

**Curriculum Vita**  
**Deborah J. MacInnis**  
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**Education**

Ph.D.	Graduate School of Business University of Pittsburgh Major: Marketing Minor: Social Cognition
B.A.	Smith College Northampton, Massachusetts Magna cum laude; Highest honors in psychology Major: Psychology

**Employment**

2011-present	Vice Dean for Undergraduate Programs, Marshall School of Business
2010-2011	Vice Dean for Research and Strategy, Marshall School of Business
2005-present	Charles L. and Ramona I. Hilliard Professor of Business Administration Marshall School of Business
2006-2007	Vice Dean for Research and Dean of the PhD Program Marshall School of Business
2005	Chairperson, Marketing Department, Marshall School of Business
2001	Professor of Marketing, Marshall School of Business, University of Southern California, Los Angeles, CA
1994-2000	Associate Professor of Marketing, Marshall School of Business, University of Southern California, Los Angeles, CA.
1991-1994	Associate Professor of Marketing, College of Business and Public Administration, University of Arizona, Tucson, Arizona

1992-1993	Visiting Professor, Marketing Science Institute, Cambridge, Massachusetts (sabbatical).
1986-1991	Assistant Professor of Marketing, College of Business and Public Administration, University of Arizona, Tucson, AZ.
1982-1986	Graduate Research Assistant, Graduate School of Business, University of Pittsburgh, Pittsburgh, Pennsylvania.
1980-1982	Research Support Specialist, Social Change Project, Department of Human Development and Family Studies and Department of Sociology, Cornell University, Ithaca, New York.

### **Honors & Awards**

2012	Winner of the Naresh K. Malhotra Long Term Contribution Award for 2012 given by the <i>Review of Marketing Research</i>
2010	Golden Apple Teaching Award, Marshall School of Business
2009-2011	Co-Editor, <i>Journal of Consumer Research</i>
2009	Outstanding Reviewer Award, <i>Journal of Marketing</i>
2008	Dean's Research Award, Marshall School of Business
2007	Outstanding Paper Award, <i>Seoul National Journal</i> Nominated for Editor, <i>Journal of Consumer Research</i> Nominated for Editor, <i>Journal of Consumer Psychology</i> Nominated for President, Society for Consumer Psychology Nominated for the 2008 Paul Converse Award given to the scholar in marketing whose work has made the most significant long-term contribution to marketing
2006	Winner, Harold H. Maynard Award from the <i>Journal of Marketing</i> for the article published in the <i>Journal of Marketing</i> during 2005 that makes the greatest contribution to marketing theory and thought.
2005	Semi-Finalist in the INFORMS 2005 Franz Edelman Award Competition that recognizes and rewards outstanding examples of management science and operations research practice in the world. Finalist in the Wagner Prize Competition Dean's Award for Community, Marshall School of Business Best Reviewer Award, <i>Journal of Marketing</i> (2003-2005) Nominated for President, Society for Consumer Psychology
2004	President, Association for Consumer Research Finalist in the INFORMS Society for Marketing Science (ISMS) Practice Prize Competition awarded for a paper that significantly contributes to the practice of marketing by virtue of its rigor and relevance. First Place Winner of SAA National Advertising Competition sponsored

by PEOPLE Magazine and EdVenture Partners.  
 Nominated for Editor, *Journal of Consumer Research*  
 Nominated for Editor, *Journal of Consumer Psychology*

- 2003      Named Faculty Fellow, Center for Excellence in Teaching, USC  
 Nominated for the Paul Green Award for the best article published in the *Journal of Marketing*  
 Outstanding Reviewer Award, *Journal of Consumer Research*  
 One of five top reviewers recognized by the *Journal of Marketing*  
 Invited Speaker, AMA Doctoral Consortium, University of Minnesota  
 First Place Winner of National Advertising Competition sponsored through Honda and EdVenture Partners
- 2002      Teaching Innovation Award, Marshall School of Business  
 Outstanding Reviewer Award, *Journal of the Academy of Marketing Science*  
 First Place winner of National Advertising Competition sponsored through GM and EdVenture Partners (over 100 participating Universities)
- 2001      Nominated for Editor, *Journal of Marketing*, 1998/2001/
- 1998      Nominated for Editor, *Journal of Consumer Psychology*
- 1997      One of a set of 32 proposals accepted for a special JM/MSI issue on Marketing in the Millennium.
- 1994      Finalist in Best Paper Award, *Journal of Advertising*
- 1993      Invited Speaker. American Marketing Association Doctoral Consortium, University of Illinois, Champaign, IL  
  
 Outstanding Reviewer Award, *Journal of Consumer Research*  
 Best Reviewer Award, *Journal of Marketing Research*
- 1992      Best New Reviewer Award, *Journal of Consumer Research*
- 1991      Winner of American Academy of Advertising Research Fellowship Competition (with Douglas M. Stayman).
- 1990      Procter and Gamble Summer Faculty Fellow, College of Business and Public Administration.  
  
 Invited Speaker. American Marketing Association Doctoral Consortium, Gainesville Florida, July 31-August 3, 1990.
- 1988-1992      Teaching Distinction List, College of Business and Public Administration, University of Arizona Fall 1988; Spring and Fall 1989; Spring and Fall 1990; Spring and Fall 1991; Spring 1992.

1987	Nominated for University Honors Program Five-Start Faculty Award Nominated for undergraduate BPA teacher of the year  Alpha Kappa Psi Award for the best practice advancing article appearing in the <i>Journal of Marketing</i> in 1986.
1986	Beta Gamma Sigma National Honor Society Winner of Provost Development Scholarship- University of Pittsburgh
1980	Phi Beta Kappa Award for Academic Scholarship Sigma Xi National Research Society Psi Chi National Honor Society

## RESEARCH

### *Publications*

1. Koppitsch, Steven, Valerie S. Folkes, Deborah J. MacInnis and Christine Porath (2013), "Reprimanding the Wrongdoer as a Way to Decrease Customer Anger", *Journal of Personal Selling and Sales Management*, 33 (1), 67-78.
2. MacInnis, Deborah J. (2012), "Brands as Intentional Agents: Questions and Extensions", *Journal of Consumer Psychology* 22 (April), 195-198.
3. Leigh Anne Novak Donovan, C. Whan Park, Joseph Priester, and Deborah J. MacInnis, (2012), "Brand Forgiveness: How Close Brand Relationships Influence Forgiveness", in *Consumer-Brand Relationships: Theory and Applications*, Fournier, Breazeale, Fetscherin and Melewar (eds.), Routledge, 184-203
4. Porath, Christine L., Deborah J. MacInnis and Valerie Folkes, (2011), "How and Why Services Suffer When Customers Witness Employee Incivility", *Journal of Service Research*.14 (August), 302-317.
5. \* Park, C. Whan, Deborah J. MacInnis, Joseph Priester, Andreas Eisingerich and Dawn Iacobucci (2010) "Brand Attachment and Strong Positive Brand Attitudes: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers, *Journal of Marketing*, 74 (November), 1-17.
6. Porath, Christine L., Deborah J. MacInnis and Valerie Folkes, (2010) "Witnessing Incivility among Employees: Effects on Consumer Anger, Global Judgments and Repatronage, *Journal of Consumer Research*, 37 (August) 292-302.
7. MacInnis, Deborah J. (2011) "A Framework for Conceptual Contributions in Marketing", *Journal of Marketing*, 75 (4), 136-155.
8. \* MacInnis, Deborah J. and Valerie Folkes (2010), "The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies", *Journal of Consumer Research*, 36 (6), 899-915.

