

## CURRICULUM VITAE

Andrea C. Morales

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W.P. Carey School of Business  
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## ACADEMIC POSITIONS

*Professor:* W.P. Carey School of Business, Arizona State University (2013 to present)

*Associate Professor* (with tenure): W.P. Carey School of Business, Arizona State University (2008 – 2013)

*Assistant Professor:* W.P. Carey School of Business, Arizona State University (2005 - 2008)

*Assistant Professor:* Marshall School of Business, University of Southern California (2002 - 2005)

## EDUCATION

Ph.D. Marketing, The Wharton School, University of Pennsylvania (2002)  
M.S. Marketing, The Wharton School, University of Pennsylvania (2000)  
B.A. Economics and Plan II (Honors Liberal Arts), The University of Texas at Austin (1997)

## TEACHING

### TEACHING FOCUS

Marketing Management, Consumer Behavior, Marketing Strategy

### TEACHING EXPERIENCE

Marketing Management  
Consumer Behavior  
Marketing Analysis and Strategy

## RESEARCH

### RESEARCH FOCUS

Social Influence, Emotions, Consumption & Contamination, Perceived Effort, Consumer Responses to Retail & Service Environments

### PUBLICATIONS

Olson, Jenny, Brent McFerran, Andrea C. Morales and Darren Dahl (2025), "When and Why Consumers (Erroneously) Believe Income Impacts the

Enjoyment of Consumption Experiences,” *Journal of Consumer Research*, 52(4), 712–734.

Daniels, Michelle, 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), 439–458,

Weingarten, Evan, On Amir, and Andrea C. Morales (2024), “The Evolving Field of Consumer Research Through the Lens of its Top Journals,” *Marketing Letters*, 36(2), 227-242.

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2025), “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.

Weingarten, Evan, Kristen Duke, Wendy Liu, Rebecca Hamilton, On Amir, Gil Appel, Joseph K. Goodman, Moran Cerf, Andrea C. Morales, Ed O’Brien, Jordi Quoidbach, Monic Sun (2023), “What Makes People Happy? Decoupling the Experiential-Material Continuum,” *Journal of Consumer Psychology*, 33(1), 97-106.

Lieberman, Alicea, On Amir, and Andrea C. Morales (2022), “Tangential Immersion: Increasing Persistence in Boring Consumer Behaviors,” *Journal of Consumer Research*, 49(3), 450-472.

Kristofferson, Kirk, Michelle E. Daniels and Andrea C. Morales (2022), “Using Virtual Reality to Increase Charitable Donations,” *Marketing Letters*, 33, 75-87.

Olson, Jenny, Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2021), “How Income Shapes Moral Judgments of Prosocial Behavior,” *International Journal of Research in Marketing*, 38(1), 120-135.

Morales, Andrea C., Darren W. Dahl, and Jennifer J. Argo (2018), “Amending the Law of Contagion: A General Theory of Property Transference,” *Journal of the Association for Consumer Research*, 3(4), 555-565.

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons (2017), “It’s Too Pretty to Use! The Impact of Product Aesthetics on Consumption Behaviors,” *Journal of Consumer Research*, 44 (3), 651–672.

Morales, Andrea C., On Amir, and Leonard Lee (2017), “A Tutorial in Consumer Research: Keeping it Real in Experimental Research – Understanding When, Where, and How to Enhance Realism and Measure Consumer Behavior,” *Journal of Consumer Research*, 44 (2), 465–476.

Kristofferson, Kirk, Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2017), "The Dark Side of Scarcity Promotions: How Exposure to Limited Quantity Promotions Can Induce Aggression," *Journal of Consumer Research* 43(5), 683-706.

Russell, Cristel, Dale Russell, Andrea Morales, and Jean-Marc Lehu (2017), "Hedonic Contamination: Exposure to Advertising Taints Subsequent Entertainment Experiences," *Journal of Advertising Research*, 57(1).

Olson, Jenny G., Brent McFerran, Andrea C. Morales, and Darren W. Dahl, (2016), "Wealth and Welfare: Divergent Moral Reactions to Ethical Consumer Choices," *Journal of Consumer Research*, 42 (April), 879-96.

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*, 1(1), 175-190.

Chowdhry, Nivriti, Karen P. Winterich, Vikas Mittal, and Andrea C. Morales (2015), "Not All Negative Emotions Lead to Concrete Construal," *International Journal of Research in Marketing*, 32, 428-430.

Winterich, Karen P., Andrea C. Morales, and Vikas Mittal (2015), "Disgusted or Happy, It is not so Bad: Emotional Mini-Max in Unethical Judgments," *Journal of Business Ethics*, 130 (2), 343-360.

