

Elizabeth Gelfand Miller

Marketing Department
Isenberg School of Management, Rm 231C
University of Massachusetts-Amherst
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EDUCATION

<i>Wharton School of Business, University of Pennsylvania</i>	Philadelphia, PA
PhD in Marketing	May 2003
Dissertation Title:	
<i>Interactions of Pleasant and Unpleasant Events: The Effect of Event Valence on Wait Management Strategies</i>	
MA in Marketing	May 2001
<i>Cornell University</i>	Ithaca, NY
BA, majors: psychology and chemistry	May 1998
<i>Magna cum laude</i>	
Distinction in all subjects	

ACADEMIC POSITIONS

July 2011 – present	<i>University of Massachusetts-Amherst</i> , Isenberg School of Management
Sept 2021 – present	Department Chair, Marketing Department
Sept 2020 – present	Professor, Marketing Department
July 2013 – Oct 2022	PhD Program Coordinator, Marketing Department
July 2013 – Aug 2020	Associate Professor, Marketing Department
July 2011 – June 2013	Assistant Professor, Marketing Department
July 2003 – Jun 2011	<i>Boston College</i> , Carroll School of Management
	Assistant Professor, Marketing Department

HONORS, AWARDS, AND GRANTS

Outstanding Reviewer Award, *Journal of Retailing*, 2022
Faculty Mentor, Marketing & Public Policy Doctoral Symposium, 2022
Outstanding Reviewer Award, *Journal of Consumer Marketing*, 2019
Outstanding Reviewer Award, *Journal of Marketing & Public Policy*, 2019
Nominated for University of Massachusetts Distinguished Teaching Award, 2019
Nominated for Isenberg College Outstanding Teaching Award, 2019, 2020
Advertising Educational Foundation Visiting Professor Program, 2015

2013 Best Research Paper, Direct/Interactive Marketing Research Summit
Research Excellence Award, Isenberg School, University of Massachusetts 2012-2013
Mellon Mutual Team Mentorship Grant, University of Massachusetts 2012-2013
Faculty Research Fellowship, Boston College 2007
Research Incentive Grant, Boston College 2005, 2008, 2009
Research Expense Grant, Boston College 2003, 2005
SCP-Sheth Dissertation Proposal Award 2002
AMA Doctoral Consortium Fellow 2002

RESEARCH INTERESTS

The influence of affect on the use and interpretation of information
Consumer decision-making
Health Decisions
Affect and Behavior

JOURNAL ARTICLES

- Benoit, Ilgim Dara, Elizabeth G Miller, Jesse Catlin, and Ann Mirabito (forthcoming), “Medical decision-making with tables and graphs: The role of cognition, emotions, and analytic thinking,” *Health Marketing Quarterly*.
- Bublitz, Melissa G, Katherine M Du, Jonathan Hansen, Elizabeth G Miller, and Laura A Peracchio (2022), “Ending hunger: How COVID-19 revealed a path to food access for all,” *Journal of the Association for Consumer Research*, special issue on the Pandemic Transformed Economy, 8 (2), #.
- Kumar, Smriti, Elizabeth G Miller, Martin Mende, and Maura Scott (2022), “Language matters! Humanizing service robots through the use of language during the COVID-19 pandemic,” *Marketing Letters*, 33 (4), 607-623.
- Bublitz, Melissa, Laura Peracchio, Brennan Davis, Jennifer Escalas, Jonathan Hansen, Elizabeth Miller, Beth Vallen, and Tiffany White (2022), “Stronger together: Developing research partnerships with social impact organizations,” *Journal of Consumer Affairs*, 56 (3), 1028-1045.
- Benoit, Ilgim Dara and Elizabeth G Miller (2022), “Enhancing creativity perception through fear,” *Journal of Business Research*, 139, 1084-1098.
- Benoit, Ilgim Dara, Elizabeth G Miller, Erika Kordrostami, and Ceren Ekebas-Turedi (2021), “Improving the effectiveness of anti-texting and driving PSAs: The effect of ad elements on attitude change,” *Journal of Social Marketing*, 11 (2), 167-186.