9. Park, C. Whan, Deborah J. MacInnis, Xavier Dreze and Jonathan Lee (2010), "Measuring Brand Equity: The Marketing Surplus & Efficiency (MARKSURE) based Brand Equity Measure" in *Brands and Brand Management: Contemporary Research Perspectives*, eds. Barbara Loken, Rohini Ahluwalia, and Michael J. Houston, Taylor and Francis Group Publishing, 159-188.
10. Patrick, Vanessa, Hae Eun Chun and Deborah J. MacInnis, (2009), "Affective Forecasting and Self-Control: Why Anticipating Pride Wins over Other Emotions in a Self-Regulation Context", *Journal of Consumer Psychology*, 19 (3), 537-545.
11. Weiss, Allen, Nicholas Lurie and Deborah J. MacInnis (2008), "Listening to Strangers: Whose Responses are Valuable, How Valuable, are they and Why?", *Journal of Marketing Research*, 45 (August), 425-436.
12. MacInnis, Deborah. J., Chun, Hae Eun (2007). "Understanding Hope and its Implications for Consumer Behavior: I Hope Therefore I Consume: Understanding Hope and its Implications for Consumer Behavior", *Foundations and Trends in Marketing*, 1 (2), 97-189.
13. Park, C. Whan, Joseph W. Priester and Deborah J. MacInnis (2009), "Brand Attachment: Construct, Consequences, and Causes", *Foundations and Trends in Marketing*, 1 (3), 191-230.
14. DeMello, Gustavo, Deborah J. MacInnis and David W. Stewart (2007), 'Threats to Hope: Effects on Reasoning about Product Information, *Journal of Consumer Research*, 34 (2), 153-161. Winner of the Ferber Award Honorable Mention, Journal of Consumer Research.
15. Patrick, Vanessa, Deborah J. MacInnis and C. Whan Park (2007) "Not as Happy as I Thought I'd Be? The Role of Affective Misforecasting in Consumer Satisfaction", *Journal of Consumer Research*, 33 (March), 479-490.
16. Park, C. Whan, Deborah J. MacInnis and Joseph Priester (2007), "Brand Attachment as a Strategic Brand Exemplar", forthcoming in "*Handbook of Brand and Experience Management*", Ed. Bernd H. Schmitt and David Rogers, Cheltenham, UK: Elgar Publishing, 1-17.
17. Park, C. Whan, Deborah J. MacInnis and Joseph Priester (2006), "Beyond Attitudes: Attachment and Consumer Behavior, *Seoul National Journal*, 12 (2), 3-36.
18. MacInnis, Deborah J. and Vanessa Patrick (2006), "Spotlight on Affect: The I-R Model and the Role of Affect in Self-Regulation", *Journal of Consumer Psychology*, 16 (3), 224-231.
19. Park, C. Whan and Deborah J. MacInnis (2006) "What's in and What's Out: Questions on the Boundaries of the Attitude Construct", *Journal of Consumer Research*, 33 (1), 16-18.
20. \* MacInnis, Deborah J., Vanessa Patrick and C. Whan Park (2006), "Looking Through the Crystal Ball: Affective Forecasting and Misforecasting in Consumer Behavior",

- Review of Marketing Research*, Vol. 2, 43-80. Winner of the Naresh K. Malhotra Long Term Award for 2012 given by the Review of Marketing Research
21. MacInnis, Deborah J. (2005), "Them vs. Us: Woes on the Bifurcation of the Academic Marketing Discipline, *Journal of Marketing*, 69 (October), 14-16.
  22. Gerard J. Tellis, Rajesh K. Chandy, Deborah MacInnis, Pattana Thaivanich (2005), "Modeling the Micro Effects of Television Advertising: Which Ad Works, When, Where, For How Long, and Why? *Marketing Science*, 24 (3), 359-367.
  23. \*MacInnis, Deborah J. and Gustavo DeMello (2005), "The Concept of Hope and its Relevance to Product Evaluation and Choice", *Journal of Marketing*, 69 (1), 1-14. (winner of the Harold H. Maynard Award for the article that best contributes to marketing theory and thought).
  24. Johnson, Joseph, Gerard Tellis and Deborah J. MacInnis (2005), "Losers, Winners, and Biased Trades", *Journal of Consumer Research*, 32 (September), 324-329.
  25. Thomson, Matt, Deborah J. MacInnis and C. Whan Park (2005), "The Ties that Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands", *Journal of Consumer Psychology*, 15 (1), 77-91. Reprinted in *Recherche et Applications en Marketing*, 20 (1), 2005, 79-98.
  26. DeMello, Gustavo and Deborah J. MacInnis (2005), "How and Why Consumers Hope: Motivated Reasoning and the Marketplace" *The Why of Consumption: Contemporary Perspectives on Consumer Motives, Goals, and Desires*, Eds., S. Ratneshwar and David G. Mick, New York: Routledge, pgs. 44-66.
  27. Yoo, Changjo and Deborah J. MacInnis (2005), "The Brand Attitude Formation Process of Emotional and Informational Ads", *Journal of Business Research*, 58 (10), 1395-1403.
  28. MacInnis, Deborah J., Gustavo DeMello and Vanessa Patrick (2004), "Creating Hope in Internet and Advertising Contexts", *International Journal of Internet Marketing and Advertising*, 1 (2), 174-195.
  29. Yoo, Changjo and Deborah J. MacInnis (2004), "Same or Different: Distance and Variation as Factors Affecting the Similarity between Two Product Categories", *Psychology & Marketing*, 21 (3), 209-217.
  30. Jaworski, Bernard J., Deborah J. MacInnis and Ajay Kohli (2003), "Generating Competitive Intelligence in Organizations", *Journal of Market Focused Management*, 5 (December), 279-307.
  31. MacInnis, Deborah J. (2003), "Responsibilities of a Good Reviewer: Lessons from Kindergarten", invited commentary to the *Journal of the Academy of Marketing Science*, 31 (3), 344-346.
  32. Shapiro, Stewart, Deborah J. MacInnis and C. Whan Park (2002), "Understanding Program Induced Mood Effects: Decoupling Arousal from Valence", *Journal of Advertising*, 31 (4), 15-26.

33. MacInnis, Deborah J., Ambar Rao, and Allen Weiss (2002), "Assessing When Increased Media Weight of Real-World Advertisements Helps Sales", *Journal of Marketing Research*, 39 (November), 391-407.
  
34. \* Chandy, Rajesh, Gerard Tellis, Deborah J. MacInnis and Pattana Thaivanich (2001) "What to Say When: Advertising Appeals in Evolving Markets", *Journal of Marketing Research*, 38 (November), 399-414.; reprinted in the inaugural issue of Institute of Chartered Financial Analysts of India (ICFAI)'s *Journal of Marketing Management*; Finalist in the INFORMS Society for Marketing Science (ISMS) Practice Prize Competition awarded for a paper that significantly contributes to the practice of marketing by virtue of its rigor and relevance.
  
