**Naomi Mandel**

Yellow Corporation Professor of Marketing

Arizona State University

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August 2022

**EDUCATION:**

* Ph.D., Marketing, University of Pennsylvania, 2000.
* M.I.M, Thunderbird School of Global Management, 1994.
* M.B.A., Arizona State University, 1994.
* B.A., Computer Science, Dartmouth College, 1989.

**ACADEMIC EXPERIENCE:**

* Yellow Corporation Professor of Marketing, W. P. Carey School of Business, Arizona State University, 2016 -- present.
* State Farm Professor of Marketing, W. P. Carey School of Business, Arizona State University, 2011 -- 2016.
* Associate Professor, Marketing Department, W. P. Carey School of Business, Arizona State University, 2006 – 2011.
* Assistant Professor, Marketing Department, W. P. Carey School of Business, Arizona State University, 2000 – 2006.
* Lecturer, Marketing Department, Wharton School at the University of Pennsylvania, 1997--2000.

**HONORS AND AWARDS:**

* W. P. Carey School of Business Dean’s Distinguished Career Research Award, 2020-2021.
* SCP Schumann Dissertation Competition Award (to mentee Qin Wang), 2020-2021.
* Honorable Mention, ACR/Sheth Foundation Dissertation Award: Cross-Cultural Track (to mentee Qin Wang), 2019.
* Outstanding Reviewer Award, *Journal of Consumer Research,* 2016-17.
* Outstanding Doctoral Professor Award, W. P. Carey School of Business, 2016-17.
* JCP Best Paper by an Early Career Contributor Award (to mentee Daniele Mathras), 2017.
* Named a “top author over the last decade at JCR,” June 2015.
* Runner-Up, Best Services Article 2013, *AMA Services SIG*
* Associate Editor, *Journal of Marketing Research,* 2013-2016.
* Associate Editor, *Journal of Consumer Psychology,* 2012 – 2014.
* Associate Editor, *Customer Needs & Solutions,* 2012-present.
* Outstanding Doctoral Faculty Award, W. P. Carey School of Business, 2011-12.
* Invited panelist, AMA/Sheth Doctoral Consortium, 2010, 2012, 2013.
* Invited panelist, SCP Doctoral Consortium, 2010, 2012, 2014, 2015, 2017.
* Invited panelist, ACR Doctoral Consortium, 2011, 2012, 2013.
* Chair, Society for Consumer Psychology Winter Conference, Atlanta GA, 2011.
* Runner-Up, Ferber Award (to mentee Maura Scott), *Journal of Consumer Research,* 2009.
* Runner-Up, Park Award for Outstanding Contribution, *Journal of Consumer Psychology,* 2009.
* Outstanding Reviewer Award, *Journal of Consumer Research,* 2007-2008.
* Dean’s Council Distinguished Scholar, W. P. Carey School of Business, 2007-2010.
* Member, ACR Program Committee, 2009, 2011-present.
* Member, SCP Program Committee, 2009-2018.
* Chair, Society for Consumer Psychology Summer Conference at APA, Boston MA, 2008.
* Best Abstract Award, Transformative Consumer Research Conference, 2007.
* Runner-Up, Best Paper Award, *Journal of Interactive Marketing,* 2007.
* Dean’s Award for Excellence Summer Grants, 2004-2006.
* SCP-Sheth Dissertation Proposal Award, 1999.