- Swani, Kunal, George R. Milne, and Elizabeth G Miller (2021), "Social media services branding: The use of corporate brand names," *Journal of Business Research*, 125 (March), 785-797.
- Bublitz, Melissa G, Lan Nguyen Chaplin, Laura A Peracchio, Ashley Deutsch Cermin, Mentor Dida, Jennifer Edson Escalas, Meike Eilert, Alexei Gloukhovtsev, and Elizabeth G Miller (2021), "Rise up: Understanding youth social entrepreneurs and their ecosystems," *Journal of Public Policy & Marketing*, 40 (2), 206-225.
- Azimi, Shabnam, George R Milne, and Elizabeth G Miller (2020), "Why do consumers procrastinate and what happens next?" *Journal of Consumer Marketing*, 37 (7), 795-805.
- Pettinico, George, George Milne, and Elizabeth G Miller (2020), "Quantification of self in third-party-administered wellness programs: The impact of perceived self-empowerment," *Journal of Consumer Affairs*, 54 (1), 159-176.
- Bennett, Delancy, William Diamond, and Elizabeth Miller (2020), "Understanding bad-boy celebrity endorser effectiveness: The fantasy-based relationship, hedonic consumption, and congruency model," *Journal of Current Issues and Research in Advertising*, 41 (1), 1-19.
- *Lead article
- Benoit, Ilgim Dara and Elizabeth G Miller (2019), "When does creativity matter: The impact of consumption motive and claim set-size," *Journal of Consumer Marketing*, 36 (4), 449-460.
- Joo, Soyong, Elizabeth G. Miller, and Janet S Fink (2019), "Consumer evaluations of CSR authenticity: Development and validation of a multidimensional CSR authenticity scale," *Journal of Business Research*, 98, 236-249.
- Kim, Kaeun and Elizabeth G Miller (2017), "Vulnerable maximizers: The role of decision difficulty," *Judgment & Decision Making*, 12 (5), 500-510.
- Benoit, Ilgim Dara and Elizabeth G Miller (2017), "The mitigating role of holistic thinking on choice overload," *Journal of Consumer Marketing*, 34 (3), 181-190.
- *Lead article
- Zanjani, Shabnam HA, Milne, George R, and Miller, Elizabeth G (2016), "Procrastinators' Online Experience and Purchase Behavior," *Journal of the Academy of Marketing Science*, 44 (5), 568-585.
- Yuksel, Mujde, George R Milne, and Elizabeth G Miller (2016), "Social media as complementary consumption: The relationship between consumer empowerment and social interactions in experiential and informative contexts," *Journal of Consumer Marketing*, 33 (2), 111-123.

- Ordabayeva, Nailya, Soren Askegaard, Pierre Chandon, Tracy Cheung, Zuzana Chytкова, Yann Cornil, Canan Corus, Julie Edell Britton, Danielle Mathras Fay, Astrid Junghans, Dorthe Brogaard Kristensen, Ilona Mikkonen, Elizabeth G. Miller, Nada Sayarh, and Carolina Werle (2014), "Moralities in Food and Health Research," *Journal of Marketing Management*, 30 (17-18), 1800-1832.
- Bublitz, Melissa G, Laura A Peracchio, Alan R Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G Miller, Carol M Motley, Paula C Peter, Priyali Rajagopal, Maura L Scott, and Beth Vallen (2013), "Promoting Positive Change: Advancing the Food Well-Being Paradigm," *Journal of Business Research*, 66 (8), 1211-1218.
- Carlson, Kurt, Margaret G. Meloy, and Elizabeth G. Miller (2013), "Goal Reversion in Consumer Choice," *Journal of Consumer Research*, 39 (5), 918-930.
- Bublitz, Melissa G, Laura A Peracchio, Alan R Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G Miller, Carol M Motley, Paula C Peter, Priyali Rajagopal, Maura L Scott, and Beth Vallen (2011), "The Quest for Eating Right: Advancing Food Well-being," *Journal of Research for Consumers*, 19, http://www.jrconsumers.com/academic_articles/issue_19,_2011?f=45699.
- Miller, Elizabeth G., Kathleen Seiders, Maureen Kenny, and Mary Walsh (2011), "Children's Use of On-Package Nutritional Claim Information," *Journal of Consumer Behaviour*, 10 (3), 122-132.
* Lead Article
- Keller, Punam Anand, Debra L. Scammon, Pia A. Albinsson, Shalini Bahl, Jesse R. Catlin, Kelly L. Haws, Jeremy Kees, Tracey King, Elizabeth Gelfand Miller, Ann M. Mirabito, Paula C. Peter and Robert M. Schindler (2011), "Transforming Consumer Health," *Journal of Public Policy & Marketing*, 30 (Spring), 14-22.
- Miller, Elizabeth G., Mary Frances Luce, Barbara E. Kahn, and Emily F. Conant (2009), "Understanding Emotional Reactions for Negative Services: The Impact of Efficacy Beliefs and Stage in Process," *Journal of Service Research*, 12 (August), 87-99.
- Miller, Elizabeth G., Barbara Kahn, and Mary Frances Luce (2008), "Consumer Wait Management Strategies for Negative Service Events: A Coping Approach," *Journal of Consumer Research*, 34 (5), 635-648.
- Meloy, Margaret G., J. Edward Russo, and Elizabeth G. Miller (2006), "Monetary Incentives and Mood," *Journal of Marketing Research*, 43 (May), 267-275.
- Miller, Elizabeth G. and Barbara E. Kahn (2005), "Shades of meaning: The Effect of Color and Flavor Names on Consumer Choice," *Journal of Consumer Research*, 32 (June), 86-92.