35. Gayathri Mani and Deborah J. MacInnis (2001), "Imagery Instructions, Imagery Processes and Visual Persuasion" in Rajeev Batra and Linda L. Scott (eds.), *Advertising and Consumer Psychology*.
  
36. Park, C. Whan, Sung Y. Jun, and Deborah J. MacInnis (2000) "Choosing What I want versus Eliminating What I don't Want: The Effects of Additive versus Subtractive Product Option Framing on Consumer Decision Making", *Journal of Marketing Research*, 37 (May), 187-202.
  
37. Weiss, Allen, Erin Anderson and Deborah J. MacInnis (1999), "Reputation Management as a Motivation for Sales Structure Decisions", *Journal of Marketing* 63 (October), 74-89.
  
38. Shapiro, Stewart, Deborah J. MacInnis, Susan Heckler, and Ann Perez (1999), "An Experimental Method for Studying Unconscious Perception", *Psychology and Marketing*, 16 (September), 459-477.
  
39. Yoo, Changjo, Jonghee Park, and Deborah J. MacInnis, (1998), "The Effects of Store Characteristics and In-Store Emotional Experiences on Store Attitudes", *Journal of Business Research*, 42 (3) 253-263.
  
40. Shapiro, Stewart, Deborah J. MacInnis and Susan Heckler (1997), "The Effects of Incidental Ad Exposure on the Formation of Consideration Sets", *Journal of Consumer Research*, 24 (June), 94-104.
  
41. Edward Kamp and Deborah J. MacInnis (1995), "Characteristics of Portrayed Emotions in Commercials: When Does What is Shown in Ads Affect Viewers", *Journal of Advertising Research*, 35 (November/December), 19-28.
  
42. Shapiro, Stewart, Susan Heckler and Deborah J. MacInnis (1994), "Measuring and Assessing the Impact of Preattentive Processing on Ad and Brand Attitudes", in *Measuring Advertising Effectiveness*, William D. Wells, Ed., Hillsdale, NJ: Lawrence Erlbaum and Associates, 27-44.
  
43. Nakamoto, Kent, Deborah J. MacInnis and Hyung-Shik Jung (1993), "Advertising Claims and Evidence as Bases for Brand Equity and Consumer Evaluation of Brand Extensions", in *Brand Equity and Advertising*, David A. Aaker and Alexander L. Biel (eds.), Hillsdale, NJ: Lawrence Erlbaum Assoc., 281-298.

44. MacInnis, Deborah J. and Douglas M. Stayman (1993) "Focal and Emotional Integration: Constructs, Measures and Preliminary Evidence", *Journal of Advertising*, 22 (December), 51-66.
45. Hahn, Mini, C. Whan Park and Deborah J. MacInnis (1992), "The Adaptive Information Processing Hypothesis: Accounting for the V-Shaped Advertising Response Function", *Journal of Advertising*, 21 (June), 37-46.
46. MacInnis, Deborah J. Christine Moorman, and Bernard J. Jaworski (1991), "Enhancing Consumers' Motivation, Ability and Opportunity to Process Brand Information from Ads: Conceptual Framework and Managerial Implications", *Journal of Marketing*, 55 (October), 32-53.
47. MacInnis, Deborah J. and C. Whan Park (1991), "The Differential Role of Characteristics of Music on High and Low Involvement Consumers' Processing of Ads", *Journal of Consumer Research*, 18 (September), 161-173.
48. MacInnis, Deborah J. and Bernard J. Jaworski (1990), "Two-Routes to Persuasion Models in Advertising: Review, Critique and Research Directions", *Review of Marketing*, 1-25.
49. \* MacInnis, Deborah J. and Bernard J. Jaworski (1989), "Information Processing from Advertisements: Towards an Integrative Framework", *Journal of Marketing*, 53 (October), 1-23.
50. Jaworski, Bernard J. and Deborah J. MacInnis (1989), "Marketing Jobs and Management Controls: Toward a Framework", *Journal of Marketing Research*, 26 (November), 406-419.
51. MacInnis, Deborah J. and Linda L. Price (1987) "The Role of Imagery in Information Processing", *Journal of Consumer Research*, 13 (March), 473- 91.
52. \* Park, C. Whan, Bernard J. Jaworski and Deborah J. MacInnis (1986) "Strategic Brand Concept/Image Management," *Journal of Marketing*, 50 (October), 135-145 (winner of the Alpha Kappa Psi Award for the article published in the *Journal of Marketing* in 1986 that best advances the practice of marketing). Reprinted in *Essential Marketing Readings*, Marketing Science Institute, 2005.
53. Jaworski, Bernard J., Deborah J. MacInnis and William J. Sauer (1984) "Influence, Participation and Investment in Family Decision Making," in *Marketing to the Changing Household: Management and Research Perspectives*, Mary Lou Roberts and Lawrence H. Wortzel, eds., Cambridge, MA: Ballinger Publishing Co., 265-277.
54. Elder, Glen H., Jr. and Deborah J. MacInnis (1983) "Achievement Imagery in Women's Lives from Adolescence to Adulthood," *Journal of Personality and Social Psychology*, 45 (February), 394-404.
55. Frost, Randy O. and Deborah J. MacInnis (1983) "The Cognitive Bias Questionnaire: Further Evidence," *Journal of Personality Assessment*, 47 (2) (April), 173-177.



\* Indicates lead article

## Books

56. *Consumer Behavior*, 6<sup>th</sup> edition (2012), with Wayne D. Hoyer, and Rik Pieters, Houghton-Mifflin, Boston, MA. Previous editions published in 1997, 2001, 2004, 2007, and 2009.
57. MacInnis, Deborah J., Park, C. Whan and Joseph W. Priester (2009), *Handbook of Brand Relationships*, Society for Consumer Psychology; NY: M.E. Sharpe. Includes the following chapters:
  - a. MacInnis, Deborah J. C, Whan Park and Joseph R. Priester (2009), "Introduction: Why Brand Relationships Matter".
  - b. Park, C Whan, Joseph R. Priester, Deborah J. MacInnis and Zhong Wan "The Connection-Prominence Attachment Model" (CPAM).
  - c. Park, C. Whan, Deborah J. MacInnis and Joseph R. Priester "Research Directions on Strong Brand Relationships".
58. Brucks, Merrie and Deborah J. MacInnis (1996), *Advances in Consumer Research*, Vol. 23, Provo, UT: Association for Consumer Research.

