

# MONIKA LISJAK

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Arizona State University  
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## ACADEMIC APPOINTMENTS

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Assistant Professor of Marketing, 2015-present  
W. P. Carey School of Business, Arizona State University

Assistant Professor of Marketing, 2012-2015  
Rotterdam School of Management, Erasmus University (The Netherlands)

Instructor of Marketing, 2004-2007  
University of Ljubljana (Slovenia)

## EDUCATION

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Ph.D. in Marketing, 2012  
Kellogg School of Management, Northwestern University

M.S. in Business Administration, 2005  
University of Ljubljana (Slovenia)

B.S. in Business Administration, 2003  
University of Ljubljana (Slovenia)

## HONORS, AWARDS AND GRANTS

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Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2023  
Winter American Marketing Association Conference, Co-chair, 2023  
Association for Consumer Research Doctoral Consortium Faculty Fellow, 2021 and 2022  
SCP Schumann Dissertation Competition Award (to mentee Qin Wang), Winner, 2021  
The Center for the Study of Economic Liberty grant (\$3,000), ASU, 2021  
Society for Consumer Psychology Doctoral Consortium Faculty Fellow, 2019  
Society for Consumer Psychology Best Competitive Paper Award, Finalist, 2019  
Huizingh Outstanding Undergraduate Teacher Award, W. P. Carey School, ASU, Finalist, 2019  
ACR/Sheth Foundation Dissertation Award (to mentee Qin Wang), Honorable Mention, 2019  
Professors Institute Invitee, SMU Cox Brierley Institute for Customer Engagement, 2019  
Netherlands Organization for Scientific Research VENI grant (€ 250,000), 2014  
Erasmus Research Institute of Management's Early Career Talent Program, 2012  
SCP Dissertation Competition Award, Honorable Mention, 2011  
American Marketing Association Doctoral Consortium Fellow, 2011  
Berkeley Behavioral Camp Fellow, University of California, Berkeley, 2010  
Haring Symposium Fellow, Indiana University, 2010  
Kellogg School of Management Fellowship, 2007-2012  
Award for Academic Excellence, University of Ljubljana, 2003  
Best Bachelor's Thesis Award, University of Ljubljana, 2003

## PUBLICATIONS IN REFEREED JOURNALS (\* PhD student co-author)

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1. **Lisjak, Monika** and Nailya Ordabayeva, “How Political Ideology Shapes Preferences for Observably Inferior Products,” forthcoming at the *Journal of Consumer Research*. (equal authorship)
  - Featured in the *Harvard Business Review*
2. \*Wang, Qin, **Monika Lisjak**, and Naomi Mandel (2023), “On the Flexibility of Self-Repair: How Holistic versus Analytic Thinking Style Impacts Fluid Compensatory Consumption,” *Journal of Consumer Psychology*, 33 (1), 3-20.
  - SCP Schumann Dissertation Competition Award, Winner, 2021
  - ACR/Sheth Dissertation Grant Award, Honorable Mention, 2019
  - Lead article
3. Ordabayeva, Nailya and **Monika Lisjak** (2022), “Perceiving, Coping With, and Changing Economic Inequality in the Marketplace,” *Journal of Consumer Psychology*, 32 (1), 165-174.
4. Ordabayeva, Nailya, **Monika Lisjak**, and Aziza C. Jones (2022), “How Social Perceptions Influence Consumption for Self, for Others, and Within the Broader System,” *Current Opinion in Psychology*, 43 (February), 30-35.
  - Special issue on social perception
5. **Lisjak, Monika**, Andrea Bonezzi, and Derek D. Rucker (2021), “How Marketing Perks Influence Word-of-Mouth,” *Journal of Marketing*, 85(5), 128-144.
  - Featured in the *Journal of Marketing* Webinar Series
6. Mandel, Naomi, **Monika Lisjak**, and \*Qin Wang (2021), “Compensatory Routes to Object Attachment,” *Current Opinion in Psychology*, 39 (June), 55-59.
  - Special issue on object attachment
  - Media coverage: National Public Radio in Arizona (KJZZ), 3TV News, ASU Now, etc.
7. **Lisjak, Monika**, Andrea Bonezzi, Soo Kim, and Derek D. Rucker (2015), “Perils of Compensatory Consumption: Within-Domain Compensation Undermines Subsequent Self-Regulation,” *Journal of Consumer Research*, 41 (February), 1186-1203.
  - Media Coverage: Chicago Tribune, Forbes, New York Magazine, TIME magazine, etc.
8. **Lisjak, Monika** and Angela Y. Lee (2014), “The Bright Side of Impulse: Depletion Heightens Self-Protective Behavior in the Face of Danger,” *Journal of Consumer Research*, 41 (June), 55–70.
  - SCP Dissertation Competition Award, Honorable Mention, 2011
  - Media Coverage: ABC News Radio, Shape magazine, The Huffington Post, etc.
9. **Lisjak, Monika**, Angela Y. Lee, and Wendi L. Gardner (2012), “When a Threat to the Brand Is a Threat to the Self: The Importance of Brand Identification and Implicit Self-Esteem in Predicting Defensiveness,” *Personality and Social Psychology Bulletin*, 38 (September), 1120-1132.
  - Media Coverage: Business Insider, Business News Daily, The Economist, etc.
10. **Lisjak, Monika**, Daniel C. Molden, and Angela Y. Lee (2012), “Primed Interference: The Cognitive and Behavioral Costs of an Incongruity between Chronic and Primed Motivational Orientations,” *Journal of Personality and Social Psychology*, 102 (May), 889-909.
  - Lead Article