Winterich, Karen P., Andrea C. Morales, and Vikas Mittal (2014), "Protect Thyself: How Affective Self-Protection Increases Self-Interested, Unethical Behavior," *Organizational Behavior and Human Decision Processes*, 125 (2), 151-161.

Hoegg, Joey, Maura Scott, Andrea C. Morales, and Darren W. Dahl (2014), "The Flip Side of Vanity Sizing: How Consumers Respond to and Compensate for Larger than Expected Clothing Sizes," *Journal of Consumer Psychology*, 24 (1), 70-78.

Castro, Iana, Andrea C. Morales, and Stephen M. Nowlis (2013), "The Influence of Disorganized Shelf Displays and Limited Product Quantity on Consumer Purchase," *Journal of Marketing*, 77 (4), 118-133.

Morales, Andrea C., Eugenia Wu, and Gavan J. Fitzsimons (2012), "How Disgust Enhances the Effectiveness of Fear Appeals," *Journal of Marketing Research*, 49(3), 383-393.

Morales, Andrea C., Maura Scott, and Eric Yorkston (2012), "You're Not from Around Here, Are You? The Role of Spokesperson Accent in Message Processing," *Journal of Advertising*, 41(1), 33-45

Dahl, Darren W., Jennifer J. Argo, and Andrea C. Morales (2012), "Social Information in the Retail Environment: The Importance of Referent Identity, Product Consumption, and Self-Esteem," *Journal of Consumer Research*, 38 (February), 860-871.

McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales (2010), "Might an Overweight Waitress Make You Eat More?" *Journal of Consumer Psychology*, 20(2), 146-151.

McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales (2010), "I'll Have What She's Having: Effects of Social Influence and Body Type on the Food Choices of Others," *Journal of Consumer Research*, 36 (April), 915-929.

\*Robert Ferber Award, Honorable Mention

\*Runner-Up for Best Paper in JCR (2013)

Argo, Jennifer J., Darren W. Dahl, and Andrea C. Morales (2008), "Positive Consumer Contamination: Responses to Attractive Others in a Retail Context," *Journal of Marketing Research*, 45(6), 690-701.

Scott, Maura L., Stephen M. Nowlis, Naomi Mandel, and Andrea C. Morales (2008), "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.

\*Funded by ACR Grant for Transformative Consumer Research

\*Robert Ferber Award, Honorable Mention

Morales, Andrea C. and Gavan J. Fitzsimons (2007), "Product Contagion: Changing Consumer Evaluations Through Physical Contact with 'Disgusting' Products," *Journal of Marketing Research*, 44(May), pp. 272-283.

Janakiraman, Narayan, Robert J. Meyer and Andrea C. Morales (2006), "Spillover Effects: How Consumers Respond to Unexpected Changes in Price and Quality," *Journal of Consumer Research*, 33 (December), pp. 361-369.

Argo, Jennifer J., Darren W. Dahl, and Andrea C. Morales (2006), "Consumer Contamination: How Consumers React to Products Touched by Others," *Journal of Marketing*, 70(April), pp. 81-94.

Honea, Heather, Andrea C. Morales, and Gavan J. Fitzsimons (2006), "1=2: When a Singular Experience Leads to Dissociated Evaluations," *Journal of Consumer Psychology*, 16(2), 124-134.

Morales, Andrea C. (2005), "Giving Firms an 'E' for Effort: Consumer Responses to High Effort Firms," *Journal of Consumer Research*, 31(March), pp. 806-812.

\*Robert Ferber Award, Honorable Mention

Morales, Andrea C., Barbara E. Kahn, Leigh McAlister, and Susan Broniarczyk (2005), "Perceptions of Assortment Variety: The Effects of Congruency Between Consumer's Internal and Retailer's External Organization," *Journal of Retailing*, v.81(2), pp. 159-169.

\*Davidson Award for the Best Article in Journal of Retailing 2005

#### BOOK CHAPTERS

Lieberman, Alicia, Andrea C. Morales, and On Amir (2019) "Beyond the Lab: Using Data from the Field to Increase Research Validity," in *Handbook of Research Methods in Consumer Psychology*, Frank R. Kardes, Paul M. Herr, and Nobert Schwarz, Editors, Routledge.

Olson, Jenny, Brent McFerran, Andrea C. Morales, and Darren W. Dahl (2019), "Identity-Based Perceptions of Others' Consumption Choices," in *Handbook of Identity Research in Marketing*, Americus Reed and Mark Forehand, Editors, Edward Elgar Publishing.

Morales, Andrea C. and Eugenia Wu (2012), "Self Disgust," in *Identity and Consumption*, R. Belk, A. Ruvio, Editors, Routledge.

McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales (2011), "How The Body Type of Others Impacts Our Food Consumption", in Rajeev Batra, Punam Anand Keller, and Victor Strecher (Eds.), *Leveraging Consumer Psychology for Effective Health Communications: The Obesity Challenge*. Armonk, NY: M.E. Sharpe.

Morales, Andrea C. (2009), "Understanding the Role of Incidental Touch in Consumer Behavior," in *Sensory Marketing: Research on the Sensuality of Products*, Aradhna Krishna, ed. Routledge Academic: New York.

Kahn, Barbara E. and Andrea C. Morales (2001), "Choosing Variety," in *Wharton on Making Decisions*, Stephen J. Hoch and Howard Kunreuther (eds.), John Wiley, NY.

#### MANUSCRIPTS UNDER REVIEW

Gu, Emma, On Amir and Andrea C. Morales, "'What Matters More - Content or Style? Disentangling Uncertainty in Digital Sampling Effectiveness,'" under review, *Journal of Consumer Research*.

Zhou, Xin, Freeman Wu, Adriana Samper and Andrea C. Morales, "Are People More Likely to Spend Cash in a Cashless Society?" preparing for review, *Journal of Marketing Research*.

Li, Ruouou, Linyun W. Yang, and Andrea C. Morales, "How (Not) to Promote Products for People of Color," preparing for 2<sup>nd</sup> round review, *Journal of Marketing*.

Wang, Qin, Adriana Samper and Andrea C. Morales, "Digital Dishonesty or An Extension of The Self? How Self-Construal Shapes Willingness to

Digitally Enhance Appearance,” preparing for 2<sup>nd</sup> round review, *Journal of Marketing Research*.

van der Sluis, Helen, Adriana Samper and Andrea C. Morales, “Responses to Gender-Based Price Variation: Differences or Discrimination?” preparing for 2<sup>nd</sup> round review, *Organizational Behavior and Human Decision Processes*.

\*Honorable Mention, 2020 ACR/Sheth Foundation Dissertation Award: Public Purpose Track

Freeman Wu, Andrea C. Morales, and On Amir, “It Pays to Go the Extra Mile: Understanding the Relative Persuasiveness of Effort versus Material Favors,” preparing for submission, *Journal of Consumer Research*.

#### PROFESSIONAL PRESENTATIONS

#### INVITED PRESENTATIONS

Andrea Morales, “Inclusive Products and Service Experiences in the Marketplace,” Ivey School of Business, March 2025.

Andrea Morales, “Responses to Gender-Based Price Variation: Differences or Discrimination?” University of California, Riverside, April 2023.

Andrea Morales, “Responses to Gender-Based Price Variation: Differences or Discrimination?” Utah State University, March 2023.

Morales, Andrea C. “Responses to Gender-Based Price Variation: Differences or Discrimination?” Harvard University, April 2022.

Morales, Andrea C. “I have a Bad Feeling About This: Understanding Consumer Reactions to Photo-Customized Products,” TCU Behavioral Marketing Camp, March 2022.

Morales, Andrea C. “Beauty is Pain: Understanding How Gift Card Aesthetics Influences Acquisition, Redemption, and Product Evaluations,” Columbia University, April 2021.

Morales, Andrea C. “The Pleasure and Pain of Paying: Understanding How Payment Aesthetics Shape the Purchase Experience,” University of Washington Marketing Camp, January 2020.

Morales, Andrea C. “Looks Can Be Deceiving: Positive & Negative Effects of Aesthetic Payments & Photo-Customized Products,” Stanford University, January 2020.

Morales, Andrea C. “When Beauty Backfires: Negative Effects of Aesthetic Products, Payments & Food,” University of Florida, December 2019.

Morales, Andrea C. "What is Beautiful Isn't Always Good: Positive and Negative Effects of Aesthetic Payments & Food," University of Southern California, November 2019.

Morales, Andrea C. "What is Beautiful Isn't Always Good: Positive and Negative Effects of Aesthetic Payments & Food," New York University, May 2019.

Morales, Andrea C. "When Beauty Backfires: Negative Effects of Aesthetic Products, Payments & Food," Penn State University, September 2018.

Morales, Andrea C. "When Beauty Backfires: Negative Effects of Aesthetic Products, Payments & Food," University of Toronto, April 2018.

Morales, Andrea C. "When Beauty Backfires: Negative Effects of Aesthetic Products, Payments & Food," University of British Columbia, March 2018.

Morales, Andrea C. "When Beauty Backfires: Negative Effects of Aesthetic Products, Payments & Food," University of Hawaii, March 2018.