## Refereed Papers in Published in Proceedings

59. Arianna Uhalde and Deborah J. MacInnis (2013), "How Could you Do this to Me: Brand Betrayal and its Consumer Behavior Implications", presented at the Association for Consumer Research conference, October, 2013.
60. Nenkov, Gergana, Deborah MacInnis and Maureen Morrin (2011), The Role of Mixed Emotions in Financial Decision Making, Proceedings of the Society for Consumer Psychology.
61. Nenkov, Gergana, Deborah MacInnis, Maureen Morrin and Martin Reimann (2010) "Dissociating Positive Emotions of Hope and Hopefulness and their Differential Impact on Consumer Financial Risk-taking: A functional Magnetic Resonance Imaging Study, *Advances in Consumer Research*.
62. MacInnis, Deborah J. and Heather Wan (2009), "Misperception and Confusion as Unintended Consequences of Warning Labels", Public Policy and Marketing Conference Proceedings.
63. Chun, Hae Eun, Vanessa Patrick and Deborah J. MacInnis (2007), "Making Prudent vs. Impulsive Choices: The Role of Anticipated Shame and Guilt on Consumer Self-Control", in Gavan Fitzsimmons and Vicki Morwitz (eds.), *Advances in Consumer Research*, Vol. 33, Duluth MN: Association for Consumer Research.
64. Priester, Joseph, Deborah J. MacInnis and C. Whan Park (2007), "New Frontiers in Branding: Attitudes, Attachments and Relationships, Vol 26, Society for Consumer Psychology.

65. Patrick, Vanessa and Deborah J. MacInnis (2005), "Why Feelings Stray: Sources of Affective Misforecasting in Consumer Behavior", in Connie Pechmann and Linda Price (eds.), *Advances in Consumer Research*, Vol. 32, Duluth MN: Association for Consumer Research.
66. DeMello, Gustavo, Deborah J. MacInnis and David W. Stewart (2004), "Goal-motivated Reasoning: The Lure of the "Yes, I Can" Conclusion", in Geeta Menon and Akshay Rao (Eds.), *Advances in Consumer Research*, Vol. 31, Duluth, MN: Association for Consumer Research, 466.
67. Jung, Sung Youl, Deborah J. MacInnis and C. Whan Park (2004), "Price Perceptions in Brand Extensions: Formation and Impact on Brand Extension Evaluation", in Geeta Menon and Akshay Rao (Eds.), *Advances in Consumer Research*, Vol. 31, Duluth, MN: Association for Consumer Research, 137-142.
68. DeMello, Gustavo, Deborah J. MacInnis and Valerie Folkes (2003), "Hoping There's Nothing to Fear: A Matter of Framing", in Punam Anand Keller and Dennis Rook, *Advances in Consumer Research*, Vol. 29, Provo, UT: Association for Consumer Research, forthcoming.
69. Patrick, Vanessa, Deborah J. MacInnis and Valerie Folkes (2002), "Approaching What We Hope For and Avoiding What We Fear: The Role of Possible Selves in Consumer Behavior", in Susan Broniarczyk and Kent Nakamoto (eds.), *Advances in Consumer Research*, Vol. 29, Provo, UT: Association for Consumer Research, 270-76.
70. Ackerman, David, Valerie Folkes and Deborah J. MacInnis (2000), "Social Comparisons of Possessions: When It Feels Good and When it Feels Bad", in Mary Gilly and Joan Meyers-Levy, eds. *Advances in Consumer Research*, Vol. 27, Provo, Utah, Association for Consumer Research.
71. MacInnis, Deborah J., Stewart Shapiro and Gayathri Mani (1999), "Enhancing Brand Awareness Through Brand Symbols", *Advances in Consumer Research*, Vol. 26, Provo, Utah: Association for Consumer Research.
72. Krishnamurthy, Sandeep and Deborah J. MacInnis (1995), "A Contingency Framework of Want Formation: The Role of the Felt Deprivation Construct", in David A. Stewart and Naufel Vilcassim (eds.), *Proceedings of the AMA Winter Educator's Conference*, Chicago, IL: American Marketing Association, forthcoming.
73. Shapiro, Stewart and Deborah J. MacInnis (1992), "Mapping the Relationship Between Preattentive Processing and Attitudes", John Sherry and Brian Sternthal (eds.), *Advances in Consumer Research*, Vol. 19, Provo, UT: Association for Consumer Research, 505-513.
74. MacInnis, Deborah J., Kent Nakamoto and Gayathri Mani (1992), "Cognitive Associations and Product Category Comparisons: The Role of Knowledge Structure and Context", *Advances in Consumer Research*, John Sherry and Brian Sternthal (eds.), Vol. 19, Provo, UT: Association for Consumer Research, 260-267.

75. Jaworski, Bernard J. and Deborah J. MacInnis (1988), "On Being an Informant in the Consumer Behavior Odyssey", in *Highways and Buyways*, Russell Belk (ed.), Association for Consumer Research.
76. MacInnis, Deborah J. (1987) "Constructs and Measures of Individual Differences in Imagery Processing: A Review," *Advances in Consumer Research* Vol. 14, Provo, UT: Association for Consumer Research, 88-92.
77. Jaworski, Bernard J. and Deborah J. MacInnis (1987), "On the Meaning of Data: Historical and Contemporary Perspectives," in *Marketing Theory*, Russell Belk and Gerald Zaltman, eds., Chicago, IL: American Marketing Association, 4 pages.
78. Venkatraman, Meera and Deborah J. MacInnis (1985) "The Epistemic and Sensory Exploratory Behaviors of Hedonic and Cognitive Consumers, in *Advances in Consumer Research*, Vol. 12, Elizabeth C. Hirschman and Morris B. Holbrook, eds., Ann Arbor, MI: Association for Consumer Research, 102-107.
79. MacInnis, Deborah J. and Bernard J. Jaworski (1984), "Revitalizing Dormant Ideas," in *Scientific Method in Marketing*, Paul F. Anderson and Michael J. Ryan, eds. Chicago, IL: American Marketing Association.

#### **Other Published Refereed Papers**

80. MacInnis, Deborah, Ambar Rao and Allen Weiss (2002), "Repetition Effects in the Real World: Assessing When and Why Increased Media Weight Helps Aggregate Sales" *Marketing Science Institute Working Paper Series*, Report.
81. Chandy, Rajesh, Gerard Tellis, Deborah J. MacInnis and Pattana Thaivanich (2001) "What to Say When: Advertising Appeals in Evolving Markets", *Marketing Science Institute Working Paper Series*, Report # 01-103.
82. MacInnis, Deborah J. and Bernard J. Jaworski (1990), "Toward an Integrative Theory of Information Processing from Advertising", published in the *Marketing Science Institute Working Paper Series*, Report # 90-100.
83. MacInnis, Deborah J. and Bernard J. Jaworski (1990), "Enhancing the Managerial Relevance of Information Processing Theory in an Advertising Context," *Marketing Science Institute Working Paper Series*, Report # 90-104.

#### **Non-Refereed Papers in Proceedings**

84. MacInnis, Deborah J. (2005), "Presidential Address: Finding Legs: Generativity and the Everyday Language of the Consumer", in Geeta Menon and Akshay Rao (eds.), *Advances in Consumer Research*, Vol 32, Duluth, MN: Association for Consumer Research, 1-5.
85. Chakravarti, Dipankar, Deborah J. MacInnis and Kent Nakamoto (1991), "Product Category Perceptions, Elaborative Processing and Brand Name Extension Strategies" in

*Advances in Consumer Research*, Vol. 17, Richard Pollay, Marvin Goldberg, and Gerald Gorn (eds.), Provo, UT: Association for Consumer Research, 910-916.

86. MacInnis, Deborah J. and Linda L. Price (1991), "An Exploratory Study of the Effects of Imagery and Experience on Expectations and Satisfaction", in *Advances in Consumer Research*, Vol. 17, Richard Pollay, Marvin Goldberg, and Gerald Gorn (eds.), Provo, UT: Association for Consumer Research, 41-47.