RESEARCH IN PROGRESS

Kaplan, Begum, Elizabeth G Miller, and Easwar Iyer, “Shades of awe: The role of awe in consumers’ pro-environmental behavior,” revision under review at *Journal of Consumer Behaviour*.

Ryu, Kyungin, Elizabeth G. Miller, and Matthew Godfrey, “Stages of brand faith: How consumers enhance existential meaning through brand relationships,” revising for 2nd round review at *Journal of Consumer Research*.

Kim, Kaeun and Elizabeth G Miller, “Where to place green products? Using ‘up-powerful’ metaphor to promote perceived green product effectiveness,” working paper.

Joo, Soyoung, Elizabeth G Miller and Janet S Fink, “Global vs. Local Effects of CSR Authenticity Dimensions,” working paper.

Bandara, Nadeesha, Elizabeth G Miller, and George R Milne, “Color me aroused: The use of multi- vs. single colors in branding,” working paper.

Kaplan, Begum and Elizabeth G Miller, “Tweeting doomsday scenarios: Engaging consumers online during the coronavirus pandemic,” working paper.

Yuksel, Mujde, Elizabeth G Miller, and Easwar Iyer, “Duality of suspense: The impact of spoilers on consumption decisions,” working paper.

Selected Current Projects:

- Masks, Safety, and Community (with Matthew Godfrey and Clark Cao)
- Operationalizing Data Deletion Option for Consumers (with Smriti Kumar and George Milne)

BOOK CHAPTERS

Miller, Elizabeth G (2007), “The Market of Higher Education,” in *Higher Education: Open for Business*, edited by Christian Gilde, Lanham, MD: Rowman & Littlefield, 7-20.

OTHER ARTICLES AND PUBLICATIONS (invited, or non-refereed)

Bahl, Shalini, George Milne, and Elizabeth G Miller (forthcoming), “Expanding consumer mindfulness for collective sustainable well-being: Overview of the special issue and future research directions,” *Journal of Consumer Affairs*.

Mirabito, Ann M, Jesse R. Catlin, and Elizabeth Gelfand Miller (2013), “Show me the number: Communicating probabilities and tradeoffs in real estate transactions,” *Keller Center Research Report*, 6 (3), 8-14.

Miller, Elizabeth G and Barbara E. Kahn (2006), “Strange Color Descriptors in Marketing” *Yale Economic Review*, Fall.

CONFERENCE PRESENTATIONS & PROCEEDINGS ABSTRACTS

Godfrey, Matthew, Elizabeth Miller, and Cong (Clark) Cao (2022), “Behavior change amid societal disruption: Consumer adoption and negotiation of norms and values in unsettled times,” Marketing & Public Policy Conference, June 9-11, Austin, TX.

Godfrey, Matthew, Elizabeth Miller, and Cong (Clark) Cao (2021), “Taking care of society: Understanding the disruption and persistence of social norms during the COVID-19 pandemic,” Association for Consumer Research Conference, October 28-30, virtual.

Bandara, Nadeesha, Elizabeth G Miller, George R Milne, and Lauren Labrecque (2021), “Color me aroused while keeping the cool,” (poster presentation), Association for Consumer Research Conference, October 28-30, virtual.

Benoit, Ilgim, Elizabeth G Miller, Ceren Ekebas-Turedi, and Erika Kordostami (2021), “Creativity is in the mind of the beholder: The role of thinking style,” (poster presentation), Association for Consumer Research Conference, October 28-30, virtual.