Morales, Andrea C. "Uniting and Dividing: How Negative Emotions Can Foster Connections with Others and Damage the Self," University of Alberta Marketing Camp, June 2017.

Morales, Andrea C. "Product and Payment Aesthetics," Wharton School of Business, Baker Retailing Center Conference – Consumer Response to the Evolving Retailing Landscape, June 2017.

Morales, Andrea C. "Positive Effects of Negative Emotions: The Impact of Disgust and Fear on Social Bonds and Choice Deferral," Georgia Tech University, March 2017.

Morales, Andrea C. "Positive Effects of Negative Emotions: The Impact of Disgust and Fear on Social Bonds, Choice Deferral, & Virtual Reality," Hong Kong University of Science and Technology, June 2016.

Morales, Andrea C. "Positive Effects of Negative Emotions: The Impact of Disgust and Fear on Social Bonds, Choice Deferral, & Virtual Reality," Hong Kong Polytechnic University, June 2016.

Morales, Andrea C. "Social Influence & Marketing Tactics: How Other People Impact Different Promotional Strategies," University of California, San Diego, May 2016.

Morales, Andrea C. "Positive Effects of Negative Emotions: The Impact of Disgust and Fear on Social Bonds, Choice Deferral, & Virtual Reality," San Diego Marketing Camp, April 2016.

Morales, Andrea C. “Social Influence & Marketing Tactics: How Other People Impact Different Promotional Strategies,” University of Cincinnati, Marketing Camp, April 2016.

Morales, Andrea C. “Social Influence & Marketing Tactics: How Other People Impact Different Promotional Strategies,” Vanderbilt University, Marketing Camp, April 2016.

Morales, Andrea C. “Social Influence & Marketing Tactics: How Other People Impact Different Promotional Strategies,” Stanford University, Marketing Speaker Series, April 2015.

Morales, Andrea C. “Disgust, Sadness, and Fear: How Negative Emotions Impact Search, Shopping, & Bonding,” University of Michigan, Marketing Speaker Series, February 2014.

Morales, Andrea C. “Shopping Interdependencies: How Emotions Affect Consumer Search and Shopping Behavior,” Wharton School of Business, Baker Retailing Center Conference – Emotional Connections in Retailing: Designing Consumer and Employee Emotional Experiences, May 2013.

Morales, Andrea C. “You’re so Vain: The Effect of Vanity Sizing on Product Evaluations,” University of Texas at Austin, Consumer Behavior Speaker Series, November 2012.

Morales, Andrea C. “That’s Disgusting! Understanding the Role of Disgust and Touch in Consumer Decision Making,” Vanderbilt University, Marketing Speaker Series, May 2011.

Morales, Andrea C. “That’s Disgusting! Understanding the Role of Disgust and Touch in Consumer Decision Making,” Washington University, Marketing Speaker Series, April 2011.

Morales, Andrea C. “That’s Disgusting! Understanding the Role of Disgust and Touch in Consumer Decision Making,” Emory University, Marketing Speaker Series, February 2011.

Morales, Andrea C. “That’s Disgusting! Understanding the Role of Disgust and Touch in Consumer Decision Making,” University of Miami, Marketing Speaker Series, March 2010.

Morales, Andrea C., “That’s Disgusting! Understanding the Role of Disgust and Touch in Consumer Decision Making,” Sensory Marketing Conference, University of Michigan, June 2008.

Morales, Andrea C., “That’s Disgusting! Understanding the Role of Disgust in Consumer Decision Making,” University of Texas at Austin, February 2008.

Morales, Andrea C., “That’s Disgusting! Understanding the Role of Disgust in Consumer Decision Making,” Rice University, December 2007.

Morales, Andrea C., “That’s Disgusting! The Effects of Disgust and Contagion in a Consumer Context,” Rice University, September 2006.

Morales, Andrea C. and Gavan J. Fitzsimons, “Product Contagion: Changing Consumer Evaluations Through Physical Contact with ‘Disgusting’ Products,” University of Houston, February 2006.

Morales, Andrea C. and Gavan J. Fitzsimons, “When Products Have the Cooties: Product Contagion in Consumer Evaluations,” University of Texas at San Antonio, December 2004.

Morales, Andrea C., “Giving Firms an ‘E’ for Effort: Consumer Responses to High Effort Firms,” Arizona State University, December 2004.

Morales, Andrea C. and Gavan J. Fitzsimons, “Product Contagion: When Products Have the Cooties,” Cal State Northridge, Marketing Speaker Series, September 2004.