#### **Other**

87. MacInnis, Deborah J. (2010), "Commentary on the Scholarly Career Contributions of Naresh Malhotra", in *Legends in Marketing: Naresh Malhotra*, Jagdish Sheth, ed., Sage.
88. MacInnis, Deborah J. (2004), "Crystal Clear Concepts: Using Metaphors to Expand Dimensional Thinking", *ACR Newsletter*, Winter, 2004, 1-4.
89. MacInnis, Deborah J. (2004) "Where Have All the Papers Gone? Reflections on the Decline of Conceptual Articles", *ACR Newsletter*, Spring 2004, 1-3.
90. MacInnis, Deborah J. (2004), "Learning about Learning", *ACR Newsletter*, Fall, 2004.

#### **Under Review/Revision**

91. Isikman, Elif, Deborah J. MacInnis, Lisa Cavanaugh, Gulden Ulkumen (2013) The Effects of a Curiosity Inducing Event on Consumption Enjoyment", Under review, *Journal of Consumer Research*.
92. MacInnis, Deborah J., Nenkov, Gergana, Morrin, Maureen, Reimann, Martin, Bechara, Antoine (2013). "The Role of Hope in Financial Decision Making", under revision, *Journal of Experimental Psychology: Applied*.
93. Park, C. Whan, Chun, Hae Eun, Eisingerich, Andreas, MacInnis, Deborah J. (2013) "Understanding Conditions that Enable Synergistic Brand Growth and Revenue", Under review, *Journal of Consumer Psychology*.
94. Hae Eun Chun, Deborah J. MacInnis and Kristin Diehl (2013), "Savoring Future Experiences: Antecedents of and Effects on Evaluations of Consumption Experiences", Under revision, *Journal of Consumer Research*.
95. Reimann, Martin, Deborah J. MacInnis and Antoine Bechara (2013), "Reward Commensurability: Behavioral, Neurophysiological, and Psychological Evidence on How Certain and Merely Possible Rewards Are Commonly Processed", Under review, *Journal of Marketing Research*.

#### **Work in Progress**

96. MacInnis, Deborah J. and C. Whan Park (2014), *Review of Marketing Research*, co-editors of a special issue on Brands and Brand Meanings.

97. Cavanaugh, Lisa M. Deborah J. MacInnis and Allen M. Weiss (2013), “Sadness is Cold, Guilt is Inside and Contentment is Soft: Perceptual Features Describe and Differentiate Emotions”, working paper.
98. Lisa Cavanaugh and Deborah MacInnis (2013), Relational Identity and Consumer Choices, working paper in progress.
99. Wan, Heather, Deborah J. MacInnis, C. W. Park and Andreas Eisengrich (2013), “Conceptualization, Distinctiveness, Measurement and Relative Impact of the Brand Champion Construct”. Three studies completed, 4<sup>th</sup> study at the design stage.
100. MacInnis, Deborah J. Valerie Folkes and Arianna Uhalde (2014), “Mapping Brand Betrayal: Phenomenology, Antecedents, Consequences and Marketing Implications” working paper in progress.

### **Selected Presentations**

MacInnis, Deborah J. (2013), “Learning from Award Winning Articles”, Special Session on Theory Development in Marketing, AMA 2013 Winter Educator’s Conference, February 2013.

MacInnis, Deborah J. and Debbie Campbell (2013), “Innovative Undergraduate Programs”, AACSB ICAM Conference, April, 2013.

MacInnis, Deborah J. and Jody Tolan (2013), Developing Thinking and Reasoning Skills”, AACSB, Redesigning Undergraduate Symposium, April 2013.

MacInnis, Deborah J. (2013), “Brand Betrayal and its Psychological Effects”, paper presented at Koc University, Istanbul Turkey, June 31, 2013.

Isikman, Elif, Deborah J. MacInnis, Gulden Ulkumen and Lisa Cavanaugh (2012), “The Effects of Curiosity-Evoking Events on Consumption Enjoyment, paper presented at the Association for Consumer Research Conference, October 6, 2012.

MacInnis, Deborah J. (2011), “Perspectives on the Consumer Role”, Discussant, Association for Consumer Research Conference, St. Louis, MO, October, 2011.

Nenkov, Gergana, Maureen Morrin, and Deborah MacInnis (2011) “Deconstructing Hope: Implications for Risky Decision Making. LaLonde Conference, Aix en Provence, France, 2011.

MacInnis, Deborah J. (2011), “Enhancing Publication Success”, Marketing World Congress Doctoral Consortium, Reims France, July 2011.

MacInnis, Deborah J. (2010), “The Role of Hope in Financial Decision Making” University of Arizona, University of Houston, Feb 19<sup>th</sup>, 2010.

MacInnis, Deborah J. (2009), “Optimism about Optimism”, Special session Discussant, Association for Consumer Research Conference, Pittsburgh, PA, October 2009.

MacInnis, Deborah J. (2009), "The Keys to Research on Happiness", ACR Doctoral Consortium, Pittsburgh, PA, October 2009.

MacInnis, Deborah J. (2009), Emotional Attachment, Brand Evangelism and Brand Equity", Marketing Science Institute Conference on The New Art and Science of Branding, San Francisco, CA: September 2009.

Porath, C.L., MacInnis, D.J., & Folkes, V.S. (2009) "Witnessing Incivility among Employees: Effects on Consumer Anger, Global Judgments, and Repatronage," Academy of Management, Chicago, IL in August 2009.

MacInnis, Deborah J. and Heather Wan (2009), "Misperception and Confusion as Unintended Consequences of Warning Labels", Public Policy and Marketing Conference.

Gergana Y. Nenkov, Deborah MacInnis, and Maureen Morrin (2009), "Differentiating the Impact of Threats to Hope and Hopefulness on Retirement Savings", AMA Winter Educator's Conference, Tampa FL.

MacInnis, Deborah J (2008), "Doing Dissertation Research on Goals and Emotions", ACR Doctoral Consortium, San Francisco, CA, October, 2008.

MacInnis, Deborah J. (2008) Keynote Speaker on Consumer Behavior; Haring Doctoral Consortium, Bloomington, Indiana.

Patrick, Vanessa, Hae Eun Chun and Deborah J. MacInnis (2008) Affective Forecasting and Self-Control: Why Anticipating Pride wins over other Emotions in a Self Regulation Context, presented at the Society for Consumer Psychology Conference, New Orleans, LA, February 2008.

MacInnis, Deborah J. (2005), "Conducting Exemplary Research", Association for Consumer Research Doctoral consortium, September 2005, San Antonio, TX.

Rajesh Chandy, Deborah MacInnis, Gerard J. Tellis, and Pattana Thaivanich (2005), "Modeling the Effects of Direct Television Advertising" The Winning Marketing Science Practice Prize Presentations from the 2004 Informs Society of Marketing Science Practice Prize Competition, Rotterdam, May 2005.

Deborah J. MacInnis (2004), "Finding Legs: Generativity and the Everyday Language of the Consumer", Presidential Address, Association for Consumer Research, October 2004, Portland, OR.