Benoit, Ilgim, Elizabeth Miller, Erika Kordostami, and Ceren Turedi (2020), “Texting and driving: The use of specific ad elements for attitude change,” AMS Annual Conference, Dec 14-20, virtual.

Kumar, Smriti, George Milne, and Elizabeth Miller (2020), “(Don’t) kiss and tell: Effects of who asks and how on sharing of personal information,” Marketing & Public Policy Conference, May 28-29, virtual.

- Kaplan, Begum and Elizabeth Miller (2020), “Are we ‘Pinocchios’ or ‘Robin Hoods’ in the marketplace: The impact of awe on consumers’ morality and prosocial lying behavior,” American Marketing Association Winter Academic Conference, Feb 14-16, San Diego.
- Kim, Kaeun and Elizabeth Miller (2019), “The effect of nutrition claim location on nutrient content estimates and perceived healthiness,” Marketing & Public Policy Conference, June 6-8, Washington, DC.
*Honorable Mention, Brenda Derby Award
- Oz, Begum and Elizabeth Miller (2018), “How awe might be awesome: The role of awe in consumers’ food consumption and perceptions of misshapen produce,” Association for Consumer Research Conference, October 11-13, Dallas, TX.
- Benoit, Ilgim Dara and Elizabeth Miller (2018), “Conjuring creativity: The impact of fear,” Association for Consumer Research Conference, October 11-13, Dallas, TX.
- Kaplan-Oz, Begum and Elizabeth Miller (2018), “Pinocchios in the marketplace: The impact of awe on consumers’ lying behavior,” Marketing & Public Policy Conference, June 7-9, Columbus, OH.
- Yuksel, Mujde, Elizabeth G Miller, and Easwar Iyer (2017), “Don’t kill the suspense: The duality of suspense in entertainment consumption,” Association for Consumer Research Conference, October 26-28, San Diego, CA.
- Hajjat, Fatima and Elizabeth Miller (2017), “Online chameleons: The effects of stylistic mimicry of nonverbal cues on consumer-brand interactions online,” Association for Consumer Research Conference, October 26-28, San Diego, CA.
- Benoit, Ilgim Dara and Elizabeth G Miller (2017), “Increasing the effectiveness of PSAs: The role of fear and perceived creativity,” Marketing & Public Policy Conference, June 1-4, Washington, DC.
- Kaplan-Oz, Begum and Elizabeth G Miller (2017), “Emotional drivers of materialism: The role of awe in materialistic tendencies,” Marketing & Public Policy Conference, June 1-4, Washington, DC.
- Kim, Kaeun and Elizabeth G Miller (2017), “The joint effect of affect and information-processing style on price judgment,” Society for Consumer Psychology, February 16-18, San Francisco, CA.

- Miller, Elizabeth G, Mujde Yuksel, and Easwar Iyer (2016), "Don't kill the suspense: How outcome knowledge influences the enjoyment of entertainment," Academy of Marketing Science Annual Conference, May 18-20, Orlando, FL.
- Dara, Ilgim and Elizabeth G Miller (2015), "Competitive forces when choosing from assortments of varying size: How holistic thinking mitigates choice overload," Association for Consumer Research Conference, October 1-3, New Orleans, LA.
- Andonova, Yana, Elizabeth G Miller, and William Diamond (2015), "The effects of individual and brand personality on online engagement," American Marketing Association Summer Conference, August 14-16, Chicago, IL.
- Dara, Ilgim, Elizabeth G Miller, Ann Mirabito, and Jesse Catlin (2015), "Developing a model of the effect of display format on patients' health decisions," Marketing & Public Policy Conference, June 4-6, Washington, DC.
- Dara, Ilgim, Elizabeth G Miller, and Kunal Swani (2015), "Do not text and drive: Impact of creativity on message effectiveness and the role of discrete emotions on creativity," American Marketing Association Winter Conference, February 26-28, Las Vegas, NV.
- Debevec, Kathleen, Elizabeth G Miller, and Yana Andonova (2014), "Is That Healthy? The Influence of Information Type and Location on Nutritional Information Processing," Long Abstract, Marketing & Public Policy Conference, June 6: Boston, MA.
- Dara, Ilgim and Elizabeth G Miller (2014), "Do/ Feel Good: Health Risk Display Formats and Decision-Making," Academy of Marketing Science Annual Conference, May 21-23: Indianapolis, IN.
- Catlin, Jesse R, Elizabeth G Miller, and Ann M Mirabito (2013), "The Effect of Health Risk Presentation Format on Consumer Perceptions and Choice," in *The Changing Role of Policy in Consumer Well-Being: AMA Marketing & Public Policy Academic Conference Proceedings*, Linda Salisbury and Kathleen Seiders, eds.: American Marketing Association, in press.
- Debevec, Kathleen, Yana Andonova, and Elizabeth G Miller (2012), "Is that Healthy? The Influence of Information Type and Location on Nutritional Information Processing," Long Abstract, *Advances in Consumer Research*, Zeynep Gurhan-Canli, Cele Otnes, and Rui Zhu, eds., forthcoming.