Morales, Andrea C. and Gavan J. Fitzsimons, “You Can Look, but You Can’t Touch: The Law of Contagion in Product Evaluations,” UCLA/USC/UCI/UCR Marketing Faculty Conference, April 2004.

Morales, Andrea C. and Gavan J. Fitzsimons, “You Can Look, but You Can’t Touch: The Law of Contagion in Product Evaluations,” University of Texas at Austin, Marketing Speaker Series, February 2004.

Morales, Andrea C. and Gavan J. Fitzsimons, “Do Products Have Cooties? The Law of Contagion in Product Evaluations,” Duke University, Marketing Brown Bag Series, November 2003.

#### REFEREED CONFERENCE PRESENTATIONS

Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea C. Morales, “Are People More Likely to Spend Cash in a Cashless Society?” Society for Consumer Psychology, February 2025.

Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea C. Morales, “Are People More Likely to Spend Cash in a Cashless Society?” American Marketing Association, Winter Educator’s Conference, February 2025.

Li, Ruouou, Linyun W. Yang, and Andrea C. Morales, “How (Not) to Promote Products for People of Color,” Race in the Marketplace Research Forum, Cape Town, January 2025.

Zhou, Xin, Freeman Wu, Adriana Samper, and Andrea C. Morales, “Are People More Likely to Spend Cash in a Cashless Society?” Association for Consumer Research, Paris, France, October, 2024.

Li, Ruouou, Linyun W. Yang, and Andrea C. Morales, “How (Not) to Promote Products for People of Color,” Society for Consumer Psychology, Nashville, TN, March 2024.

Weingarten, Evan, On Amir, and Andrea C. Morales, “How Do the Top Consumer Research Journals Differ?” Society for Consumer Psychology, Nashville, TN, March 2024.

Li, Ruouou, Linyun W. Yang, and Andrea C. Morales, “How (Not) to Sell Products to People of Color,” Association for Consumer Research, Seattle, WA October 2023.

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

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

Wu, Freeman, Adriana Samper, Andrea C. Morales, and Gavan J. Fitzsimons, “Beauty is Pain: Understanding How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations,” Association for Consumer Research, Seattle, WA (virtual), October 2021.

Daniels, Michelle E., Adriana Samper, and Andrea Morales, “When I’m Not Working, I Also Enjoy...: How Sharing Leisure Activities Influences Perceived Well-Being and Consumer Preferences,” Association for Consumer Research, Seattle, WA (virtual), October 2021.

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

Wang, Qin, Andrea 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 Morales, and Adriana Samper (2019), “The Beautified Me is Me: How Interdependence Increases Beauty Application Usage,”

Association for Consumer Research, Atlanta, GA.

Morales, Andrea, "It's Too Creepy to Eat: The Downside of Highly Personalized Food Products," American Marketing Association, Winter Educator's Conference, February 2018.

Morales, Andrea, and On Amir, "Understanding When, Where and How to Enhance Experimental Realism and Measure Consumer Behavior Workshop," American Marketing Association, Winter Educator's Conference, February 2018.

Kristofferson, Kirk, Andrea Morales, Brent McFerran, and Darren Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," Society for Consumer Psychology, Winter Conference, February 2018.

Kristofferson, Kirk, Andrea Morales, Brent McFerran, and Darren Dahl, "Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes," Association for Consumer Research Annual Conference, October 2017.

Morales, Andrea, On Amir, and Leonard Lee, "Field Studies and Enhancing Experimental Realism Workshop," Association for Consumer Research Annual Conference, October 2017.

White, Andrew, Freeman Wu, Andrea Morales, Doug Kenrick and Robert Cialdini, "The Effectiveness of Reciprocity Appeals in Economic Booms and Busts," Society of Consumer Psychology, Winter Conference, February 2017.

Wu, Eugenia, Andrea Morales, Gavan J. Fitzsimons, and Tanya Chartrand, "Social Bonding without Liking: How Disgust Can Build Unique Social Connections," Society of Consumer Psychology, Winter Conference, February 2016.

Wu, Freeman, Adriana Samper, and Andrea Morales, "The Impact of Employee Appearance on Consumer Responses to Flattery," Association for Consumer Research Annual Conference, October 2015.

Eugenia, Andrea C. Morales, Gavan J. Fitzsimons, and Tanya L. Chartrand, "Disgust and the Construction of Group Identities," Society of Consumer Psychology, International Conference, Vienna, June 2015.

Samper, Adriana, Daniele Mathras, and Andrea C. Morales, "Consumers with Stars in their Eyes: The Influence of Celebrity Product Placement on Brand Perceptions and Behaviors," Society of Consumer Psychology, Winter Conference, February 2015.