MacInnis, Deborah J., Shashi Matta and Vanessa Patrick (2004), "Exploring Shame and Guilt in Consumer Behavior", Association for Consumer Research Conference, Portland, Oregon.

Patrick, Vanessa, Sasha Fedorikhin and Deborah J. MacInnis (2004), "The Future is Colored Pink or Blue: The Effect of Mood and Sequences of Prediction on Affective Forecasting", Association for Consumer Research Conference, Portland Oregon.

MacInnis, Deborah J. (2004), "What is a Brand and What is it Like" Differentiating Conceptual Clarity and Metaphorical Productivity in Branding and Branding Constructs",

Keynote speech, Association for Consumer Research, Asia Pacific Conference, June 2004, Seoul Korea.

DeMello, Gustavo, Deborah J. MacInnis and David W. Stewart (2004) "Self-Induced Consumer Vulnerability: Goal-Directed Biases in Product Information Search and Evaluation", American Marketing Association Marketing and Public Policy Conference, May 17-21, University of Utah.

Patrick, Vanessa, Deborah J. MacInnis and C. Whan Park (2003) 'Misforecasting of Affect: The Impact on Consumer Satisfaction', Marketing Science Conference at the University of Maryland, R.H. Smith School of Business, in College Park, Maryland, June 12-15, 2003.

Patrick, Vanessa and Deborah J. MacInnis (2002), "How Will I Feel About It? Affective Misforecasting In Consumer Behavior", Special Session, Association for Consumer Research, Atlanta, Georgia, October 2002.

Tellis, Gerry, Rajesh Chandy, Deborah J. MacInnis, and Pattana Thaivanich, (2002), "Decomposing the Effects of Advertising: Which Ads Work, When, Where, Why, and How Long". Paper presented at the Marketing Science Conference, Edmonton Canada, June 30<sup>th</sup>.

Chandy, Tellis, MacInnis, (2001), Marketing Science conference 2001 in Wiesbaden/Mainz, July 5-8.

Ratner, Rebecca, Deborah J. MacInnis and Allen M. Weiss (2000), "Consumer Preferences for Item Order Within a Compilation: A Comparison of Preferred to Actual Sequences", paper presented at the Association for Consumer Research Conference, October, Salt Lake City, Utah.

Jun, Sun Youl, C. Whan Park and Deborah J. MacInnis (1998), "Pricing Considerations for Brand Extensions: The Effects of Extension Direction, Emotional Strength, and Perceived Similarity", Special Session, presented at the Association for Consumer Research Conference, Montreal, Canada, October 1998.

MacInnis, Deborah J., Gayathri Mani and Jeanie Han (1998), "Imagery Effects on Brand Attitude Formation", Special Session presented at the Association for Consumer Research Conference, Montreal, Canada, October 1998

C. Whan Park, Deborah J. MacInnis, Bernard J. Jaworski and Steven Silverman (1998), 'Linking Three Foundation Concepts: Marketplace Exchange, Customer Value and the Marketing Mix' paper presented at the Marketing Science Institute Conference, Marketing in the Millenium, June 4-6 1998.

MacInnis, Deborah J. "The Effect of Affect", Presented at the Association for Consumer Research Conference, Denver Colorado, October 12, 1997.

Park, C. Whan, Deborah J. MacInnis and Steven Silverman, (1995), "Back to the Future with the Marketing Mix", paper presented at the Marketing Science Institute Conference, Brand Equity and the Marketing Mix: Creating Customer Value, March 1995, Tucson, AZ.

MacInnis, Deborah J., Bernard J. Jaworski and Ambar Rao (1994), "Does Advertising Affect Sales?", paper presented at the Marketing Science Conference, Tucson Arizona, March 1994

Chakravarti, Dipankar, Deborah J. MacInnis and Gayathri Mani (1994), "Exploring Memory and Mental Processes for Olfactory Stimuli: Methodological Considerations", paper presented at the Society for Consumer Psychology Conference, Ft. Lauderdale, FL, February 1994

Chakravarti, Dipankar, Deborah J. MacInnis and Gayathri Mani (1993), "Memory Effects of Sensory Processes in Olfactory and Visual Modalities", paper presented at the Association for Consumer Research Conference, Nashville, TN, October 1993

MacInnis, Deborah J. MacInnis, Ambar G. Rao and Bernard J. Jaworski (1993), "The Impact of Advertising Executional Cues on Sales", paper presented at the MSI Advertising and Brand Equity Conference, Duke University, March 1993.

Chakravarti, Dipankar, Deborah J. MacInnis and Gayathri Mani (1992), "Olfaction and Mental Representations: Memory Effects of Imagery Processes in Multiple Sensory Modalities", paper presented at the Association for Consumer Research Conference, Vancouver, Canada, October 1992.

MacInnis, Deborah J. (1992), "Issues and Prospects in the Study of Imagery Processing", Discussant, presented at the Association for Consumer Research Conference, Vancouver, Canada, October, 1992.

MacInnis, Deborah J. and C. Whan Park (1989), "Music as a 'Peripheral Cue' in Advertising: Varying Dimensions and Influences on Ad and Brand Attitudes", paper presented at the Association for Consumer Research Conference, New Orleans, LA, October 1989.

MacInnis, Deborah J. and Kent Nakamoto (1989), "Uncovering Cognitive Associations to Brand Extensions", paper presented at the Association for Consumer Research Conference, New Orleans, LA, October 1989.

MacInnis, Deborah J. and Robert A. Westbrook (1987), "The Relationship Between Executional Cues and Emotional Response to Advertising", presented at the Association for Consumer Research Conference, Boston, MA, October 1987.

MacInnis, Deborah J. (1987) "Persuasive Advertising: What Works, When and Why", presented at the BPA Breakfast Series Lectures in Phoenix and Tucson AZ, October 1987.

MacInnis, Deborah J. (1986), "The Effect of Advertising Executional Cues on Information Processing from Ads," presented at the MSI Advertising Steering Group Meeting, October, 1986.

Park, C. Whan and Deborah J. MacInnis (1985) "Creating Synergy in Marketing Management" Winter Educators' Conference, American Marketing Association, Phoenix, Arizona, February 1985.



Elder, Glen J., Jr. and Deborah J. MacInnis (1982) "Domestic and Career Achievement Among Women," Eastern Sociological Association Meetings, Philadelphia, Pennsylvania, February 1982.

Elder, Glen H., Jr., Deborah J. MacInnis and Bernard J. Jaworski (1981) "Military Experience in Life Course Development," Society for Research in Child Development, Boston, Massachusetts.

MacInnis, Deborah J. and Randy O. Frost (1980) "Relaxation and Imagery in Depression," American Psychological Association, Montreal, Canada, August, 1980.

### **Recent Media Descriptions of Research**

Inc. Magazine, media citation for Porath, MacInnis and Folkes, "How and Why Services Suffer When Customers Witness Employee Incivility", *Journal of Service Research*.14 (August), 302-317. "[Be Kind to Your Co-Workers](#), or Else", January 24, 2012

Approximately 12 media citations for Porath, MacInnis and Folkes (2010), Journal of Consumer Research on Witnessing Employee-Employee Incivility (includes [Time](#), [Los Angeles Times](#), [U.S. News & World Report](#), [Business Insider](#), [Toronto Star \(Canada\)](#) and [United Press International](#)).

