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ACADEMIC POSITIONS

UNIVERSITY OF CAMBRIDGE, Judge Business School
University Lecturer in Marketing (equivalent to Assistant Professor), September 2011-present

EDUCATION

UNIVERSITY OF WASHINGTON, Foster School of Business
Ph.D. in Marketing, 2011
MS in Marketing, 2008
Minors: Psychology, Management, Research Methods

UNIVERSITY OF PENNSYLVANIA, Wharton School of Business
Doctoral Marketing and Management coursework (non-degree)

TEMPLE UNIVERSITY, Fox School of Business
MBA in Marketing

FRANKLIN AND MARSHALL COLLEGE
BA in Psychology

SELECTED INDUSTRY EXPERIENCE

PENN STATE INDUSTRIES

Marketing Manager, School Products Division

- Responsible for all marketing activities within division of family's company serving woodworking hobbyists
- Assisted in directing projects in other functions, including: inventory management, website strategy development, and catalog design
- Full & part-time positions

RESEARCH INTERESTS

Self-concept and social identity; interpersonal and romantic relationships; social exclusion; social comparison; charitable giving; materialism; time and money effects

PUBLICATIONS

Reed, Americus, Karl Aquino, and Eric Levy (2007), "Moral Identity and Judgments of Charitable Behaviors", *Journal of Marketing*, 71 (January), 178-193.

Google Scholar Citations: 78
Web of Knowledge Citations: 51

INVITED RESUBMISSIONS/ PAPERS UNDER REVIEW

Levy, Eric, Mark Forehand, and Shailendra P. Jain, "Filling the Relationship Void: How Romantic Failure Drives Materialism," revising for 2nd round submission at Journal of Consumer Psychology.

Schlosser, Ann E., and Eric Levy, "Helping Others or Oneself: How Incidental Comparisons Affect Prosocial Behavior," under review at Journal of Consumer Research.

Levy, Eric, Stephanie Finnel, Americus Reed, and Karl Aquino, "Charities, Connections, and Costs: Why and When Moral Identity Triggers Preferences to Donate Time versus Money," resubmission (new paper) requested at Journal of Consumer Research.

WORKING PAPERS/ OTHER WORKS IN-PROGRESS

Chen, Rocky, Echo Wen Wan, and Eric Levy, "Social Exclusion"

Jain, Shailendra P., Eric Levy, Detra Montoya, and Steve Posavac, "Social Simplicity and Mental Construal"

Biraglia, Alessandro, Josko Brakus, Eric Levy, and Shailendra P. Jain, "Indiscretions"

Levy, Eric, and Dolores Albarracin, "Action"

CONFERENCE PROCEEDINGS/ PRESENTATIONS

Schlosser, Ann E., and Eric Levy, "A Selfless or Selfish Act: The Incidental Effect of Direction of Comparison on Prosocial Behavior," competitive paper accepted for presentation at 2013 Association for Consumer Research conference.

Chen, Rocky, Echo Wen Wan, and Eric Levy, "Social Exclusion," competitive paper accepted for presentation at 2013 Association for Consumer Research conference.

Levy, Eric, Stephanie Finnel, Americus Reed, and Karl Aquino, "Charities, Connections, and Costs: Why and When Moral Identity Triggers Preferences to Donate Time versus Money," competitive paper accepted for presentation at 2013 Association for Consumer Research conference.

Schlosser, Ann E., and Eric Levy, "The Influence of Incidental Comparisons on Altruistic Appeals," competitive paper accepted for presentation at 2013 Society for Consumer Psychology Summer Conference (American Psychological Association Division 23).

Schlosser, Ann E., and Eric Levy, "Helping Others or Oneself: How Incidental Social Comparisons Affect Prosocial Behavior," competitive paper presented at 2012 Association for Consumer Research conference.

Levy, Eric, Mark Forehand, and Shailendra P. Jain, "The Effect of Social Threats on Consumer Materialism," competitive paper presented at 2011 Association for Consumer Research conference.

Reed, Americus, Karl Aquino, Eric Levy, and Stephanie Finnel, "How and When the Moral Self Motivates Donations of Time versus Money," competitive paper presented at 2009 Association for Consumer Research conference.

Lookingbill, Jon, Aurora Gonzalez, Eric Levy, and Terry R. Greene, "Motor Expertise and Attentional Differences in Expert and Novice Soccer Players," poster presented at the 1998 Eastern Psychological Association conference.

ACADEMIC HONORS AND AWARDS

University of Washington

Dean's Doctoral Fellowships (2009-11)

Research and Teaching Assistantships (2005-11)

University of Texas-Austin Marketing Internationalization Consortium representative (2009)

Top Scholar Award recipient (2006)

Temple University

Samuel Mink Memorial Award: Honorarium for outstanding graduate work (received award twice)

Dean's Certificate of Excellence: For outstanding MBA academic achievement

Highest Academic Distinction: For graduating in the top 5% of MBA class

Beta Gamma Sigma: Elected into international business honor society

TEACHING EXPERIENCE

University of Cambridge

Principles of Marketing (MST undergraduate)

Consumer Behaviour (MBA)

Consumer Behaviour (EMBA; begin teaching in January 2014)

Consumer Behaviour (Ph.D. / M.Phil)

University of Washington

Consumer Behavior (undergraduate)

Materialism and Charitable Giving (undergraduate guest lecture; given 6 times)

SERVICE

Program Committee

Society for Consumer Psychology conference (Miami FL, USA, Feb 2014)

Reviewing

Journal of Consumer Research (2012-)

Journal of Consumer Research Trainee Reviewer (2010, 2011)

Association for Consumer Research Conferences

Society for Consumer Psychology Conferences

American Marketing Association Conferences

AMA First Triennial Retailing Conference (2012)

Session Chair

Association for Consumer Research Conference (2012), “Charitable Giving and Prosocial Behavior”
Association for Consumer Research Conference (2011), “Using Products to Comfort the Soul”
Association for Consumer Research Conference (2008), “Context and Self in Memory and Emotion”

Cambridge University Graduate Student Supervision

1st supervisor (chair) for Cansu Sogut (M.Phil in 2012)

First placement: accepted into Ph.D. program in Marketing at Boston University.

2nd supervisor for Suppakorn Pattaratanakul (Ph.D. expected in 2014)

Cambridge University MST Undergraduate Project Supervisions

Supervised 5 groups in 2012; supervised 3 groups in 2013

Paper Discussant

Cambridge University Annual Winter Doctoral Conference (2011), “The Effect of Parent-Child Communication Strategies on Self-Brand Connections” (by Farrah Arif)

Doctoral Student Volunteer

Society for Consumer Psychology Conference (2009)

Marketing Lab Coordinator

University of Washington, Foster School of Business (2007-8)

INVITED TALKS (POST JOB-MARKET)

Warwick Business School, UK: Marketing Seminar Series (December 2011)
Goldsmiths, University of London, UK: Psychology Seminar Series (November 2012)
University College London, UK: Social Cognition Psychology Lab meeting (Fall 2013; TBD)
University of Washington, Seattle, USA: Implicit Cognition Psychology Lab meeting (September 2012)
Franklin and Marshall College, PA, USA: Undergraduate Guest Lecture (October 2012)
Oxbridge Summer School, Cambridge UK: Guest lecture to visiting middle school/high-school students

REFERENCES

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Americus Reed II
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The Whitney M. Young Jr. Associate Professor
Wharton School of Business
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