**CITATIONS:**

* Google Scholar Citation Count: 5,476
* H-index: 21

**PEER-REVIEWED PUBLICATIONS:**

1. Wang, Qin, Monika Lisjak, and Naomi Mandel (2022), “On the Flexibility of Self-Repair: How Holistic versus Analytic Thinking Style Impacts Fluid Compensatory Consumption. Forthcoming, *Journal of Consumer Psychology*.
2. Xie, Yi (Fionna), Naomi Mandel, and Meryl Gardner (2021), “Not All Dieters Are the Same: Development of the Abstention Tendency Scale.” *Journal of Business Research*, 133, 143-157.
3. Weber, T.J., Christopher Hydock, William Ding, Meryl Gardner, Pradeep Jacob, Naomi Mandel, David Sprott, and Eric Van Steenburg (2021), “Political Polarization: Challenges, Opportunities, and Hope for Consumer Welfare, Marketers, and Public Policy,” *Journal of Public Policy & Marketing*, 40 (2), 184-205 (Special Issue: Transformative Consumer Research).
4. 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*.
5. Mandel, Naomi, Monika Lisjak, and Qin Wang (2021), “Compensatory Routes to Object Attachment,” *Current Opinion in Psychology,* 39, 55-59 (Special Issue: Object Attachment).
6. Pham, Nguyen and Naomi Mandel (2019), “What Influences Consumer Acceptance of Genetically Modified Foods? *Journal of Public Policy & Marketing*, 38 (2), 263-279. (Special Issue: Food and Well-Being).
7. Mandel, Naomi, Derek D. Rucker, Jonathan Levav, and Adam D. Galinsky (2017), “The Compensatory Consumer Behavior Model: How Self-Discrepancies Drive Consumer Behavior,” *Journal of Consumer Psychology,* 27(1), 133-146.
* One of the top 10 most downloaded articles at JCP for the past 4 years.
1. Mandel, Naomi and Daniel Brannon (2017), “Sugar, Perceived Healthfulness, and Satiety: When Does a Sugary Preload Lead People to Eat More?” *Appetite* 114, 338-349.
2. Mandel, Naomi, Maura L Scott, Sunghoon Kim, and Rajiv K. Sinha (2017), “Strategies for Improving Self-Control Among Naïve, Sophisticated, and Time-Consistent Consumers.” *Journal of Economic Psychology 60,* 109-125. (Special Issue: Stability of Preferences.)
3. Minton, Elizabeth, Frank Cabano, Meryl Gardner, Daniele Mathras, Esi Elliott, and Naomi Mandel (2017), “LGBTQ and Religious Identity Conflict in Service Settings,” *Journal of Services Marketing*, 31(4/5), 351-361. (Special Issue: Understanding Vulnerable, Stigmatized, and Marginalized Consumers in Service Settings.)
4. Mathras, Daniele, Adam Cohen, Naomi Mandel, and David Glen Mick (2016), “Religion and Consumer Behavior: An Integrative Review and Research Agenda.” *Journal of Consumer Psychology* 26 (April), 298-311.
	* JCP Best Paper by an Early Career Contributor Award, 2017
	* One of the top 10 most downloaded articles at JCP for the past 4 years.
5. Pham, Nguyen, Naomi Mandel, and Andrea C. Morales (2016), “Messages from the Food Police: How Food-Related Warnings Backfire among Dieters,” *Journal of the Association for Consumer Research* (J-ACR), 1(1), 175-190. (Special Issue: The Behavioral Science of Eating.)
6. Shrum, L. J., Tina M. Lowrey, Mario Pandelaere, Ayalla Ruvio, Elodie Gentina, Pia Furchheim, Maud Herbert, Liselot Hudders, Inge Lens, Naomi Mandel, Agnes Nairn, Adriana Samper, Isabella Soscia, & Laurel Steinfield (2014), “Materialism: The Good, the Bad, and the Ugly,” *Journal of Marketing Management* 30(17-18), 1858-1881. (Special Issue: Transformative Consumer Research: Taking the TCR Movement Global.)
