA Doctoral Consortium Fellow (1987)

REVIEWING

Associate Editor *Journal of Marketing*
 Journal of Consumer Psychology

Editorial Review Boards: *Journal of Marketing Research*, since 1998
 Journal of Marketing, 2002-2008, 2011-2012

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Journal of Consumer Research, since 2011
Journal of Consumer Psychology, 2001-2002, 2005-2011
Journal of Interactive Marketing, since 2003
Social Influence, 2005-2012
Journal of the Academy of Marketing Science, 2000-2003

Co-Editor *Social Influence*, Special Issue on Consumer Behavior, v. 7, issue 3, July 2012

Ad hoc reviewer: *Marketing Science*, *Management Science*, *Journal of Retailing*, *Psychological Reports*, *Review of Industrial Organization*.

ACR Conference: Co-chair, Doctoral Symposium, 2012
Senior Associate Editor, 2011
Associate Editor, 2009
Co-chair Working Paper Track, 2008
Program Committee, various years

Other Professional Service Society of Consumer Psychology Advisory Panel (2012-14)

TEACHING

Global Marketing (MBA, Undergraduate)
Consumer Behavior (PhD Seminar)

DISSERTATION COMMITTEES

University of Maryland:

Ted Matherly (co-chair, Oklahoma State University, 2013)
Yu-Jen Chen (co-chair, Lingnan University, 2013)
Heather Johnson (chair, current)
James Kim (co-chair, current)
Ajay Abraham (member, current)
Zachary Arens (member, 2012)
Francine Espinoza (member, 2009)
Shweta Oza (member, 2007)
Animesh Animesh, DO&IT (member, 2007)

Others:

External Examiner: Monica Pope, University of Alberta, 2010
Hurrem Yilmaz, University of Texas at Dallas, marketing, (member, 2003)

Drue Shuler, University of North Carolina, marketing (member, 1991)

SOCIETY MEMBERSHIPS

Association for Consumer Research
Society for Consumer Psychology

SERVICE

Marketing Department, Smith School of Business

Co-director, Marketing PhD Program (2006-2011)
Chair, Subject Pool Committee
PhD Selection Committee (2006-2011)
Strategy Review Committee (2006-2010)
Recruiting Committee (2006-2009)
MBA Taskforce (2010)
Chair of various Area Review Committees and Candidate Review Committees

Robert H. Smith School of Business

Director, PhD Programs (2011-2014)
Executive Committee (2011-2014)
PhD Task Force (2011-12)
Smith Global Strategy Council (2007)
Summer Research Grants Committee (2007-current)
Salary Review Committee (2006)

University of Maryland

Council of Associate Deans of Graduate Education (current)
Graduate Outcomes Assessment Committee (current)
Appointment, Promotion, and Tenure Committee (2009-2011)
Graduate Council (2007-2009)