Wu, Freeman, Adriana Samper, and Andrea C. Morales, "Are Salespeople or Signs more Persuasive? The Moderating Role of SES on Consumer Responses to Verbal vs. Written Product Information, Society of Consumer Psychology, Winter Conference, February 2015.

Pham, Nguyen, Naomi Mandel, and Andrea C. Morales, "The Role of Reactance in Responses to One-sided Advertisements: How Health-Related Appeals Backfire Among Dieters," Society of Consumer Psychology, Winter Conference, February 2015.

White, Andrew E., Douglas T. Kenrick, Andrea C. Morales, and Robert Cialdini, "The Effectiveness of Reciprocity Appeals in Economic Booms and Busts," Association for Consumer Research Annual Conference, October 2014.

Kristofferson, Kirk, Brent McFerran, Andrea C. Morales and Darren W. Dahl, "The Dark Side of Marketing Tactics: Scarcity Promotions Induce Aggressive Behavior," Association for Consumer Research Conference, October 2014.

White, Andrew E., Andrea C. Morales, and Patti Williams, "Apocalypse Now: When and Why Fear Increases Consumer Choice," Society of Consumer Psychology, Winter Conference, March 2014.

Pham, Nguyen, Naomi Mandel, and Andrea C. Morales, "The Role of Reactance in Responses to One-Sided Advertisements: How Health-Related Appeals Backfire among Restrained Eaters," Association for Consumer Research Annual Conference, October 2013.

Winterich, Karen, Andrea C. Morales, and Vikas Mittal, "All Sins Are Not Equal: The Moderating Role of Transgression Magnitude on the Effect of Disgust on Moral Judgments," Association for Consumer Research Annual Conference, October 2012.

Ringler, Christine, Andrea C. Morales, and Nancy J. Sirianni, "Waiter, There's a Fly in My Soup (and I Have an iPhone)! How Evaluation Timing can Impact Customer Reviews, Association for Consumer Research Annual Conference, October 2012.

Olson, Jenny G., Brent McFerran, Andrea C. Morales, and Darren W. Dahl, "Created Equal? The Morality of Food and the People Who Eat It," Association for Consumer Research Annual Conference, October 2012.

Castro-Nelson, Iana, Andrea C. Morales, and Stephen M. Nowlis, "There's Only One Left: Do I Want It? The Effects of Brand and Display Characteristics on Purchase Intentions for Scarce Products," Society of Consumer Psychology Winter Conference, February 2011.

Christine Ringler, Andrea C. Morales, and Stephen Nowlis, "Don't Go To The Grocery Store Hungry?" Society of Consumer Psychology Winter Conference, February 2011.

Hoegg, Joey, Maura Scott, Darren W. Dahl, and Andrea C. Morales, "The Effects of Vanity Sizing on Self-Esteem and Shopping Behavior," Association for Consumer Research Annual Conference, October 2010.

Christine Ringler, Andrea C. Morales, and Stephen Nowlis, "Don't Go To The Grocery Store Hungry?" Association for Consumer Research Annual Conference, October 2010.

Castro, Iana, Andrea C. Morales, Gavan J. Fitzsimons, and Nancy Sirianni, "You're Cramping My Style: When Employee Appearance Leads to 'Bad' Consumer Choices," Association for Consumer Research Annual Conference, October 2010.

Morales, Andrea C., Gavan J. Fitzsimons, and Eugenia Wu, "That's so Disgusting - I'll Take Two! How Disgust Enhances the Effectiveness of Fear Appeals," Association for Consumer Research Annual Conference, October 2009.

McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales, "Might an Overweight Waitress Make You Eat More?" Association for Consumer Research Annual Conference, October 2009.

Morales, Andrea C., Maura Scott, and Eric Yorkston, "You're Not from Around Here, Are You? The Role of Spokesperson Accent in Message Processing," Society of Consumer Psychology Winter Conference, February 2009.

Winterich, Karen P., Andrea C. Morales, and Vikas Mittal, "I'm Already Dirty, Might As Well Cheat: The Impact of Disgusting Products on Consumers' Moral Judgments," Society of Consumer Psychology Winter Conference, February 2009.

Morales, Andrea C., Christine Ringler, Loraine Lau-Gesk, and Patti Williams, "Tell Me How You Really Feel: How Expressing Attitudes Face-to-Face Can Change Evaluations," Society of Consumer Psychology Winter Conference, February 2009.

Diehl, Kristin, Andrea C. Morales, Gavan J. Fitzsimons, and Duncan Simester, "Does One Bad Apple Spoil the Barrel?: Carry-over Effects of Buying Disgusting Products on Consumer Search and Shopping Basket Decisions," Association for Consumer Research Annual Conference, October 2008.