7. Loveland, Katherine, Naomi Mandel and Utpal Dholakia (2014), "Understanding Homeowners' Pricing Decisions: An Investigation of the Roles of Ownership Duration and Financial and Emotional Reference Points," *Customer Needs and Solutions,* 1-16.
	* Reprinted in *Keller Center Research Report* (Baylor Business School), 10(2).
8. Fernandes, Daniel and Naomi Mandel (2014), “Political Conservatism and Variety Seeking,” *Journal of Consumer Psychology,* 24(1), 79-86.
9. Sirianni, Nancy, Mary Jo Bitner, Stephen W. Brown & Naomi Mandel (2013), “Branded Service Encounters: Strategically Aligning Employee Behavior with the Brand Positioning,” *Journal of Marketing*, 77(6), 108-123.
	* Runner-Up, Best Services Article 2013, *AMA Services SIG*
10. Loveland, Katherine, Dirk Smeesters and Naomi Mandel (2010), “Still Preoccupied with 1995: The Need to Belong and Preference for Nostalgic Products,” *Journal of Consumer Research*, 37(3), 393-408*.*
11. Scott, Maura L., Stephen M. Nowlis, Naomi Mandel, and Andrea C. Morales (2008), “Do 100-Calorie Packs Lead to Increased Consumption? The Effect of Reduced Food Sizes and Packages on the Consumption Behavior of Restrained Eaters and Unrestrained Eaters,” Journal *of Consumer Research* 35 (October), 391-405.
	* Runner-Up, Ferber Award, *Journal of Consumer Research*
	* Best Abstract Award, Transformative Consumer Research Conference, 2007
12. Mandel, Naomi and Dirk Smeesters (2008), “The Sweet Escape: The Effect of Mortality Salience on Consumption Quantities for High and Low Self-Esteem Consumers,” *Journal of Consumer Research* 35 (August), 309-323.
13. Mandel, Naomi and Stephen M. Nowlis (2008), “The Effect of Making a Prediction about the Outcome of a Consumption Experience on the Enjoyment of that Experience.” *Journal of Consumer Research* 35 (June), 9-20.
	* Lead Article
14. Sinha, Rajiv and Naomi Mandel (2008), “Preventing Digital Piracy: The Carrot or the Stick?” *Journal of Marketing* 72 (January), 1-15.
	* Lead Article.
15. Smeesters, Dirk and Naomi Mandel (2006), "Positive and Negative Media Image Effects on the Self," *Journal of Consumer Research,* 32 (March), 576-582.
16. Mandel, Naomi, Petia Petrova, and Robert B. Cialdini (2006), “Images of Success and the Preference for Luxury Products.” *Journal of Consumer Psychology* 16(1), 57-69.
	* Runner-Up, Park Award for Outstanding Contribution, 2009
17. Bellman, Steven, Johnson, Eric J., Lohse, Gerald L., and Naomi Mandel (2006), “Designing Marketplaces of the Artificial with Consumers in Mind: Four Approaches to Understanding Consumer Behavior in Electronic Environments,” *Journal of Interactive Marketing,* 20(1), 21-33.
	* Runner-Up, Best Paper Award, 2007.
18. Nowlis, Stephen M., Naomi Mandel and Deborah Brown McCabe (2004), "The Effect of a Delay between Choice and Consumption on Consumption Enjoyment," *Journal of Consumer Research,* 31 (December), 502-510.
19. Mandel, Naomi (2003), “Shifting Selves and Decision Making: The Effects of Self Construal Priming on Consumer Risk Taking,” *Journal of Consumer Research,* 30 (June), 30-40.
	* Winner, SCP-Sheth Dissertation Proposal Award, 1999.
20. Mandel, Naomi and Eric J. Johnson (2002), “When Web Pages Influence Choice: Effects of Visual Primes on Experts and Novices,” *Journal of Consumer Research* 29 (September), 235-245.
21. Mandel, Naomi and Steven J. Heine (1999), “Terror Management and Marketing: He Who Dies With the Most Toys Wins.” Complete article in E. Arnould and L. Scott (Eds.), *Advances in Consumer Research 26,* 527-532.