- Miller, Elizabeth G and Linda Court Salisbury (2010), “Never Trust a Doctor who Advertises: How notions of the sacred impact reactions to the use of advertising,” Long Abstract, *Advances in Consumer Psychology Proceedings*, Margaret Meloy and Adam Duhachek, eds., vol. 2, 81.
- Carlson, Kurt, Margaret G. Meloy, and Elizabeth G Miller (2010), “When Flippers Flop: Goal Reversion in Consumer Choice,” Long Abstract, *Advances in Consumer Psychology Proceedings*, Margaret Meloy and Adam Duhachek, eds., vol. 2, 134.
- Loveland, Katherine E, Elizabeth G Miller, and Naomi Mandel (2010), “The Effect of Model Size and Self-Awareness on Health Message Compliance,” Abstract, *Advances in Consumer Research*, Darren W. Dahl, Gita V. Johar, and Stijn MJ van Osselaer, eds., vol 38.
- Carlson, Kurt, Margaret G Meloy, and Elizabeth G Miller (2010), “When Flippers Flop: Goal Reversion in Consumer Choice,” Abstract, *Advances in Consumer Research*, Margaret C. Campbell, Jeff Inman, and Rik Pieters, eds., vol. 37.
- Miller, Elizabeth Gelfand (2008), “Real Consumers Have Curves: The Effects of Body Esteem and Weight on Consumer Responses to Marketing Stimuli,” Special Session Summary, *Advances in Consumer Research*, Angela Y. Lee and Dilip Soman, eds., vol. 35, 205-208.
- Varki, Sajeev, Elizabeth G. Miller, and Syagnik Banerjee (2008), “Understanding Fairness Perceptions for Price Decreases,” Abstract, *Advances in Consumer Research*, Angela Y. Lee and Dilip Soman, eds., vol. 35, 255.
- Miller, Elizabeth G, Kathleen Seiders, Maureen Kenny, and Mary Walsh (2007), “The Effects of Knowledge and On-Package Claims on Children’s Food Choices,” Transformative Consumer Research Conference, Tuck School of Business, Dartmouth.
- Miller, Elizabeth G, Barbara Kahn, and Mary Frances Luce (2005), “The Effect of Event Valence on Wait Management Strategies,” Abstract Summary, *Winter Educators’ Conference Proceedings, Marketing Theory and Applications*, Kathleen Seiders and Glen B. Voss, eds., vol. 16.
- Seiders, Kathleen, Elizabeth G. Miller, Maureen E. Kenny, and Mary E. Walsh (2005), “A model of children’s preventive health behavior: Understanding the role of individual, contextual, and attitudinal determinants,” ACR Conference, San Antonio, TX.
- Miller, Elizabeth G. and Barbara E. Kahn (2003), “The effect of color and flavor names on consumer choices,” Marketing Science Conference, College Park, MD.

- Miller, Elizabeth Gelfand (2003), "Constructing Preferences: The Influence of When and Where," Special Session Summary, *Advances in Consumer Research*, Punam Anand Keller and Dennis W. Rook, eds., vol. 30, 11.
- Miller, Elizabeth Gelfand, Barbara Kahn, and Mary Frances Luce (2003), "How the Interactions of Pleasant and Unpleasant Experiences Affect Overall Evaluation," Abstract, *Proceedings of the Society for Consumer Psychology Winter Conference*, Christine Page and Steven S. Posavac, eds., 247-248.
- Miller, Elizabeth G., Mary Frances Luce, and Barbara E. Kahn (2002), "But I don't want to go: When wait management strategies exacerbate stress," ACR Conference, Atlanta, GA.
- Miller, Elizabeth G and Barbara E. Kahn (2002), "Shades of meaning: The effects of novel color names on consumer preferences," ACR Conference, Atlanta, GA.
- Kahn, Barbara E, Mary Frances Luce, and Elizabeth G. Miller (2001), "Testing as information seeking: The role of stress," ACR Conference, Austin, TX.
- Meloy, Margaret G, J. Edward Russo, and Elizabeth G. Gelfand (2000), "The perverse impact of incentives on predecisional distortion of information," BDRM Conference, Tucson, AZ.