McFerran, Brent, Darren W. Dahl, Gavan J. Fitzsimons, and Andrea C. Morales, "I'll Have What She's Having: Effects of Social Influence and Body Type on the Food Choices of Others," Association for Consumer Research Annual Conference, October 2008.

Castro-Nelson, Iana, Nancy J. Sirianni, Andrea C. Morales, and Gavan J. Fitzsimons, "No Risk, No Reward: The Effect of Employee Appearance on Choice and Post-Choice Evaluations," Association for Consumer Research Annual Conference, October 2008.

Argo, Jennifer, Darren Dahl, and Andrea C. Morales, "Positive Consumer Contamination: Responses to Attractive Others in a Retail Context," Association for Consumer Research Annual Conference, October 2007.

Scott, Maura, Stephen Nowlis, Naomi Mandel, and Andrea C. Morales, "Do Diet Foods Make Consumers Heavier? The Effect of Reduced Calorie Packages on the Consumption Behavior of Dieters and Non-Dieters," Association for Consumer Research Annual Conference, October 2007.

Morales, Andrea C., "Giving Firms an 'E' for Effort: Consumer Responses to High Effort Firms," Association for Consumer Research Annual Conference – Ferber Award Session, October 2005.

Morales, Andrea C., Wendy Moe, and Barbara Kahn, "The Impact of Attribute Level Product Assortment on Consumer Preferences for Variety in the Buying Process," European Association for Consumer Research Conference, June 2005.

Morales, Andrea C., "Giving Firms an 'E' for Effort: Consumer Responses to High Effort Firms," Society of Consumer Psychology Winter Conference, February 2005.

Morales, Andrea C., Wendy Moe, and Barbara Kahn, "The Impact of Attribute Level Product Assortment on Consumer Preferences for Variety in the Buying Process," Society of Consumer Psychology Winter Conference, February 2005.

Morales, Andrea C. and Gavan J. Fitzsimons, "Do Products Have Cooties? The Law of Contagion in Product Evaluations," Society of Consumer Psychology Winter Conference, February 2004.

Morales, Andrea C. and Eric Yorkston, "Strategic Merchandizing and the Consumer Response," co-chaired roundtable discussion, Association for Consumer Research Annual Conference, October 2002.

Morales, Andrea C., Heather Honea and Gavan J. Fitzsimons, "Primary and Secondary Affective Responses: Are Resulting Attitudes Formed Through a

Process of Integration or Peaceful Coexistence?” Society of Consumer Psychology Winter Conference, February 2002.

Morales, Andrea C. and Barbara E. Kahn, “Is the Sum of the Parts Really Greater than the Whole: Presenting Assortments by Attributes vs. Alternatives,” Association for Consumer Research Annual Conference, October 2001.

Janakiraman, Narayan, Robert J. Meyer and Andrea Morales, “The Mental Accounting of Price Shocks: The Effect of Unexpected Price Changes on Cross- Category Purchase Patterns,” Association for Consumer Research Annual Conference, October 2001.

Morales, Andrea C., Heather Honea and Gavan J. Fitzsimons, “What Your Effort Says About Me: Affective and Behavioral Responses to Firm Effort,” Marketing Science Annual Conference, July 2001.

Morales, Andrea C., Barbara E. Kahn, Cynthia Huffman, Leigh McAlister, and Susan Broniarczyk, “Why Window Shopping Isn’t Really Shopping: The Need for Structure in Appreciating Variety.” Society of Consumer Psychology Winter Conference, February 2001.

Morales, Andrea C. and Barbara E. Kahn, “The Combo Meal Effect: Increasing Perceptions of Variety, While Holding the Assortment Constant” Association for Consumer Research Annual Conference, October 1999 and INFORMS Fall Conference, November 1999.

#### PROFESSIONAL SERVICE

#### DOCTORAL THESIS COMMITTEES

Tounarouze El Yazidi –co-chair (Mktg, ASU, expected completion 2028)  
Jiye You –co-chair (Marketing, ASU, expected completion 2028)  
Xin Zhou –co-chair (Marketing, ASU, expected completion 2026)  
Ziwei Wei – member (Marketing, ASU, expected completion 2026)  
Lacey Wallace – member (Marketing, Alabama, expected completion 2026)  
Helen Van der Sluis –co-chair (Marketing, ASU, completed 2022)  
Qin Wang –member (Marketing, ASU, completed 2022)  
Michelle Daniels –co-chair (Marketing, ASU, completed 2021)  
Alicia Lieberman – member (Marketing, UCSD, completed 2020)  
Freeman Wu –co-chair (Marketing, ASU, completed 2018)  
Nguyen Pham –co-chair (Marketing, ASU, completed 2016)  
Daniel Brannon –member (Marketing, ASU, completed 2016)  
Simbarashe Pasirayi –member (Agribusiness, ASU, completed 2016)  
Daniele Mathras –member (Marketing, ASU, completed 2015)  
Andrew White –member (Psychology, ASU, completed 2014)  
Karen Lewis –member (Agribusiness, ASU, completed 2014)  
Christine Ringler –co-chair (Marketing, ASU, completed 2012)  
Kate Loveland –member (Marketing, ASU, completed 2011)