**BOOK CHAPTERS:**

* Mandel, Naomi, Monika Lisjak, and Qin Wang (2022), “Compensatory Consumption: A Theoretical Framework, Tensions, and Research Opportunities,” *Handbook of Contemporary Consumer Psychology* (2nd Edition), forthcoming.
* Barbour, Joseph E., Naomi Mandel, and Adam B. Cohen (2020), “Religious Identity in Marketing,” *Handbook of Research on Identity Theory in Marketing,* Americus Reed II and Mark Forehand (eds.). Edward Elgar Publishing.
* Mathras, Daniele, Katherine E. Loveland, and Naomi Mandel (2013), “Media Image Effects on the Self,” *The Routledge Companion to Identity and Consumption,* Russell Belk and Ayalla Ruvio (eds.). London: Routledge.
* Mandel, Naomi and Eric J. Johnson (2006), “When Web Pages Influence Choice: Effects of Visual Primes on Experts and Novices,” *The Construction of Preference*, Sarah Lichtenstein and Paul Slovic (eds.), New York: Cambridge University Press (pp. 282-299).

**CONFERENCE PRESENTATIONS:**

* “On the Flexibility of Self-Repair: How Holistic versus Analytic Thinking Style Impacts Fluid Compensatory Consumption” (presented by Qin Wang), *Society for Consumer Psychology Conference,* March 2022.
* “Political Ideology and Vigilance against Health Threats” (presented by Monika Lisjak), *Association for Consumer Research Conference,* October 2021.
* “Vigilance and COVID-19: The Role of Political Ideology, Beliefs, and Threat Proximity,” (presented by Peyman Assadi), *Society for Consumer Psychology Conference (Virtual)*, March 2021.
* “Food Decision-Making and Obesity Research: What Have We Accomplished, and What Still Needs to Be Done?” Knowledge Forum Chair, *Association for Consumer Research Conference,* Atlanta GA, October 2019.
* “Nutrition Label Format and Consumer Attention: The Role of Involvement” (presented by Yi Xie), *Association for Consumer Research Conference,* Atlanta GA, October 2019.
* “It’s a Half-Robin Hood Thing: How Political Activism by Corporations Drives Consumers to Cheat” (presented by Pradeep Jacob), *Association for Consumer Research Conference,* Atlanta GA, October 2019.
* “Helpful or Creepy? Consumers’ Perceptions of AI-Enabled Frontline Technologies” (presented by Darima Fotheringham), *Association for Consumer Research Conference,* Atlanta GA, October 2019.
* “Beyond Identity Salience: How the Dynamic Self Impacts Consumer Behavior,” Knowledge Forum Presenter, *Association for Consumer Research Conference,* Atlanta GA, October 2019.
* “The Impact of Interdependence on the Willingness to Take Opioid Pain Medications,” *Society for Consumer Psychology, Boutique Conference on Addictive and Maladaptive Consumption*, Seattle WA, August 2019.
* On the Flexibility of Self-Repair: Interdependence Facilitates Fluid Compensatory Consumption (presented by Qin Wang), *Association for Consumer Research Conference,* Dallas, October 2018.
* “Diets with Cheat Days: The Effect of Implicit Self-Theories on Recovery from Goal-Inconsistent Behavior” (presented by Yi Xie), *Association for Consumer Research Conference,* San Diego, October 2017.
* “Fluid Compensation: The Role of the Interdependent Self” (presented by Qin Wang), *Association for Consumer Research Conference,* San Diego, October 2017.
* “Putting on a Show or Showing My True Self? Exploring Consumers’ Desire to Signal Accurate versus Enhanced Identities” (presented by Daniel Brannon), *Association for Consumer Research Conference,* San Diego, October 2017.
* “Reciprocal altruism as a motivation for sharing: Sharing up vs. sharing down” (presented by Ayalla Ruvio), *Association for Consumer Research Conference,* Berlin, October 2016.
* “The Role of Hubristic and Authentic Pride in Brand Extension Evaluation (presented by Nguyen Pham), *Association for Consumer Research Conference*, New Orleans, October 2015.
* “With Whom Do People Share?” (presented by Ayalla Ruvio), *Association for Consumer Research Conference*, New Orleans, October 2015.
* “Simply Desirable or Desirably Complex? (presented by Chadwick Miller), *Association for Consumer Research Conference*, New Orleans, October 2015.
* “The Role of Reactance in Responses to One-sided Advertisements: How Health-Related Appeals Backfire Among Dieters” (presented by Nguyen Pham), *Society for Consumer Psychology Conference,* Phoenix, February 2015.