Approximately 20 media citations for Park, MacInnis, Priester, Eisenreich and Iacobucci (2010) Brand Attachment Journal of Marketing article: Includes Marketplace Public Radio, *USNews and World Report*, *LA Business Journal*, *BusinessWeek*, and *Consumer Affairs*.

Other: "Human Behavior: To Resist Temptation, Forget Guilt", Op-Ed, *Los Angeles Times*, July 10, 2011.

### **Invited University Presentations**

Koc University, Marketing Department, June 2013  
University of Southern California, Psychology Department, Spring 2010  
University of Arizona, Marketing Department, Spring 2010  
University of Houston, Marketing Department, Spring 2010  
University of Washington, Marketing Department, Fall 2009  
University of California at Irvine, Marketing Department, Spring 2008  
University of British Columbia, Marketing Department, Spring 2008  
University of California at Northridge, Marketing Department, Spring 2001  
University of California at Los Angeles, Marketing Department, Spring 1997  
University of Southern California, School of Gerontology, Spring 1996, Fall 1997  
University of Rhode Island, Spring 1993  
University of Massachusetts, Spring 1993  
Boston College, Spring 1993  
University of Southern California, Spring 1993  
Harvard University, Spring 1993  
Southern Methodist University, Spring 1993

Massachusetts Institute of Technology, Fall 1992  
University of British Columbia, Fall 1991  
University of Florida, Summer 1990

## **Grants Received**

- 1992 Marketing Science Institute grant for the study of empathic processing in advertising. With Douglas M. Stayman.
- 1991 University of Arizona. Small grant for research project on olfaction and consumer behavior. With Dipankar Chakravarti.
- 1991 American Academy of Advertising grant for the study of empathic processing in advertising. With Douglas M. Stayman.
- 1989 Marketing Science Institute grant for brand extension research. With Prof. Kent Nakamoto
- 1986 Marketing Science Institute grant for Doctoral Dissertation.

## **SERVICE**

### **Committee Service**

University of Southern California:

Chair, USC Strategic Transformation Committee, November 2012-present  
Chair, USC Committee on TOEFL guidelines, Fall 2012  
Member, USC Provost Plan for a Career- Fall 2012-present  
Co-Chair, Marshall Undergraduate Building Committee, 2012-present  
Chair, PEG Committee, Lisa Cavanaugh- 2012  
Mentor, Lisa Cavanaugh, Gulden Ulkumen, Kyu Kim, 2009-present  
Member, USC Committee on Community Service Planning, 2012-present  
Member, Marshall Mentoring Committee, 2011-present  
Chair, Marshall Committee on Undergraduate Programs, 2011-present  
Moderator, USC Mentoring Forum, February 11-12, 2011  
Marshall Research and Faculty Recognition Committee, Chair- 2010-2011  
Marshall Committee on Named Chairs (ex officio), 2010-2011  
Judge, USC Mellon Mentoring Awards, March 2011  
USC Strategic Planning Committee, 2010- 2012  
USC Committee on Probationary Faculty, 2009-2012  
Chair, PEG Committee for Kristin Diehl, 2009-2010  
Provost's Committee on Faculty Mentoring, member 2008- 2012  
Chair, Marshall Committee on Faculty Mentoring, 2008-2011  
Behavioral Lab Committee, member 2008-present  
Undergraduate Curriculum Committee, member- 2008  
Advisory Board, CIBER, 2006-2007; 2010-present  
Provost's Dean's Search Committee, University Library 2006-2007  
National Research Council PhD Program Assessment, 2006-2007

USC Vice Deans for Research Committee- 2006-2007  
 Provost's Academic Leadership and Development Committee, Chairperson, 2005-2007  
 Chair, Marshall Research Committee- 2006-2007  
 Dean PhD Program- 2006-2007  
 Provost's Initiative on the Arts and Humanities, committee member 2005-2006  
 Provost's Committee on USC Libraries, committee member, 2005-2006  
 Dean's Advisory Committee on Masters' Programs, Chairperson, 2005  
 Undergraduate Research Funding Committee, 2005  
 USC Committee on Academic Policies and Procedures, 2003-2004  
 USC Ambassador, 2000-present  
 Acting Coordinator of the PhD Program in Marketing, Fall 2000-2005  
 Departmental PEG Committee Member- Fall 2002  
 Three Year Review Committee- Spring 2001  
 PhD Committee- Fall 2001 to present  
 ISD/Library Task Force - Spring 2000  
 Reviewer, IBEAR/CIBEAR proposals, 2000  
 Chair, Committee on the Undergraduate Program, Marketing Department 2000  
 Brown Bag Speaker Coordinator, Marketing Department, Spring 2000  
 Member, Social Sciences Panel, Undergraduate Program 1999-2000  
 Member, Undergraduate Committee- 1998-2000  
 Members, Undergraduate Honors Committee- 1998-2000  
 Member, Strategic Planning Committee for the Undergraduate Program, 1998-1999  
 Member, Committee on Undergraduate Education, 1998  
 Mentor, Business Scholars Students 1997-98  
 Member, International Business Task Force, 1997  
 Member, Promotion and Tenure Committee, Marketing Department, 1997  
 Chair, Quality of Life Task Force, 1997  
 Member, Subject Pool Committee, 1997  
 Member, Research Committee, 1995-1997  
 Member, Business Scholars' Task Force, 1996

#### University of Arizona:

Director, MS Program in Marketing, Marketing Department  
 Member, Ph.D. Committee, Marketing Department  
 Member, Faculty Evaluation Committee, Marketing Department  
 Member, Academic Program Review Committee, Marketing Department  
 Member, Capital Equipment Committee, Marketing Department  
 Member, Chairperson Search Committee, Family and Consumer Resources  
 Member, Faculty Search Committee, Family and Consumer Resources  
 Member, Promotion and Tenure Committee, Management Department  
 Graduate Representative, University of Arizona

#### **Intramural Service: Thesis Supervision**

Co-Chair, PhD Dissertation Committee, Elif Isikman, Marketing Department, USC (2010-present)  
 Member, PhD Dissertation Committee, Gratiana Pol, Marketing Department, USC (2010-2013)  
 Member, PhD Dissertation Committee, Steve Koppitsch, Marketing Department, USC (2010-present)

Member, PhD Dissertation Committee, Martin Reimann, Neuroscience, USC (2010-present)

Member, PhD Dissertation Committee, Steve Rodriguez, Education, USC, (2009-present)

Member, PhD Dissertation Committee, Leigh Ann Novak, Marketing, USC (2009-present)

Member, PhD Dissertation Committee, Andy Wong, Marketing, USC (2009-2011)

Co-Chair, Ph.D. Dissertation Committee, Heather Wan, Marketing, USC (2008-2012)

Co-Chair, Ph.D. Dissertation Committee, Hae Eun Chun, Marketing, USC (2007-2010)

Chair, Ph.D. Dissertation Committee, Justin Anderson, Marketing, USC (2005-2007) (University of North Carolina, Wilmington)

Member, Ph.D. Dissertation Committee, Shashi Matta, Marketing, USC (2004-2006) (Ohio State)