INVITED TALKS AND PRESENTATIONS

University of Sarajevo, July 2022

University of Massachusetts Amherst, Office of Faculty Development, February 2022, "Planning for a Productive and Restorative Sabbatical" (panelist)

Northeastern University Marketing Seminar, Northeastern University, November 2017, "Duality of Suspense: The Impact of Spoilers on Consumption Decisions"

Y&R New York City, June 2015, "Presenting Numeric Information to Consumers"

Marketing Department Seminar Series, Isenberg School of Management, University of Massachusetts Amherst, February 2013, "Never Trust a Doctor Who Advertises: How Notions of the Sacred Impact Reactions to the Use of Advertising"

Isenberg School of Management Research Forum, University of Massachusetts Amherst, February 2012, "Understanding Consumers: An Introduction to My Research"

University of North Carolina Charlotte Marketing Department, January 2011, "When the Doctor Speaks: How the Source of Information Impacts Consumers' Perceptions of Side Effect Information"

Rutgers Business School, Department of Supply Chain Management and Marketing Science, January 2011, “When the Doctor Speaks: How the Source of Information Impacts Consumers’ Perceptions of Side Effect Information”

Isenberg School of Management Marketing Department, University of Massachusetts Amherst, December 2010, “When the Doctor Speaks: How the Source of Information Impacts Consumers’ Perceptions of Side Effect Information”

University at Albany, School of Business Research Workshop, November 2010, “When Flippers Flop: Goal Reversion in Consumer Choice”

Boston College, Carroll School Research Seminar, February 2009, “Understanding Consumer Health Decisions”

Ideas in Progress Seminar, Boston College Marketing Department, November 2008, “Understanding Perceptions of Advertising”

University of Bath School of Management, Marketing Department, December 2007, “The Impact of Cues and Education on Children’s Healthful Food Choices”

Ideas in Progress Seminar, Boston College Marketing Department, November 2007, “Body Esteem and Shopping Behavior”

University of Massachusetts Amherst Marketing Department, October 2006, “Understanding Children’s Healthy Food Choices”

Boston College Works-in-Progress Seminar, March 2006, “Encouraging healthier food choices by children: The role of health information, knowledge, and goals”

Ideas in Progress Seminar, Boston College Marketing Department, February 2006, “Price unfairness perceptions amidst price decreases”

Boston College Junior Scholars in Conversation, November 2005, “The impact of health claims, knowledge, and health motivation on children’s food choices”

Boston College Works-in-Progress Seminar, November 2004, “The effect of event valence on wait management strategies”

Babson College Research Seminar, February 2004, “The effect of color and flavor names on consumer choice”

University of Pennsylvania Decision Processes Seminar, 2002, “But, I don’t want to go: When wait management strategies exacerbate stress”

TEACHING EXPERIENCE

University of Massachusetts-Amherst, 2011-present

- Services Marketing (Undergraduate, Graduate)
- Advertising Practicum (Undergraduate)
- Consumer Behavior (Undergraduate, Doctoral)
- Faculty Advisor, Undergraduate Field Experience

Boston College, 2004-2011

- Marketing Principles (Undergraduate)
- Marketing Principles, Honors (Undergraduate)
- Consumer Behavior (Undergraduate, MBA)

The Wharton School, University of Pennsylvania, 1998-2003

- Head TA, Introduction to Marketing Strategy for Undergraduates (1999-2001)
- Teaching assistant for Marketing Strategy for MBAs (Spring 2000, Fall 1998)

Teaching Interests:

Introduction to Marketing, Consumer Behavior, Market Research, Services Marketing, Advertising

DOCTORAL STUDENTS

Co-Chair, Dissertation Committee for Yana Andonova, University of Massachusetts-Amherst

Chair, Dissertation Committee for Ilgim Dara, University of Massachusetts-Amherst