* “Putting on a Show or Showing My True Power? Exploring Self-Verification versus Self-Enhancement Motives in Compensatory Consumption” (presented by Daniel Brannon), *Society for Consumer Psychology Conference,* Phoenix, February 2015.
* “Positive Affect at the Intersection of Two Cognitive Processes Magnifies The Second Process” (presented by Nguyen Pham), *Association for Consumer Research Conference,* Baltimore, October 2014.
* “The Psychological Downside of Power” (presented by Freeman Wu), *Society for Consumer Psychology Conference,* March 2014.
* “Simply Desirable, Preferably Complex: Feature-Richness in Experiential Purchases” (presented by Chadwick Miller), *Society for Consumer Psychology Conference,* March 2014.
* “Compensatory Consumption: How We Regulate Threats” (presented by Adam B. Cohen due to flight cancellation),” *Society for Personality and Social Psychology Conference,* Austin, February 2014.
* “The Role of Reactance in Responses to One-Sided Advertisements: How Health-Related Appeals Backfire among Restrained Eaters,” (presented by Nguyen Pham). *Association for Consumer Research Conference,* Chicago, October 2013.
* “Consumer Green Confessions” (presented by Daniele Mathras), *Association for Consumer Research Conference,* Chicago, October 2013.
* “The Road Not Taken: The Effect of Forming Pre-Choice Product Expectations and Making a Choice on Subsequent Consumption Enjoyment,” *Association for Consumer Research Conference,* Vancouver, October 2012.
* “The Road Not Taken: The Effect of Forming Pre-Choice Product Expectations and Making a Choice on Subsequent Consumption Enjoyment,” *Society for Consumer Psychology Conference,* Florence, Italy, June 2012.
* “The Spice of Life: Effects of Mortality Anxiety on Preference for Variety,” *Association for Consumer Research Conference,* Pittsburgh, October 2009.
* “Still Preoccupied with 1985: The Effect of Imagined Interaction on the Preference for Luxury Products,” *Association for Consumer Research Conference,* San Francisco, October 2008.
* “The Effects of Thin and Heavy Media Images on Overweight and Underweight Consumers,” *Association for Consumer Research Conference,* Memphis, October 2007.
* “The Effect of Prediction on the Enjoyment of a Consumption Experience,” *Society for Consumer Psychology Conference*, Las Vegas, February 2007.
* “Shop ‘Til You Drop: The Effect of Mortality Salience on Consumption Quantity,” *Association for Consumer Research Conference*, Orlando, October 2006.
* “Positive and Negative Media Image Effects on the Self,” *Society for Consumer Psychology Conference,* Caribbean, February 2006.
* “The Effect of Prediction on the Enjoyment of a Consumption Experience,” *Association for Consumer Research Conference*, San Antonio, October 2005.
* “The Mirror Has Two Faces: Positive and Negative Media Image Effects,” *Association for Consumer Research Conference*, San Antonio, October 2005.
* “Comparisons with the Good Life: Images of Success and the Preference for Luxury Products,” *Association for Consumer Research Conference,* Toronto, October 2003.
* “The Effect of a Forced Delay on Consumption Enjoyment.” *Society for Consumer Psychology Conference,* New Orleans, LA, February 2003.
* “The Effect of a Forced Delay on Consumption Enjoyment.” *Association for Consumer Research Conference,* Atlanta, GA, October 2002.
* “Priming, Expertise, Search and the Construction of Preferences.”*Association for Consumer Research Conference*, Salt Lake City, Utah, October 2000.
* “Shifting Selves and Decision Making.”*Society for Consumer Psychology Conference*, SCP Award-Winning Presentation, San Antonio, TX, February 2000.
* “Shifting Selves and Decision Making.” *Association for Consumer Research Conference*, Columbus, Ohio, October 1999.
* “Constructing Preferences Online: Can Web Pages Change What You Want?”*Association for Consumer Research Conference*, Montreal, October 1998.
* “Terror Management and Marketing: He Who Dies With the Most Toys Wins.”*Association for Consumer Research Conference*, Montreal, October 1998.
* “Constructing Preferences Online: Can Web Pages Change What You Want?”*INFORMS Marketing Science Conference*, INSEAD, Fontainebleau, France, July 1998.

