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Sara Loughran Dommer

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ACADEMIC POSITIONS

Assistant Professor

June 2012-present

Scheller College of Business, Georgia Institute of Technology

EDUCATION

Ph.D., Marketing

April 2012

Katz Graduate School of Business, University of Pittsburgh

B.S. (Highest Honors), Marketing with Minor in Economics

May 2005

Smeal College of Business, Pennsylvania State University

Honors Thesis: "Gender In-Group Bias in Advertising and the Effect of Gender Identity"

RESEARCH INTERESTS

Identity

Self-Concept

Consumer-Brand Relationships

PUBLISHED WORK

Dommer, Sara Loughran and Vanitha Swaminathan (2013), "Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat," *Journal of Consumer Research*, forthcoming.

Swaminathan, Vanitha, Srinivas K. Reddy, and Sara Loughran Dommer (2012), "Spillover Effects of Ingredient Branded Strategies on Brand Choice: A Field Study," *Marketing Letters*, 23 (1), 237-51.

Swaminathan, Vanitha, and Sara Loughran Dommer (2012), "When is our Connection to Brands like our Connection to People? Differentiating Between Consumer-brand Relationships and Interpersonal Relationships" in *Consumer-Brand Relationships*, ed. Mike Breazeale, Marc Fetscherin, Susan Fournier, and T.C. Melewar, New York: Routledge, 15-29.

WORKING PAPERS

Dommer, Sara Loughran, Vanitha Swaminathan, and Rohini Ahluwalia, "The Impact of Social Inclusion and Exclusion on Consumers' Preferences for Differentiating Brands and the Moderating Role of Self-Esteem," revising for 2nd round review at the *Journal of Consumer Research*

Dommer, Sara Loughran and Nicole M. Verrochi Coleman, "Closing the Gap: Lowering Self-Discrepancy with Brands, Relationships, and Cheating"

Dommer, Sara Loughran, Vanitha Swaminathan, and Zeynep Gürhan-Canli, "Who Forgives When Companies Err? Applying Attachment Theory to Explain Consumer Responses to Company Transgressions"

AWARDS AND HONORS

- AMA Sheth Doctoral Consortium Fellow, June 2011
- Outstanding Doctoral Student Teaching Award, University of Pittsburgh, Fall 2010
- Best Doctoral Student Contribution Award, International Consumer Brand Relationship Colloquium, April 2010
- Haring Symposium Fellow, March 2009
- Doctoral Fellowship, University of Pittsburgh, 2007-present
- Marketing Research Fellowship, 2007-2008

CONFERENCE PRESENTATIONS

"Identity Self-Expression and Gender Differences in the Endowment Effect," Association for Consumer Research Annual Conference, October 2011

"Blending In or Standing Out? The Belongingness and Self-Differentiating Roles of Brands Following Exclusion and Inclusion" Society for Consumer Psychology Annual Conference, February 2011

"The Role of Object Identity Associations as a Moderator of the Endowment Effect Following a Social Self-Threat," American Marketing Association Annual Winter Conference, February 2011

"Bridging the Divide: Identity Expression with Brands Following a Self-Threat," Association for Consumer Research Annual Conference, October 2010

"Bridging the Divide using Brands: How In-group/Out-group Brands Help Consumers Cope with Relationship Anxiety," International Consumer Brand Relationship Colloquium, April 2010

“Bridging the Divide using Brands: How In-group/Out-group Brands Help Consumers Cope with Relationship Anxiety,” Society for Consumer Psychology Annual Conference, February 2010

TEACHING EXPERIENCE

Advertising and Sales Promotion, University of Pittsburgh, Fall 2010 & 2011
Teaching Evaluations: 4.4 and 4.3/5

Marketing Research, University of Pittsburgh, Spring 2010 & 2012
Teaching Evaluation: 4.4/5

Introduction to Marketing, University of Pittsburgh, Fall 2008
Teaching Assistant

SERVICE

- Trainee reviewer for the *Journal of Consumer Research*
- Reviewer for the Association of Consumer Research Conference, 2009, 2010, 2011
- Reviewer for the Society of Consumer Psychology Research Conference, 2010, 2011, 2012
- Reviewer for the American Marketing Association Summer Conference, 2011, 2012
- Reviewer for the International Consumer Brand Relationship Colloquium, 2010

PROFESSIONAL EXPERIENCE

Jampole Communications
Account Executive

Pittsburgh, PA
September 2005 – June 2007