Co-Chair, Ph.D. Dissertation Committee, Gustavo DeMello, Marketing, USC (2002-2005) (Dartmouth)

Member, Ph.D. Dissertation Committee, Allison Johnson, Marketing, USC (2003-2005) (Queens University)

Co-Chair, Ph.D. Dissertation Committee, Vanessa Patrick, Marketing, USC (2001-2004) (University of Georgia)

Co-Chair, Ph.D. Dissertation Committee, Matthew Thomson, Marketing, USC (2000-2004) (Queens University)

Chair, PhD Dissertation Committee, Matthew Lancellotti, Marketing, USC (2000-2004) (Cal State Fullerton)

Member, Ph.D. Dissertation Committee, Patti Williams, Marketing UCLA (1997-1999) (Wharton)

Co-Chair Ph.D. Dissertation Committee, David Ackerman, Marketing (1995-1999)

Co-Chair, Ph.D. Dissertation Committee, Gayathri Mani, Marketing (1995) (Indiana)

Co-Chair, Ph.D. Dissertation Committee, Stewart Shapiro, Marketing (1993) (Delaware)

Chair, MS Internship Committee, Ted Kamp, Marketing (1992) (Leo Burnett)

Co-Chair, Ph.D. Dissertation Committee, Changjo Yoo, Marketing (1992) (Dongguk University)

Co-Chair, Ph.D. Dissertation Committee, Hyung Shik Jung, Marketing (1991) (Chosun University)

Member, MS Internship Committee, Jon Laudenbach, Marketing (1991) (industry)

Member, Ph.D. Dissertation Committee, Shankar Krishnan, Marketing (1991) (Indiana)

Member, MS Thesis Committee, Melissa Young, Marketing (1990)

#### **Extramural Service: Review Activity**

Co-Editor, Special Issue on Consumer Brand Relationships, Review of Marketing Research (2012-present)

Theory Development Editor, *Journal of Marketing* (2011-present)

Reviewer and Endorser, *Transformative Consumer Research*, David Mick (ed).

Co-Editor, *Journal of Consumer Research*- 2009-July 2011

Reviewer, MSI Shopper Marketing Competition, 2010

Associate Editor, *Journal of Consumer Research* (1997-1999; 2008-2009)

Associate Editor, *Journal of Consumer Psychology* (2005-2009)

Editorial Review Board, *Journal of Marketing* (1990-1993; 1993-2007)

Editorial Review Board, *Journal of Consumer Research* (1990-1997; 2003-2008; 2012-present)

Editorial Review Board, *Journal of Marketing Research*

Editorial Review Board, *Psychology and Marketing* (2003-2007)

Editorial Review Board, *Journal of the Academy of Marketing Sciences*, 2001-2003  
 Editorial Review Board, *Review of Marketing Research* (2004-2008)  
 Editorial Review Board, *Journal of Market Focused Management* (1990-2004)  
 Editorial Review Board, *International Journal of Internet Marketing and Advertising* (2002- 2007)  
 Editorial Review Board, *Journal of Consumer Behaviour* (2000-2007)  
 Consulting Editor, *Genetic, Social, and General Psychology Monographs*  
 Associate Editor, *Journal of Consumer Research* (1997-1999)  
 Editorial Review Board, *Journal of Marketing Research* (1991-1997)  
 Reviewer, *Monographs of the Journal of Consumer Research* (2002)  
 Reviewer, *Journal of Consumer Psychology* (1992-2005)  
 Reviewer, *Psychology & Marketing* (1990-1992)  
 Reviewer, *Journal of Advertising* (1990-2006)  
 Reviewer, *Journal of Economic Psychology* (1994)  
 Reviewer, *Journal of the Academy of Marketing Science* (1995-2006)  
 Reviewer, *Marketing Letters*, 2001-present  
 Reviewer, the Association for Consumer Research,  
 American Marketing Association and Academy of Marketing Science Conferences  
 Reviewer, MSI, AMA, and Academy of Marketing Science Doctoral Dissertation  
 Competitions (yearly)  
 Reviewer, George Day Dissertation Competition, (2000, 2003)  
 Faculty Advisor, Business Scholars Club, 1997  
 Judge, Ferber Award, *Journal of Consumer Research*, (1994)

#### **External Service: Organization Activity**

AACSB, “Redesigning the Undergraduate Curriculum”, committee member, 2013-2014.  
 Member, ACR Task Force, May 2011-2012.  
 Member, Sheth Foundation Board, October 2010-present.  
 Co-Organizer, American Marketing Association Pre-Conference on Enhancing Theory  
 Development in Marketing, AMA Summer Educator’s Conference, Boston, MA: August,  
 2010.  
 Yale Center for Customer Insight, Conference Track Chair for Consumer Behavior  
 Track, 2009  
 External Review Committee, Marketing Department, Wharton School of Business, 2008.  
 ACR, Nominations Committee, 2008  
 Advisory Board, Applied Economics Research Bulletin, 2007 - 2011  
 ACR Constitution Task Force, 2007  
 Committee Member, ACR Fellows Award, 2006-2007  
 Member, AMA Knowledge Coalition, 2005-2006  
 President, Association for Consumer Research, 2004 (President Elect and Past President  
 in 2003 and 2005 respectively)  
 Treasurer, Association for Consumer Research, 2001  
 Advisory Board Member, Institute for Brand Leadership, 2000  
 Advisory Board Member, MS2- 1998-present  
 Vice President, Conferences and Research, Academic Council Executive Committee  
 American Marketing Association, 1997-1998  
 Business Scholars Mentor, 1997  
 Conference Co-Chair, Association for Consumer Research, 1996  
 Program Committee, Association for Consumer Research, 1992, 1994, 2001  
 Program Committee, Society for Consumer Psychology, 1994

Track Chair, AMA Winter Educators' Conference, 1993  
Marketing Science Institute's Advertising, Steering Group 1987-1992  
Conference Organizer, Marketing Science Institute, "Cheers, Tears  
and Fears: The Role of Emotion in Advertising, February 1991, Duke University,  
Chapel Hill, NC

### **Extramural Activity: Memberships**

Member of the American Marketing Association  
Member of the Association for Consumer Research  
Member of the Society for Consumer Psychology  
Member of the American Academy of Advertising

## **TEACHING**

### **Academic Courses Taught**

Undergraduate Consumer Behavior  
Undergraduate Advertising and Promotion Management  
Undergraduate Advertising and Promotion Practicum  
Undergraduate Marketing Management  
Honors Undergraduate Advertising and Promotion  
MBA Marketing Communications  
Ph.D. Seminar in Buyer Behavior  
Ph.D. Seminar- Behavioral Issues in Marketing

### **Executive Education Teaching**

Daimler-Benz Advanced Leadership Program, Jan. 1998  
Cheil Communications, Integrated Marketing Communications, Nov. 1997  
Cheil Communications, Automobile Advertising, Nov. 1997  
Texas Instruments, Advertising and Promotion, May 1996

### **Other Consulting**

American Beverage Association  
Leo Burnett, USA  
Federal Trade Commission, Washington, D.C.  
Solomon and Partners  
Hallmark  
Tinker and Rasor

## **MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

American Marketing Association  
American Psychological Association  
Society for Consumer Psychology

American Association of Family and Consumer Sciences