**INVITED PRESENTATIONS:**

* “On the Flexibility of Self-Repair,” *AMA Winter Conference,* CBSIG session on Identity, 2022.
* “On the Flexibility of Self-Repair,” Wharton Marketing Camp, 2019.
* “On the Flexibility of Self-Repair,” Arizona Marketing Symposium, April 2018.
* “Compensatory Consumption: High Identity Holism Facilitates Fluid Compensation.” Presented at: National University Singapore, University of Pittsburgh, Washington State University, and University of Wisconsin (Spring 2018).
* “Compensatory Consumption: How Consumption Regulates Self-Threat,” ASU/University of Arizona Symposium, Spring 2015.
* “Compensatory Consumption: An Overview and Application to Health-Related PSAs,” Presented at: HEC Paris (France), INSEAD (France), Maastricht University (Netherlands), Ghent University (Belgium), Catolica University (Portugal), and Temple University (U.S.), Spring 2014.
* “Getting Off to a Good Start,” AMA-Sheth Doctoral Consortium, Ann Arbor, MI, June 2013.
* “Managing Early Careers,” AMA-Sheth Doctoral Consortium, Seattle, WA, June 2012.
* “The Road Not Taken: The Effect of Pre-Choice Evaluation on Consumption Enjoyment,” Seminar Series, University of Manitoba, May 2012.
* “The Road Not Taken: The Effect of Pre-Choice Evaluation on Consumption Enjoyment,” Seminar Series, Northwestern University, April 2012.
* “The Road Not Taken: The Effect of Pre-Choice Evaluation on Consumption Enjoyment,” Seminar Series, University of Alberta, August 2011.
* “Real Consumers Have Curves: Advertising to Overweight Consumers,” MDPA: Marketing to the Overweight American Conference, Silver Spring, MD, September 2011.
* “Compensatory Consumption: Situational Factors Leading to Overspending and Unhealthy Food Choices,” Think Series, Arizona State University West, April 2011.
* “The Road Not Taken: The Effect of Pre-Choice Evaluation on Consumption Enjoyment,” Seminar Series, Texas A&M University, November 2010.
* “The Road Not Taken: The Effect of Pre-Choice Evaluation on Consumption Enjoyment,” Seminar Series, University of Alberta, August 2010.
* “Building a Behavioral Lab on a Shoestring,” AMA/Sheth Doctoral Consortium, Texas Christian University, June 2010.
* “Trends and Interests in Decision Making,” SCP Doctoral Consortium, St. Pete Beach, FL, February 2010.
* “The Effect of Making a Prediction on Consumption Enjoyment,” Seminar Series, Rice University, December 2007.
* “The Effect of Making a Prediction on Consumption Enjoyment,” Seminar Series, Tilburg University, May 2007.
* “The Effect of Making a Prediction on Consumption Enjoyment,” Seminar Series, Arizona State University, April 2007.
* “The Effect of Making a Prediction on Consumption Enjoyment,” Seminar Series, University of Washington, April 2007.
* “The Effect of Making a Prediction on Consumption Enjoyment,” Seminar Series, Boston College, April 2007.
* “Trends in Consumer Research,” ACR Doctoral Consortium, Orlando, October 2006.
* “Images of Success and the Preference for Luxury Products,” Seminar Series, University of Arizona, April 2005.
* “Shifting Selves and Decision Making,” Arizona Marketing Consortium, March 2001.

**TEACHING:**

**Courses Taught at ASU**

* Social Psychology with Business Applications (MKT791), a doctoral level seminar that introduces doctoral students to fundamental theories in social psychology that may be applied to business-oriented research programs (Spring 2011 - present).
* Advanced Research Methods (MKT791), a doctoral level seminar that gives students a strong background in the elements and principles of scholarly research (2003-2006 and 2010-present).
* Consumer Behavior (MKT402), an undergraduate course which covers relevant areas of the behavioral sciences (including psychology, sociology, and behavioral economics) and applies them to developing powerful marketing techniques and tactics (2012-present).
* Marketing Management (MKT502), a core marketing course required for all MBA students (2008-2012).
* Marketing Management (MKT302), an undergraduate, intermediate level course required for marketing majors, taken after their completion of Principles of Marketing (2000-2006)