Chair, Dissertation Committee for Fatima Hajjat, University of Massachusetts-Amherst

Chair, Dissertation Committee for Begum Oz, University of Massachusetts-Amherst

Chair, Dissertation Committee for Kaeun Kim, University of Massachusetts-Amherst

Co-Chair, Dissertation Committee for Smriti Kumar, University of Massachusetts-Amherst

Co-Chair, Dissertation Committee for Nadeesha Bandara, University of Massachusetts-Amherst

Member, Dissertation Committee for Katherine Loveland, Arizona State University

Member, Dissertation Committee for Shabnam Zanjani, University of Massachusetts-Amherst

Member, Dissertation Committee for Delancy Bennett, University of Massachusetts-Amherst

Member, Dissertation Committee for Spencer Ross, University of Massachusetts-Amherst

Member, Dissertation Committee for Mujde Yuksel, University of Massachusetts-Amherst

(Sport Management)

Member, Dissertation Committee for Robin Back, University of Massachusetts-Amherst

(Hospitality and Tourism Management)

Member, Dissertation Committee for Louise Bahry, University of Massachusetts-Amherst

(School of Education)

Member, Dissertation Committee for Soyoung Joo, University of Massachusetts-Amherst (Sport Management)

Member, Dissertation Committee for Abdullah Demirel, University of Massachusetts-Amherst
(Sport Management)
Member, Dissertation Committee for George Pettinico, University of Massachusetts-Amherst
Member, Dissertation Committee for Jana Lembke, University of Massachusetts-Amherst
(Psychology)
Member, Dissertation Committee for Andrea Cataldo, University of Massachusetts-Amherst
(Psychology)

UNDERGRADUATE THESES

Martin, Ali (2010), “Examining the Effects of Type of Framing of a Retail Coupon on Perceived Value of the Coupon,” Boston College

Parker, Mollie (2010), “Celebrities and Models: Does the Face of a Fashion House Really Affect Its Success?” Boston College

Scott, Courtney (2010), “Consumer Purchasing Habits: A study of consumer habit formation for purchases of low-involvement, low-differentiation products,” Boston College

Asher, Kelsey (2007), “Are Corporate-Created Online Brand Communities Effective?” Boston College

Shortt, Karen (2007), “Marketing Luxury to a Younger Demographic,” Boston College

Hassel, Carolyn (2006), “How Ethical Actions Affect Consumer Perceptions and How This Relationship is Moderated by Brand Equity,” Boston College

Wang, Ellen (2005), “The Influence of Age on Consumer Perceptions of Retail Store Color and Atmospherics,” Boston College

O’Brien, Meghan (2004), “Product Placements in Movies: Exploring the Relationship Between Consumer Beliefs and Subsequent Usage Behaviors,” Boston College

PROFESSIONAL SERVICE

Reviewing for Journals

- *Journal of Consumer Marketing*
 - Associate Editor, (4/2020 – present)
 - Editorial Review Board Member, *Journal of Consumer Marketing* (2014 – 2020)
- *Journal of Consumer Affairs*
 - Guest Editor, Special Issue on Mindfulness and Consumer Well-being (2022)
 - Editorial Review Board Member, *Journal of Consumer Affairs* (2018 – present)

- Member, Editorial Review Board, *Journal of Public Policy & Marketing* (2016 – present)
- Member, Editorial Review Board, *Journal of Retailing* (2018 – present)
- Member, Editorial Review Board, Consumer Behavior and Wellbeing Track, *Journal of Business Research* (2023 – present)
- Ad-hoc reviewer for the *Journal of Consumer Research*
- Ad-hoc reviewer for the *Journal of Consumer Psychology*
- Ad-hoc reviewer for *Journal of Service Research*
- Ad-hoc reviewer for *Journal of Public Policy & Marketing*
- Ad-hoc reviewer for *Organizational Behavior and Human Decision Processes*
- Ad-hoc reviewer for *Journal of the Academy of Marketing Science*
- Ad-hoc reviewer for *European Journal of Marketing*

Reviewing for Conferences

- Reviewer for the *Association for Consumer Research Annual Conference*
 - Program Committee (2017, 2021)
- Reviewer for the *Society for Consumer Psychology Annual Conference*
 - Program Committee (2010 – present)
- Reviewer for the *Marketing and Public Policy Conference*
 - Program Committee (2015 – present)
- Reviewer for the *American Marketing Association Summer and Winter Conferences*
- Reviewer, Society for Marketing Advances Conference, 2008.
- Reviewer, European Marketing Academy Conference, 2004.
- Judge, Best Working Paper, Association for Consumer Research Conference, 2007.