## **BOOK CHAPTER** (\* PhD student co-author)

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11. Mandel, Naomi, **Monika Lisjak**, and \*Qin Wang (2022), “Compensatory Consumption: A Theoretical Framework, Tensions, and Research Opportunities,” in the *Handbook of Contemporary Consumer Psychology (2nd Edition)*.

## **RESEARCH INTERESTS**

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Consumer Identities, Symbolic Consumption, Self-Control, Branding, and Rewards in Marketing.

## **MANAGERIAL PUBLICATIONS & BOOK CHAPTERS**

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Prašnikar, Janez, Monika Lisjak, Adriana Rejc Buhovac, and Mateja Štemberger (2008), “Identifying and Exploiting the Inter-Relationships between Technological and Marketing Capabilities,” *Long Range Planning*, 41 (5), 530–554.

Lisjak, Monika and Maja Makovec Brenčič (2009), “Building a Competitive Advantage in a Mature Industry: The Case of Gorenje,” in *International Business*, ed. Michael R. Czinkota, Ilkka A. Ronkainen, and Michael H. Moffett, European Edition, Chichester, UK: John Wiley & Sons, 500–505.

Knežević Cvelbar, Ljubica and Monika Lisjak (2007), “Strategic and Cultural Fit Assessment in a Diversified Company: Droga Kolinska Case” in *New Emerging Economies and their Culture*, ed. Janez Prašnikar and Andreja Cirman, New York: Nova Science, 155–176.

Mateja Štemberger, Hugo Zagoršek, and Nataša Zdouc (2006), “An Application of the Open Innovation Model in Gorenje d.d.,” in *Competitiveness, Social Responsibility and Economic Growth*, ed. Janez Prašnikar, New York: Nova Science, 221–243.

## **CONFERENCE KNOWLEDGE FORUMS**

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Discussion Leader in Knowledge Forum (2020) titled “Political “Consumption”: Motivations, Decision-Making and Implications,” *Association for Consumer Research Conference*, virtual.

Discussion Leader in Knowledge Forum (2019) titled “Beyond Identity Salience: How the Dynamic Self Impacts Consumer Behavior,” *Association for Consumer Research Conference*, Atlanta, Georgia.

## **REFEREED CONFERENCE PRESENTATIONS** (\* PhD student co-author; † presenting author)

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Bonezzi, Andrea, †Massimiliano Ostinelli, and Monika Lisjak (2023), “The Unintended Effect of Algorithmic Transparency,” *Society for Consumer Psychology Conference*, San Juan, Puerto Rico.

†Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson (2023), “Robots in the Marketplace: When Do Consumers Antagonize Them and Why,” *Winter American Marketing Association Conference*, Nashville, Tennessee.

\*†Wang, Qin, Monika Lisjak and Naomi Mandel (2022), “On the Flexibility of Self-Repair: How Holistic versus Analytic Thinking Style Impacts Fluid Compensatory Consumption,” *Society for Consumer Psychology Conference*, virtual.

- \*Wang, Qin, Monika Lisjak and †Naomi Mandel (2022), “On the Flexibility of Self-Repair: How Holistic versus Analytic Thinking Style Impacts Fluid Compensatory Consumption,” *Winter American Marketing Association Conference*, Las Vegas, Nevada.
- \*Assadi, Peyman, †Monika Lisjak, Julie Irwin, and Naomi Mandel (2021), “Political Ideology, Desire to Signal Bravery, and Vigilance against Health Threats,” *Association for Consumer Research Annual Conference*, virtual.
- †Bonezzi, Andrea, Massimiliano Ostinelli, and Monika Lisjak (2021), “The Unintended Effect of Algorithmic Transparency: Mere Access to Explanations Foster Illusionary Understanding,” *Association for Consumer Research Annual Conference*, virtual.
- †Lisjak, Monika and Nailya Ordabayeva (2021), “How Political Ideology Shapes Preferences for Inferior Products,” *Society for Consumer Psychology Boutique Conference on Numerical Markers*, Tucson, Arizona.
- \*†Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson (2021), “Rage against the Machine: When and Why Consumers Sabotage Robots in the Marketplace,” *Society for Consumer Psychology Annual Conference*, virtual.
- \*†Assadi, Peyman, Monika Lisjak, Julie Irwin and Naomi Mandel (2021), “Vigilance and Covid-19: The Role of Political Ideology, Beliefs, and Threat Proximity,” *Society for Consumer Psychology Annual Conference*, virtual (poster).
- \*†Fotheringham, Darima, Monika Lisjak, and Kirk Kristofferson (2020), “Rage against the Machine: When and Why Consumers Sabotage Robots in the Marketplace,” *Association for Consumer Research Annual Conference*, virtual.
- †Blair, Sean, Monika Lisjak, and Derek Rucker (2020), “Conspicuously Insecure: When Conspicuous Consumption Backfires,” *Association for Consumer Research Annual Conference*, virtual.
- †Lisjak, Monika and †Nailya Ordabayeva (2020), “How Political Ideology Shapes Preferences for Inferior Products,” *Luxury Summer School*, virtual (invited).
- Lisjak, Monika and Nailya Ordabayeva (2020), “How Political Ideology Shapes Preferences for Inferior Products,” *Society for Consumer Psychology*, Huntington Beach, California (unable to travel due to Covid-19).
- Lisjak, Monika and †Nailya Ordabayeva (2019), “On Eating Ugly: How Political Ideology Shapes Preferences for Inferior Products,” *Association for Consumer Research Annual Conference*, Atlanta, Georgia.
- \*†Fotheringham, Darima, Monika Lisjak, Naomi Mandel, and Amy Ostrom (2019), “Helpful or Creepy? Consumers' Perceptions of AI-enabled Frontline Technologies,” *Association for Consumer Research, Annual Conference*, Atlanta, Georgia (poster).
- †Lisjak, Monika, Soo Kim, Sean Blair, and Derek D. Rucker (2019), “Tough Crowd! How Observers Influence Compensatory Consumption,” *La Londe Conference on Marketing Communications and Consumer Behavior*, La Londe, France.