**Doctoral Committees**

* Chair, Pradeep Jacob (2020-present)
* Co-chair (with Monika Lisjak) for Qin Wang (2018-present)
* Committee member for Helen van der Sluis (2020-present)
* Committee member for Michelle Daniels (2019-present)
* Committee member for Myunghun (Noelle) Chung (NEOMA Business School, France)
* Committee member for Freeman Wu (2015-2018) (Vanderbilt University)
* Committee member for Karlee Posteher, ASU communications department (2018-present) (Cal State Monterey Bay)
* Committee member for Joseph Barbour, ASU psychology department (2016-present) (postdoc at U. of Minnesota)
* Committee member for Yi (Fionna) Xie, ASU agribusiness department (2015-2018) (Xiamen University, China)
* Chair for Nguyen Pham (2013-2016) (Monmouth University)
* Chair for Daniel Brannon (2013-2016) (U. of Northern Colorado)
* Chair for Daniele Mathras (2013-2015) (Northeastern University)
* Co-Chair (with Adriana Samper) for Chadwick Miller (2013-2015) (Washington State University)
* Committee member for Claire Tang (2014-2016)
* Committee member (external) for Antonio Oliveira, FEI Brazil (2015-2016)
* Committee member (external) for Tess Bogaerts, Ghent University, Belgium (2014)
* Committee member (external) for Mohammed El Hazzouri, U. of Manitoba (2012)
* Chair for Katherine Loveland (2007-2011) (Xavier University)
* Committee member for Nancy Sirianni (2008-2010) (U. of Alabama)
* Committee member for Iana Castro-Nelson (2010-2011) (San Diego State University)
* Committee member (external) for Jaehoon Lee, UT San Antonio (2010-2011) (Southern Illinois University)
* Committee member (external) for Christian Schmid, U. of Alberta (2010)
* Co-Chair (with Stephen Nowlis) for Maura Scott (2003-2007) (Florida State University)
* Co-Chair (with Stephen Nowlis) for Detra Montoya (2002-2006) (Arizona State University)
* Committee member for Petia Petrova, ASU psychology department (2004-2007)
* Committee member for Julie Garfinkle, ASU psychology department (2005-2006)

**SERVICE**

**Internal Service:**

* Doctoral Program Coordinator (2009-2022)
* Masters Standards Committee (2009-present)
* Doctoral Studies Committee (2003-2009)
* Fundamentals Team (2000-2006)
* Honors Program Team (2001-2002)
* Personnel Committee (2000-2001)
* E-Learning and E-Marketing Team (2000-2001)

**External Service:**

**Journal Reviews**

* Associate Editor, Journal of Marketing Research (December 2013- July 2016)
* Associate Editor, Journal of Consumer Psychology (2012 -2014)
* Associate Editor, Customer Needs & Solutions
* Editorial Review Board, Journal of Consumer Research (2005 – present)
* Editorial Review Board, Journal of Consumer Psychology (2010 – present)
* Editorial Review Board, Journal of Marketing (2018-present)
* Editorial Review Board, Journal of Marketing Research (2012 – 2018)
* Editorial Review Board, Marketing Letters (2008 - 2016)
* Editorial Review Board, Journal of Public Policy and Marketing (2020-present)
* Ad Hoc Reviewer for: Marketing Science, Journal of Personality and Social Psychology, Personality and Social Psychology Bulletin, Journal of Experimental Social Psychology, Organizational Behavior and Human Decision Processes, International Journal of Research in Marketing, Journal of Retailing, Psychological Science, Journal of Interactive Marketing, Media Psychology, Self and Identity, Association for Consumer Research Conference, Society of Consumer Psychology Conference, American Psychological Association Conference, SCP Dissertation Competition, MSI Dissertation Competition, Howard Dissertation Competition, MIS Quarterly, Academy of Marketing Science.

**Memberships in Professional Groups**

* American Marketing Association
* American Psychological Association
* Association of Consumer Research
* Society of Consumer Psychology
* Society for Personality and Social Psychology

**PROFESSIONAL EXPERIENCE:**

* American Management Systems, Business Analyst, Lakewood, CO, 1995.
* Computer Power Group, Consultant, Chicago, IL, 1991-1992.
* Electronic Data Systems, Systems Engineer, Plano, TX, 1989-1991.