Other Reviewing

- Editorial Board, Responsible Research in Business and Marketing (RRBM) Honor Roll (11/2022 – present)
- Reviewer, SCP-Sheth Dissertation Proposal Competition
- Reviewer, Teaching Case, Harvard Business School Publishing

Academic Conference Chair/ Panelist/ Discussant

- Co-chair, Marketing & Public Policy Conference, 2014
- Co-chair, Marketing & Public Policy Doctoral Symposium, 2014
- Co-chair, Society for Consumer Psychology Summer Conference, 2008.
- Discussion Leader, “The Effect of Mindsets on Consumer Self-Regulation and Choice” (refereed special session), Society for Consumer Psychology Winter Conference, 2008.

Other Service

- Faculty Mentor, TCR Executive Leadership and Social Impact Council, 2020-present

DEPARTMENT, SCHOOL, AND UNIVERSITY SERVICE

University of Massachusetts, Amherst

- Member, School of Public Policy Undergraduate Curriculum Committee, 2015-2016
- Member, Dean Search Committee for Isenberg School of Management, 2018

Isenberg School of Management, University of Massachusetts

- Undergraduate Advisor
- Member, Isenberg Scholarship Committee, 2013-2015, 2017-2020, 2022
- Member, Isenberg Undergraduate Curriculum Committee, 2012-2014
- Member, Isenberg Curriculum Committee, 2015-2021

- Department Chair, Marketing Department 2021-present
- Coordinator, Marketing Department PhD Program, 2013-2022
- Marketing Department Curriculum Committee
 - Chair, 2013-2021
 - Member, 2012-2013
- Marketing Department Recruiting Committee
 - Chair, 2018
 - Member, 2011, 2015, 2021

- Marketing Department Personnel Committee
 - Chair, 2019-2021
 - Member, 2011-2021
- Member, Marketing Department Merit Committee, 2011-2015; 2018-2021
- Member, Marketing Department Doctoral Student Selection Committee, 2012-present
- Member, Marketing Department Doctoral Student Comprehensive Exam Committee, 2011-present
- Faculty Advisor, AdLab, 2013-present

Carroll School of Management, Boston College

- Faculty Mentor, Freshmen students, 2004 – 2008.
- Undergraduate Advisor
- Presidential Scholars Program Mentor
- McNair Exploratory Program Mentor
- Member, Education Policy Committee, CSOM, 2006-2007.
- Member, CSOM Research and Teaching Strategic Planning Committee, 2004.
- Judge, Diane Weiss Competition, Carroll School of Management, Boston College, 2008, 2010.
- Coordinator, Marketing Department Ideas-In-Progress Seminar Series, 2004-2005, 2006-2007.
- Coordinator, Senior Exit Survey, Marketing Department, 2008, 2011.

Wharton School, University of Pennsylvania

- Member, Middle States Accreditation Review (Institutional Self-Review): Admissions, Systems, and Placement Strategies Subcommittee, University of Pennsylvania, 2002-2003.
- Member, Graduate Student Center Advisory Board, University of Pennsylvania, 2001-2003.
- Member, Wharton Doctoral Programs Executive Committee, 2001-2002.
- Coordinator, Marketing PhD Brown Bag Series, Wharton, 2001-2002.
- Member, University Library Committee, University of Pennsylvania, 2000-2001.
- Coordinator, Wharton Doctoral Mentoring Program for Incoming PhD students, Summer 1999.

Board Memberships and Service to the Community

- Board Member, Christmas Brook Figure Skating Club, North Adams, MA, 9/2019-present
- Member, Allocations Committee, Jewish Federation of the Berkshires, 2021-present
- Troop Co-Leader, Girl Scout Troup #64575, Williamstown, MA, 9/2019-9/2021
- Congregation Beth Israel, North Adams, MA, 11/2013-12/2019
 - President, 11/2016-12/2018
 - Vice President, 11/2014-11/2016
 - Board Member, 11/2013-12/2019
- Member, Williamstown Elementary School Committee (elected position), 2018
- Member, Advisory Board, Williams College Children's Center, 2008-2017
- Volunteer, Read Aloud Program, Boston College, Fall 2003.

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology