Adriana Samper

W. P. Carey School of Business • Arizona State University
PO Box 874106 • Tempe, AZ 85287
asamper@asu.edu

ACADEMIC POSITIONS

Associate Professor, Marketing (with tenure)*:* W. P. Carey School of Business, Arizona State University (2018–present)

Assistant Professor, Marketing: W. P. Carey School of Business, Arizona State University (2011–2018)

EDUCATION

PhD, Marketing (2011)
Duke University, The Fuqua School of Business
Co-Chairs: James R. Bettman and Mary Frances Luce

BA, Biological Basis of Behavior (2002)
University of Pennsylvania, The College of Arts and Sciences

PUBLICATIONS (†PhD student co-author at time of project inception)

†Zhou, Xin, †Michelle Daniels, and **Adriana Samper** (2026), "Right Back at You: How Reciprocal Compliments Affect Interpersonal Impressions," *Journal of the Association for Consumer Research, 11*(2), 000–000.

Smith, Rosanna, Linyun Yang, and **Adriana Samper** (2026), "The Double Bind of Beauty Work," *Consumer Psychology Review, 9*(1)*,* 65–84.

†Daniels, Michelle E., **Adriana Samper**, and Andrea C. Morales (2025), "What Do You Do Outside of Work? When and Why Disclosing Eudaimonic Leisure Activities Increases Competence Perceptions and Consumer Choice," *Journal of Consumer Research, 52*(3) (October)*,* 439–458.

- Media coverage includes: *Character and Context* social psychology blog, Keller Center at Baylor University

†van der Sluis, Helen, **Adriana Samper**, Kirk Kristofferson, and Terri Hlava (2025), "How Do Physical Disability Cues Influence Assumptions About Consumer Tastes? Unpacking the Disability Preference Stereotype," *Journal of Consumer Research, 51*(5) (February), 916–936.

- Winner of the 2025 Ferber Award for the best dissertation-based article

†Wu, Freeman, **Adriana Samper**, Andrea C. Morales, and Gavan J. Fitzsimons (2024), "When Do Photos on Products Hurt or Help Consumption? How Magical Thinking Shapes Consumer Reactions to Photo-Integrated Products," *Journal of Consumer Psychology, 35*(2), 220–237.

- Media coverage includes: *KJZZ/NPR's* "The Show"

†Miller, Chadwick J., **Adriana Samper**, Naomi Mandel, Daniel C. Brannon, Jim Salas, and Martha Troncoza (2021), "Activity Apprehension in Experiential Purchases," *Journal of Services Marketing, 35*(4), 516–534.

Cialdini, Robert, Yexin Jessica Li, **Adriana Samper**, and Ned Wellman (2021), "How Bad Apples Promote Bad Barrels: Unethical Leader Behavior and the Selective Attrition Effect," *Journal of Business Ethics, 168*(4)*,* 861–880.

Cutright, Keisha M., Shalena Srna, and **Adriana Samper** (2019), "The Aesthetics We Wear: How Attire Influences What We Buy," *Journal of the Association for Consumer Research, 4*(4), 387–397.

Choi, Jungsil, Yexin Jessica Li, and **Adriana Samper** (2019), "The Influence of Health Motivation and Calorie-Ending on Preferences for Indulgent Foods," *Journal of Consumer Research, 46*(5) (October), 606–619.

†Brannon, Daniel and **Adriana Samper** (2018), "Maybe I Just Got (Un)lucky: One-on-One Conversations and the Malleability of Post-Consumption Product and Service Evaluations," *Journal of Consumer Research, 45*(4) (December), 810–832.

Samper, Adriana, Linyun W. Yang, and †Michelle Daniels (2018), "Beauty, Effort, and Misrepresentation: How Beauty Work Affects Judgments of Moral Character and Consumer Preferences," *Journal of Consumer Research*, *45*(1) (June), 126–147.

- Media coverage includes: *New York* Magazine, *BYU Radio's* Top of Mind

†Wu, Freeman, **Adriana Samper**, Andrea C. Morales, and Gavan J. Fitzsimons (2017), "It's Too Pretty to Use! When and How Enhanced Product Aesthetics Discourage Usage and Lower Consumption Enjoyment," *Journal of Consumer Research, 44*(3) (October), 651–672.

- Media coverage includes: *NPR / KJZZ's* "The Show," Wharton/Sirius XM *Marketing Matters*

Shrum, L.J., Tina M. Lowrey, Mario Pandelaere, Ayalla A. Ruvio, Elodie Gentina, Pia Furchheim, Maud Herbert, Liselot Hudders, Inge Lens, Naomi Mandel, Agnes Nairn, **Adriana Samper,** Isabella Soscia, and Laurel Steinfield (2014), "Materialism: The Good, the Bad, and the Ugly," *Journal of Marketing Management*, *30* (Special Issue: Transformative Consumer Research), 17–18.

Cutright, Keisha M. and **Adriana Samper** (2014), "Doing it the Hard Way: How Low Control Drives Preferences for High Effort Products and Services," *Journal of Consumer Research*, *41*(3) (October), 730–745.

- Media coverage includes: *The Atlantic Monthly*, *Jezebel.com*, *Science Daily*, related expert interview on *NPR's* "Marketplace"

Samper, Adriana and Janet A. Schwartz (2013), "Price Inferences for Sacred versus Secular Goods: Changing the Price of Medicine Influences Perceived Health Risk," *Journal of Consumer Research, 39*(6) (April), 1343–1358.

- Media coverage includes: *FoxBusiness*, *Phys.org*, *Science Daily*

Payne, John W., **Adriana Samper**, James R. Bettman, and Mary Frances Luce (2008), "Boundary Conditions on Unconscious Thought in Complex Decision Making," *Psychological Science, 19*(11), 1117–1122.

BOOK CHAPTER

Cutright, Keisha M., **Adriana Samper**, and Gavan J. Fitzsimons (2013), "We Are What We Buy?" in *The Routledge Companion to Identity and Consumption*, eds. Ayalla Ruvio and Russell Belk, New York, NY: Routledge, 91–98.

PAPERS IN THE REVIEW PROCESS

†Wang, Qin, Andrea C. Morales, and **Adriana Samper**, "Digital Dishonesty or Extension of the Self? How Self-Construal Shapes Willingness to Digitally Enhance Appearance." Revise and resubmit (3rd round), *Journal of Marketing Research;* revision in preparation.

†Wei, Ziwei, Evan Weingarten, and **Adriana Samper**, "Merit over Misfortune: The Overestimated Impact of Hardship Appeals in Consumer Decision-Making." Revise and resubmit (3rd round), *Journal of Consumer Research.*

†van der Sluis, Helen, **Adriana Samper**, Andrea C. Morales, and Nathan D. Martin, "Consumer Responses to Gender-Based Price Variation." Revise and resubmit (2nd round), *Organizational Behavior and Human Decision Processes;* revision in preparation.

Weingarten, Evan, Stephanie C. Lin, Adriana Samper, Jared Watson, Avni M. Shah, and Kathleen D. Vohs, "The Dabbler's Dilemma: Expressing Support for Diverse Causes Undermines Perceived Authenticity." Revise and resubmit (2nd round), *Journal of Experimental Social Psychology;* revision in preparation.

MANUSCRIPTS IN PREPARATION

†Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea C. Morales, "Are People More Likely to Spend Cash in a Cashless Society?"

Daniels, Michelle E., Adriana Samper, Cindy Chan, and Ryan Hamilton, "In Lieu of Gifts: Overcoming Gift-Givers' Reduced Generosity to Charitable Gift Requests."

SELECT RESEARCH IN PROGRESS

"The Influence of Temporary versus Permanent Physical Disability on Service Interactions," with †Sienna Cadena, †Jiye You, Andrea C. Morales, and Terri Hlava

"Beauty is Pain: How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations," with †Freeman Wu, Andrea C. Morales, and Gavan J. Fitzsimons

"Consumer Responses to Product Unavailability," with †Tounarouze El Yazidi, Monika Lisjak, and Andrea C. Morales

HONORS AND AWARDS

Ferber Award for Best *Journal of Consumer Research* Article Based on a Dissertation (with Helen van der Sluis) (2025)

Outstanding Mid-Career Doctoral Mentoring Award, *Society for Consumer Psychology* (2025)

Sheth Doctoral Consortium Invited Presenter (2024)

W. P. Carey ASU Charter Professor Nominee (one of two selected in entire school) (2024)

Marketing Science Institute Mid-Career Scholar Award (2022)

AMA Foundation Erin Anderson Award for Emerging Female Marketing Scholar and Mentor (2022)

Runner-Up, Best Competitive Paper, *Society for Consumer Psychology* Conference (2021)

Honorable Mention, AMA / Sheth Foundation Dissertation Award (with Helen van der Sluis) (2020)

W. P. Carey Dean's Research Award, W. P. Carey School of Business (2020)

Outstanding Reviewer, *Journal of Consumer Research* (2018)

Best Working Paper, *Society for Consumer Psychology* Conference (2018)

Dean's Excellence in Research Summer Grant (2017, 2018, 2019, 2020, 2021, 2022)

W. P. Carey Huizingh Outstanding Undergraduate Teaching Award (2014)

SCP Dissertation Proposal Competition, Honorable Mention (2010)

University of California, Berkeley Behavioral Camp Fellow (2010)

Phi Beta Kappa, Delta Chapter, University of Pennsylvania (2002)

REFEREED CONFERENCE PRESENTATIONS (*denotes presenting author)

Vasquez, Sienna, *Jiye You, Adriana Samper, Andrea C. Morales, and Terri Hlava (2026), "The Influence of Temporary versus Permanent Physical Disability on Service Interactions," *Association for Consumer Research*, Chicago, IL

*Weingarten, Evan, Stephanie C. Lin, Adriana Samper, Jared Watson, Avni M. Shah, and Kathleen Vohs (2026), "The Dabbler's Dilemma: Expressing Support for Diverse Causes Undermines Perceived Authenticity," *Society for Consumer Psychology,* San Diego, CA

*Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2026), "Beauty is Pain: Understanding How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations," *American Marketing Association Winter*, Madrid, Spain

*Wang, Qin, Andrea C. Morales, and Adriana Samper (2026), "Digital Dishonesty or Extension of the Self? The Influence of Self-Construal on Digital Beauty Work," *American Marketing Association Winter*, Madrid, Spain

*Weingarten, Evan, Stephanie C. Lin, Adriana Samper, Jared Watson, Avni M. Shah, and Kathleen Vohs (2025), "The Dabbler's Dilemma: Expressing Support for Diverse Causes Undermines Perceived Authenticity," *Association for Consumer Research*, Washington, DC

*Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea C. Morales (2024), "Digital Payments in a Cashless Society," *Society for Consumer Psychology*, Las Vegas, NV

Daniels, Michelle E., *Adriana Samper, Cindy Chan, and Ryan Hamilton (2024), "In Lieu of Gifts: Understanding and Overcoming Givers' Reduced Generosity Toward Charitable Gift Requests," *Association for Consumer Research*, Paris, France

*Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea C. Morales (2024), "Digital Payments in a Cashless Society," *Association for Consumer Research*, Paris, France

*Zhou, Xin, Michelle E. Daniels, and Adriana Samper (2024), "Right Back at You: When and Why Deflecting Compliments Represents a Smart Social Strategy," *Society for Consumer Psychology*, Nashville, TN

*Zhou, Xin, Michelle E. Daniels, and Adriana Samper (2023), "Right Back at You: When and Why Deflecting Compliments Represents a Smart Social Strategy," *Association for Consumer Research*, Nashville, TN

*Wei, Ziwei, Evan Weingarten, and Adriana Samper (2023), "America's Got Sob Story or Talent? The Influence of Hardship in Merit-Based Decisions," *Association for Consumer Research*, Seattle, WA

Boegershausen, Johannes, Lauren Grewal, Helen Van der Sluis, Stacey Menzel Baker, Melanie Brucks, Martina Cossu, Samantha Cross, Katharina C. Husemann, Uzma Khan, Aparna A. Labroo, and Adriana Samper (2023), "Research Roundtable: Accessibility and Disability in Consumer Research," *Association for Consumer Research*, Seattle, WA

*Zhou, Xin, Michelle E. Daniels, and Adriana Samper (2023), "Right Back at You: When and Why Deflecting Compliments Represents a Smart Social Strategy," *Association for Consumer Research*, Seattle, WA

*Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2023), "Beauty is Pain: Understanding How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations," *Society for Consumer Psychology*, San Juan, Puerto Rico

Patrick Vanessa, Maura Scott, and Luca Cian, "Good Design is Inclusive," Society for Consumer Psychology, March 2023. Knowledge Forum Discussant. *Society for Consumer Psychology*, San Juan, Puerto Rico

*Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2022), "I Have a Bad Feeling About This: Understanding How Givers and Recipients Respond Differently to Photo-Customized Products," *Society for Consumer Psychology*, Virtual

*Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2021), "Beauty is Pain: Understanding How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations," *Association for Consumer Research*, Virtual

Daniels, Michelle E., *Adriana Samper, and Andrea C. Morales (2021), "When I'm Not Working, I Also Enjoy…: How Sharing Leisure Activities Influences Perceived Well-Being and Consumer Preferences," *Association for Consumer Research*, Virtual

van der Sluis, Helen, *Adriana Samper, Kirk Kristofferson, and Terri Hlava (2021), "Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences," *AMA Marketing and Public Policy*, Virtual

van der Sluis, Helen, *Adriana Samper, Kirk Kristofferson, and Terri Hlava (2021), "Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences," *Society for Consumer Psychology*, Virtual

*van der Sluis, Helen, Adriana Samper, Kirk Kristofferson, and Terri Hlava (2020), "Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences," *Association for Consumer Research*, Virtual

*Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2019), "That Just Feels Wrong: How the Law of Similarity Shapes Consumer Responses to Personalized Products," *Theory & Practice in Marketing Conference*

*Wang, Qin, Andrea C. Morales, and Adriana Samper (2019), "The Beautified Me is Me: How Interdependence Increases Beauty Application Usage," *Society for Consumer Psychology*, Savannah, GA

*Wang, Qin, Andrea C. Morales, and Adriana Samper (2019), "The Beautified Me is Me: How Interdependence Increases Beauty Application Usage," *Association for Consumer Research*, Atlanta, GA

*van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson (2019), "With Inclusion Comes Influence: Perceptions of Physical Disability in the Marketplace," *Society for Consumer Psychology*, Savannah, GA

*van der Sluis, Helen, Adriana Samper, and Kirk Kristofferson (2018), "With Inclusion Comes Influence: Perceptions of Physical Disability in the Marketplace," *Association for Consumer Research*, Dallas, TX

*Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2018), "That's Just Plain Creepy: Understanding Consumer Responses to Personalized Food Products that Resemble People," *Association for Consumer Research*, Dallas, TX

*Han, Jerry, Adriana Samper, and Andy Gershoff (2018), "I Can Do More with My Time, but Less with My Money: The Role of Control on Resource Instrumentality Perceptions," *Society for Consumer Psychology*, Dallas, TX

*Han, Jerry, Adriana Samper, and Andy Gershoff (2017), "I Can Do More with My Time, but Less with My Money: The Role of Control on Resource Instrumentality Perceptions," *Association for Consumer Research*, San Diego, CA

*Cutright, Keisha, Shalena Srna, and Adriana Samper (2017), "Suit Up and Shop: How Consumer Attire Influences Purchasing Decisions," *Association for Consumer Research*, San Diego, CA

*Samper, Adriana, Cindy Chan, Ryan Hamilton, and Michelle Daniels (2017), "Giving Less on Behalf of Others," *Association for Consumer Research*, San Diego, CA

Cutright, Keisha, Shalena Srna, and *Adriana Samper (2017), "Suit Up and Shop: How Consumer Attire Influences Purchasing Decisions," *Society for Consumer Psychology*, San Francisco, CA

*Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2017), "It's Too Pretty to Use! When and How Enhanced Aesthetics Discourage Usage and Lower Enjoyment of Nondurable Products," *Society for Consumer Psychology*, San Francisco, CA

Samper, Adriana, *Cindy Chan, and Ryan Hamilton (2017), "Giving Less on Behalf of Others," *Society for Consumer Psychology*, San Francisco, CA

Samper, Adriana, *Freeman Wu, Daniele Mathras, and Andrea C. Morales (2016), "Consumers with Stars in their Eyes: The Influence of Celebrity Seeding on Brand Perceptions," *Association for Consumer Research*, Berlin, Germany

Brannon, Daniel and *Adriana Samper (2016), "Regaining Control by Ditching the Plastic: The Influence of Personal Control on Credit Card Usage," *Association for Consumer Research*, Berlin, Germany

Samper, Adriana, Linyun Yang, and *Michelle Daniels (2015), "'What is Beautiful is Good,' But Not When It Takes Effort: How Beauty Work Affects Judgments of Moral Character and Consumer Preferences," *Association for Consumer Research*, New Orleans, LA

*Brannon, Daniel and Adriana Samper (2015), "Maybe It's Not as Bad as I Thought: Exploring the Malleability of Negative Consumer Evaluations in the Face of Contrasting Opinions," *Association for Consumer Research*, New Orleans, LA

*Wu, Freeman, Adriana Samper, and Andrea C. Morales (2015), "The Impact of Employee Appearance on Consumer Responses to Flattery," *Association for Consumer Research*, New Orleans, LA

Cialdini, Robert, *Yexin Jessica Li, and *Adriana Samper (2015), "Conversations: The Downstream Consequences of Organizational Unethicality," *Society for Consumer Psychology*, Phoenix, AZ

*Wu, Freeman, Adriana Samper, and Andrea C. Morales (2015), "Are Salespeople or Signs More Persuasive? The Moderating Role of SES on Consumer Responses to Verbal vs. Written Product Information," *Society for Consumer Psychology*, Phoenix, AZ

Choi, Jungsil, *Yexin Jessica Li, and Adriana Samper (2015), "The Effect of Calorie-Ending and Health Motivation on Consumption Behavior," *Society for Consumer Psychology*, Phoenix, AZ

*Yang, Linyun, Adriana Samper, and Michelle Daniels (2015), "How Beauty Work Affects Judgments of Moral Character," *Society for Consumer Psychology*, Phoenix, AZ

Samper, Adriana, *Daniele Mathras, Andrea C. Morales, and Freeman Wu (2015), "Consumers with Stars in their Eyes: The Influence of Celebrity Product Placement on Brand Perceptions and Behaviors," *Society for Consumer Psychology*, Phoenix, AZ

*Samper, Adriana, Mary Frances Luce, and Debu Purohit (2014), "'Sleeping with One Is Sleeping with Many': Understanding the Impact of the Salience of Others on Contagious Disease Prevention," *Association for Consumer Research*, Baltimore, MD

*Samper, Adriana, James R. Bettman, and Gavan J. Fitzsimons (2014), "Rolling the Dice with Premium Products: Using High-End Products Polarizes Perceptions of Success or Failure," *Society for Consumer Psychology*, Miami, FL

*Miller, Chadwick, Adriana Samper, and Naomi Mandel (2014), "Less is More, Until it Isn't: Feature Richness in Experiential Purchases," *Society for Consumer Psychology*, Miami, FL

*Cutright, Keisha and Adriana Samper (2014), "Doing it the Hard Way: Low Personal Control Drives Preference for High-Effort Products," *Society for Consumer Psychology*, Miami, FL

Cutright, Keisha and *Adriana Samper (2013), "Doing it the Hard Way: Low Personal Control Drives Preference for High-Effort Products," *Association for Consumer Research*, Chicago, IL

*Samper, Adriana, James R. Bettman, and Gavan J. Fitzsimons (2012), "Rolling the Dice with Premium Products: Using High-End Products Polarizes Perceptions of Success or Failure," *Association for Consumer Research*, Vancouver, BC, Canada

Samper, Adriana and *Janet Schwartz (2012), "When Life is Priceless but Medicine is Not: Evidence of a Price Heuristic in Health Goods," *Behavioral Decision Research in Management*, Boulder, CO

*Samper, Adriana (2011), "Do the Clothes Make the Man?" *Society for Consumer Psychology*, Atlanta, GA