- †Lisjak, Monika, Andrea Bonezzi, and Derek D. Rucker (2019), “Rewards as Instruments for Psychological Closeness: The Role of Reward Contractuality,” *Brand and Brand Relationships Conference*, Boston, Massachusetts (invited).
- †Lisjak, Monika, Soo Kim, Sean Blair, and Derek D. Rucker (2019), “Tough Crowd! How Observers Influence Compensatory Consumption,” *Society for Consumer Psychology*, Savannah, Georgia.
- \*†Fotheringham, Darima, Monika Lisjak, Naomi Mandel, and Amy Ostrom (2019), “Helpful or Creepy? Consumers' Perceptions of AI-enabled Frontline Technologies,” GWSB Center for the Connected Consumer Inaugural Conference on the Intelligence of Things, Washington, DC.
- \*†Fotheringham, Darima, Monika Lisjak, Naomi Mandel, and Amy Ostrom (2019), “Helpful or Creepy? Consumers' Perceptions of AI-enabled Frontline Technologies,” *Transformative Consumer Research Conference*, Tallahassee, FL, 2019.
- \*†Fotheringham, Darima, Monika Lisjak, Naomi Mandel, and Amy Ostrom (2019), “Helpful or Creepy? Consumers' Perceptions of AI-enabled Frontline Technologies,” *Society for Consumer Psychology Boutique Conference on Consumers and Technology*, Montreal, Canada (poster).
- †Lisjak, Monika, Soo Kim, Sean Blair, and Derek D. Rucker (2018), “Tough Crowd! How Observers Influence Compensatory Consumption,” *Association for Consumer Research Annual Conference*, Dallas, Texas.
- \*†Wang, Qin, Monika Lisjak and Naomi Mandel (2018), “The Interdependent Self: High Identity Holism Facilitates Fluid Compensation,” *Association for Consumer Research Annual Conference*, Dallas, Texas.
- †Bonezzi, Andrea and Monika Lisjak (2017), “A Relationship Account of Marketing Rewards: The Effect of Conditional vs. Unconditional Rewards on Self-Brand Connection.” Paper presented at the *Society for Consumer Psychology Annual Conference*, San Francisco, California.
- \*†Wang, Qin, Monika Lisjak and Naomi Mandel (2017), “Fluid Compensation: The Role of the Interdependent Self,” *Association for Consumer Research Annual Conference*, San Diego, California (poster).
- Bonezzi, Andrea, Monika Lisjak, and Scott Neslin (2016), “A Relationship Account of Marketing Rewards: The Effect of Conditional vs. Unconditional Rewards on Self-Brand Connection,” *Association for Consumer Research Annual Conference*, Berlin, Germany (unable to travel).
- †Lisjak, Monika, Jonathan Levav, and Derek D. Rucker (2014), “Compensatory Consumption as Self- and Social-Signaling,” *Association for Consumer Research Annual Conference*, Baltimore, Maryland.
- †Lisjak, Monika, Andrea Bonezzi, Soo Kim, and Derek D. Rucker (2014), “Behavioral Consequences of Within- Versus Across-Domain Compensation,” *Society for Consumer Psychology Annual Conference*, Miami, Florida.
- †Lisjak, Monika and Angela Y. Lee (2012), “When Safety Matters: Depletion Heightens Vigilance Against Danger,” *Society for Consumer Psychology Annual Conference*, Las Vegas, Nevada.

- †Lisjak, Monika, Angela Y. Lee, and Wendi Gardner (2011), “When Does an Attack to the Brand Call for Action? The Role of Self-Brand Connection and Implicit Self-Esteem,” *Society for Consumer Psychology Annual Conference*, Atlanta, Georgia.
- †Lisjak, Monika and Angela Y. Lee (2010), “Saying No to Tattoos and Unprotected Sex: Ego-Depletion May Help Boost Self-Regulation,” *Association for Consumer Research Annual Conference*, Jacksonville, Florida.
- †Lisjak, Monika and Angela Y. Lee (2010), “Saying No to Tattoos and Unprotected Sex: Ego-Depletion May Help Boost Self-Regulation,” *Society for Judgment and Decision Making Annual Conference*, St. Louis, Missouri.
- †Lisjak, Monika, Angela Y. Lee, and Wendi L. Gardner (2010), “An Attack to the Brand an Attack to the Self?” *Midwestern Psychological Association Annual Conference*, Chicago, Illinois.
- †Lisjak, Monika, Angela Y. Lee, and Wendi L. Gardner (2010), “Exploring the Boundaries of the Extended Self: Does Attacking a Brand Threaten the Self?” *Society for Personality and Social Psychology Annual Conference*, Las Vegas, Nevada (poster).
- †Lisjak, Monika, Angela Y. Lee, and Wendi L. Gardner (2010), “When Does an Attack to the Brand Call for Action? The Role of Self-Brand Connection and Implicit Self-Esteem,” *Association for Consumer Research Annual Conference*, Jacksonville, Florida.
- †Lisjak, Monika, Daniel C. Molden, and Angela Y. Lee (2009), “It takes the Chronic to know the Prime: Understanding the True Benefits and Costs of Priming,” *Association for Consumer Research Annual Conference*, Pittsburgh, Pennsylvania.
- †Lisjak, Monika, Daniel C. Molden, and Angela Y. Lee (2009), “The Chronic × Prime Effect on Self-Regulation and Judgment,” *Midwestern Psychological Association Annual Conference*, Chicago, Illinois.
- †Lisjak, Monika, Daniel C. Molden, and Angela Y. Lee (2009), “I Can Pursue Gains or Avoid Losses, But How Much does it Cost Me? The Chronic × Prime Effect on Self-Regulatory Resources,” *Society for Personality and Social Psychology Annual Conference*, Tampa, Florida (poster).
- †Harding, M. Lora, Monika Lisjak, and Angela Y. Lee (2009), “The Persuasive Power of Regulatory Nonfit,” *Association for Consumer Research Annual Conference*, Pittsburgh, Pennsylvania, 2009.
- †Harding, M. Lora, Monika Lisjak, and Angela Y. Lee (2009), “The Persuasive Power of Regulatory Nonfit: The Moderating Role of Involvement in Regulatory Fit Effects,” *Society for Consumer Psychology Annual Conference*, San Diego, California.
- †Harding, M. Lora, Monika Lisjak, and Angela Y. Lee (2008), “The Persuasive Power of Regulatory Nonfit: The Moderating Role of Involvement in Regulatory Fit Effects,” *Midwestern Psychological Association Annual Conference*, Chicago, Illinois.

## **INVITED TALKS**

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London Business School, United Kingdom, 2023  
Tippie College of Business, University of Iowa, virtual, 2022  
Baruch College Doctoral Seminar in Consumer Behavior, virtual, 2022  
Motivation Preconference, Society for Personality and Social Psychology, California, 2022  
Journal of Marketing Webinar Series, virtual, 2021  
W. P. Carey Doctoral Seminar in Social Psychology with Business Applications, 2017, 2018  
University of Arizona and Arizona State University Research Symposium, Arizona, 2017  
Gary Anderson Graduate School of Management, University of California, California, 2014  
Albers School of Business and Economics, Seattle University, Washington, 2014  
Business School, Imperial College London, United Kingdom, 2014  
Business School, University of Colorado, Colorado, 2014  
College of Business Administration, University of Central Florida, Florida, 2014  
Faculty of Business Administration, VU University Amsterdam, Netherlands, 2014  
Judgment and Decision-Making Camp, Tilburg University, Netherlands, 2014  
Kelley School of Business, Indiana University, Indiana, 2014  
Lundquist College of Business, University of Oregon, Oregon, 2014  
Mays Business School, Texas A&M University, Texas, 2014  
Rutgers Business School, Rutgers University, New Jersey, 2014  
Sauder School of Business, University of British Columbia, Canada, 2014  
W. P. Carey Schools of Business, Arizona State University, Arizona, 2014  
Desautels Faculty of Management, McGill University, Canada, 2011  
McDonough School of Business, Georgetown University, Washington, DC, 2011  
Rotman School of Management, University of Toronto, Canada, 2011  
Rotterdam School of Management, Erasmus University, Netherlands, 2011  
School of Business, University of Hong Kong, Hong Kong, 2011  
SDA Bocconi, Bocconi University, Italy, 2011  
Tilburg School of Management, Tilburg University, Netherlands, 2011  
Weinberg College of Arts & Sciences, Northwestern University, USA, 2009

## **DOCTORAL PROGRAM ADVISING**

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Co-chair for Darima Fotheringham, completed 2022 (Placement: Texas Tech University)  
Co-chair for Qin Wang, completed 2022 (Placement: Mississippi State University)

## **UNDERGRADUATE HONORS THESIS ADVISING**

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Director

1. Camille Hanzlick, Spring 2022
2. Victoria Boyer, Spring 2022
3. Julia Goldhirsch, Spring 2020
4. Audrey Dunaway, Spring 2019
5. Tina Kinnerup, Spring 2019
6. Madison Ong, Spring 2019
7. Rachel Rosenfeld, Spring 2019
8. Pooja Sangha, Spring 2019
9. Madelaine Bauer, Spring 2018
10. Kelly Bryant, Spring 2018

Reader:

1. Serena Hinojosa, Spring 2022
2. Jordan Mersky, Spring 2022
3. Rachel David, Spring 2021
4. Jacob Forman, Spring 2020
5. Cerina Myong, Spring 2020
6. Joyce Zhang, Spring 2020
7. Jared Boyle, Fall 2019
8. Garrett Schneider, Fall 2019
9. Karsten Mickelsen, Spring 2019
10. Lauren Carr-Gasso, Spring 2019
11. Madeline Smith, Spring 2019
12. Henry Griffith, Spring 2018
13. Amanda Kuehn, Spring 2018
14. Sapna Daryanani, Fall 2017
15. Jessica Gibson, Spring 2016
16. Tiffany Thornton, Spring 2016

## **TEACHING EXPERIENCE**

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### Undergraduate Teaching

Consumer Behavior, in-person (since 2015) & online (2017-2022), ASU ( $M = 6.7$  out of 7)  
International Business, 2004-2006, University of Ljubljana  
International Marketing, 2005, 2007, University of Ljubljana

### Graduate Teaching

Doctoral students: Current Topics in Consumer Behavior (since 2023), ASU  
Master students: Consumer Behavior, 2012-2014, Erasmus University

### Course Development

Online Consumer Behavior, co-developed, 2016, Arizona State University

## **SERVICE TO THE DEPARTMENT AND SCHOOL**

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Co-Organizer, Consumer Behavior Lab Group, Department of Marketing, ASU, 2018-present  
Recruiting Committee, Department of Marketing, ASU, 2018, 2021-2022, 2022-23  
Coordinator, Research Seminar Series, Department of Marketing, ASU, 2019-2022  
Robert Cialdini Distinguished Research Award Committee, Department of Marketing, ASU, 2020  
Promotion & Tenure Committee, Department of Marketing, ASU, 2019  
Research Presenter, "Women's Circle," Alumni Event, W. P. Carey of Business, ASU, 2017  
Research Presenter, "Coffee Chat," W. P. Carey of Business, ASU, 2016  
Performance Review Committee Member, Department of Marketing, ASU, 2016  
Research Presenter, "Frontiers in Marketing," Alumni Event, Erasmus, 2015  
Marketing Seminar Series Coordinator, Department of Marketing, Erasmus, 2014-2015  
Faculty Manager, Research Subject Pool, Department of Marketing, Erasmus, 2012-2014

## **SERVICE TO THE DISCIPLINE**

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### Editorial Review Board

*Journal of Consumer Psychology*, 2022-present



#### Ad-Hoc Reviewer

*Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Association for Consumers Research, Marketing Letters, Association for Consumer Research Annual Conference, Society for Consumer Psychology Annual Conference, and Society for Consumer Psychology Dissertation Competition 2018 and 2023*

#### Conference Leadership Roles

Co-chair, *Winter American Marketing Association Academic Conference, 2023*  
Co-chair, Consumer Behavior track, *Summer AMA Academic Conference, 2018*  
Co-chair, Consumer Behavior track, *Academy of Marketing Science World Marketing Congress, 2015*  
Associate Editor, *Society for Consumer Psychology Conference, 2023*  
Program Committee, *European Association for Consumer Research Conference, 2023*  
Program Committee, *Society for Consumer Psychology Conference, 2022*  
Program Committee, *Association for Consumer Research Conference, 2016*  
Program Committee, *SCP Boutique Conference on Identity and Consumption, 2016*

#### **PROFESSIONAL AFFILIATIONS**

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American Marketing Association (AMA)  
Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)