*Samper, Adriana and Janet Schwartz (2010), "Your Money or Your Life: Threat Revision in Response to High Cost Medical Care," *Society for Judgment and Decision Making*, St. Louis, MO

*Samper, Adriana and Janet Schwartz (2010), "Your Money or Your Life: Threat Revision in Response to High Cost Medical Care," *Association for Consumer Research*, Jacksonville, FL

*Samper, Adriana and Janet Schwartz (2010), "It Costs Whaaat? The Reduction of Perceived Threat in Response to High Cost Medical Care," *Society for Consumer Psychology*, St. Petersburg, FL

*Payne, John, Adriana Samper, James R. Bettman, and Mary Frances Luce (2010), "Is Benjamin Franklin's Advice for Decisions Still Valid?" *Society for Personality and Social Psychology*, Las Vegas, NV

*Samper, Adriana, Mary Frances Luce, and Debu Purohit (2009), "The Identifiable Patient and Health Threat," *Association for Consumer Research*, Pittsburgh, PA

*Samper, Adriana, Mary Frances Luce, and Debu Purohit (2009), "Is it Always Good to Feel in Control? Extension of Worldview and Health Locus of Control," *Society for Consumer Psychology*, San Diego, CA

INVITED TALKS

Nanyang Technological University, Singapore, invited for February 2027

University of Cincinnati Marketing Camp, April 2026

Warwick Business School, February 2026

University of Bristol, January 2026

NEOMA Business School, November 2025

University of Alberta School of Business, November 2025

ESSEC Business School, Cergy Campus, October 2025

University College Dublin, October 2025

University of Kansas School of Business, April 2025

The Ohio State University (Fisher College of Business) Marketing Camp, February 2025

Marketing Science Institute, Mid-Career Scholars Symposium, January 2023

University of Illinois at Chicago School of Business, October 2022

Western University (Ivey Business School), August 2022

University of Connecticut School of Business, March 2022

Baruch College (Zicklin School of Business), October 2021

University of Pennsylvania (Wharton School of Business), October 2021

University of Colorado (Leeds School of Business), Boulder, March 2021

Lingnan University (Faculty of Business), March 2021

Indiana University (Kelley School of Business), October 2020

New York University (Stern School of Business), April 2018

Washington State University (Carson School of Business), April 2016

TEACHING

Arizona State University, W. P. Carey School of Business

Undergraduate Teaching

Consumer Behavior (MKT 402, Course Lead; Fall 2011–present)

Graduate Teaching

Consumer Behavior Introductory PhD Seminar (Fall 2018, Fall 2019, Fall 2020, Spring 2022, Fall 2023, Fall 2024)

EPD 792: Reading and Conference on Consumer Behavior & Design (Fall 2012)

Data Analysis Bootcamp 12-Hour Applied Statistical Analysis Course for PhD Students (Summer 2013, Summer 2016, Spring 2020)

Courses Developed

Online Consumer Behavior Course (co-developed with Monika Lisjak; Spring 2016)

Duke University, Trinity College of Arts & Sciences

Undergraduate Teaching

"Introduction to Marketing Management" (Summer 2010)

ADVISING

Doctoral Advising

In-Progress

Sienna Cadena (anticipated 2030, co-advised with Andrea Morales)

Tounarouze El-Yazidi (anticipated 2028, co-advised with Andrea Morales)

Jiye You (anticipated 2028, co-advised with Andrea Morales)

Dissertation Co-Chair

Ziwei Wei (2026, co-chair with Evan Weingarten)
First Placement: Hong Kong Polytechnic University

Xin Zhou (2026, co-chair with Andrea Morales)
First Placement: University of Arkansas

Helen van der Sluis (2022, co-chair with Andrea Morales)
First Placement: University of South Carolina, now at the University of Pittsburgh

Michelle Daniels (2021, co-chair with Andrea Morales)
First Placement: University of Alabama, now at Arizona State University

Freeman Wu (2018, co-chair with Andrea Morales)
First Placement: Vanderbilt University, now at the University of Oregon

Chadwick Miller (2015, co-chair with Naomi Mandel)
First Placement: Washington State University, now Associate Professor at IESE Business School

Dissertation Committee Member

Qin Wang (completed 2022)
First Placement: Mississippi State University, now at the University of Alabama

Jerry Ji-Sang Han (UT Austin, completed 2018)
First Placement: University of Technology Sydney, now at Sungkyunkwan University, Korea

Daniel Brannon (completed 2016)
First Placement: University of Northern Colorado

Nguyen Pham (completed 2016)
First Placement: St. Bonaventure University, now at Monmouth University

Daniele Mathras (completed 2015)
First Placement: Northeastern University

Undergraduate Honors Thesis Advising

Chair

Logan Simmons (Spring 2021)

Julianna Drambearan (Spring 2021)

Rachel David (Spring 2021)

Megan Sweet (Spring 2015)

Michelle Daniels (Spring 2014)

Allyson Wright (Spring 2014)

Alexa Goldman (co-chair; Fall 2012)

Second Reader

Emily Giel (Spring 2019)

Diana Quintero-Pacheco (2019)

Kelly Bryant (Spring 2018)

Madelaine Bauer (Spring 2018)

Sondra Cuenca (Spring 2018)

Emilee Migray (Spring 2018)

Payal Aggarwal (Spring 2017)

Rathna Meyappan (Spring 2017)

Cassie Woods (Spring 2015)

David Good (Spring 2015)

Chris Hulse (Fall 2014)

Michael Vaughn (Fall 2014)

Linda Pinto (Fall 2014)

Katie Andes (Spring 2014)

Sarah Tremel (Spring 2014)

Mason Payne (Spring 2013)

David Wallace (Spring 2013)

Todd Van Duzer (Fall 2012)

SERVICE TO THE DISCIPLINE

Editorial Leadership

Associate Editor

Journal of Consumer Research (2025–present)

Journal of Marketing (2025–present)

Guest Associate Editor

Journal of Marketing Research (2024)

Editorial Review Boards

Journal of Public Policy & Marketing (2020–present)

Journal of Consumer Psychology (2021–present)

Journal of Consumer Research (2015 – present)

Journal of Marketing Research (2021–2026)

Ad Hoc Reviewing

PLOS One, Journal of Marketing, Organizational Behavior and Human Decision Processes, Journal of Applied Social Psychology, Journal of the Academy of Marketing Science, Journal of Experimental Psychology: General

Conference Leadership

Reviewing Associate Editor: *Association for Consumer Research* (2021–2024), *Society for Consumer Psychology* (2019)

Track Chair, *American Marketing Association Winter* Conference (2023, 2026)

Program Committees: *Association for Consumer Research* (2017–2024), *Society for Consumer Psychology* (2015, 2019)

ACR Doctoral Consortium Faculty Fellow (2022, 2023, 2024, invited 2026)

SCP Doctoral Consortium Faculty Fellow (2015, 2016, 2018, 2023, 2024, 2025)

Field-Wide Professional Development and Mentoring

Co-chair, *ACR* Early Career Workshop (2025)

Co-coordinator, *ACR* Mentoring Program (2020–2024)

Co-organizer, *SCP* Job Market Buddy Mentoring Program (2024)

Co-organizer, *SCP* Community Building Initiative (2023–2024)

Co-chair, *SCP* Doctoral Symposium (2021)

SERVICE TO THE DEPARTMENT AND SCHOOL

Marketing Department

PhD Program Coordinator (2022–present)

Doctoral Program Committee Member (2014–present)

Annual Performance Review Committee (2020-2021, 2026-2027)

Department Chair Search Committee Member (2015, 2022)

Faculty Recruiting Committee Member (2013, 2014, 2018, 2021, 2022)

Personnel Committee Member (2012–2013, 2019–present)

W. P. Carey School of Business

W. P. Carey Job Market Workshops for Business PhD Students (2023, 2024)

W. P. Carey School of Business, Dean's Search Committee Member (2021)

W. P. Carey Leaders Academy Presenter, Alumni Event (2019)

"Women's Circle" Research Presenter, Alumni Event (2017)

"Back to Class" Guest Lecture Alumni Event (2014)

PROFESSIONAL AFFILIATIONS

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