Iana Castro – co-chair (Marketing, ASU, completed 2010)  
Brent McFerran –member (Marketing, UBC, completed 2009)  
Maura Scott –member (Marketing, ASU, completed 2008)  
Detra Montoya –member (Marketing, ASU, completed 2006)  
Allison Johnson –member (Marketing, USC, completed 2005)

#### ASSOCIATE EDITOR

Journal of Marketing (2018 – present)  
Journal of Consumer Psychology (2020 – present)  
Journal of Consumer Research (2013-2017)

#### EDITORIAL REVIEW BOARD

Journal of Marketing  
Journal of Consumer Psychology

#### AD HOC REVIEWING

Annual Conference of the Association for Consumer Research  
Journal of Marketing Research  
Journal of Retailing  
Journal of Service Research  
Winter & Summer AMA Conferences

#### ACADEMIC GOVERNANCE & SERVICE COMMITTEES

ASU Performance Assessment Committee (2022-present)  
ASU Marketing Dept Recruiting Committee Chair & Member (2021-2023)  
WPC Personnel Committee (2020 – present)  
President's Academic Council (2018-present)  
ASU Marketing Dept Behavioral Lab Faculty Director (2010-present)  
ASU Marketing Dept Recruiting Committee (2013-2016, 2018-2019)  
ASU Marketing Dept Doctoral Committee (2009-present)  
ASU Marketing Dept Speaker Series Coordinator (2008-2011)  
ASU MBA Curriculum Task Force (2008)  
ASU Performance Assessment Committee (2006, 2008, 2010, 2011)  
USC Non-Resident Faculty Fellow (2004-2005)  
USC Undergraduate Marketing Award Board (2003-2005)  
Marshall School Undergraduate Scholarship Committee (2003-2005)  
USC University Events Committee (2003-2005)  
USC Marketing Dept Staff Review Committee (2003)  
USC Marketing Dept New Faculty Hiring Committee (2002-2005)  
Wharton Marketing Dept PhD Brown Bag Coordinator (2000-2001)

#### SERVICE TO PROFESSIONAL ORGANIZATIONS

AMA, Publications Policy Board, 2023-present

Co-Chair, Society for Consumer Psychology Boutique Conference, 2022  
 Consumer Psychology Review, Scientific Advisory Committee, 2020-present  
 Co-Chair, Association for Consumer Research Doctoral Symposium, 2020  
 Chair, SCP Publications Committee, 2019  
 Society for Consumer Psychology, Past-President, 2019  
 Society for Consumer Psychology, President, 2018  
 Society for Consumer Psychology, President-Elect, 2017  
 Journal of Consumer Psychology, Publications Committee, 2017- 2020  
 Co-Chair, Society for Consumer Psychology Winter Conference, 2015  
 Program Committee Member, Annual Conference of the Association for Consumer Research, 2006, 2010 – 2018  
 Program Committee Member, Society for Consumer Psychology Winter Conference, 2005-2006, 2011- 2014, 2016  
 Working Paper Session Co-Chair, Annual Conference of the ACR, 2006  
 Special Events, Annual Conference of the ACR, 2006

#### HONORS & AWARDS

W.P. Carey Outstanding Graduate Teaching Award, 2024  
 AMA Doctoral Consortium Faculty Participant, BI Norwegian Business School, 2023  
 AMA Doctoral Consortium Faculty Participant, Univ of Texas, 2022  
 Best Paper Award for IJRM – 2021  
 Honorable Mention, AMA / Sheth Foundation Dissertation Award (for Helen van der Sluis), 2020  
 W.P. Carey Outstanding Doctoral Faculty Award, 2019  
 JCP Outstanding Reviewer Award, 2019  
 AMA Doctoral Consortium Faculty Participant, NYU, 2019  
 W.P. Carey Faculty Research Award, 2018  
 AMA Doctoral Consortium Faculty Participant, Univ of Iowa, 2017  
 40 Under 40 Most Outstanding MBA Professors – Poets & Quants 2016  
 W.P. Carey Outstanding Teaching Award – MBA Core, 2015  
 AMA Doctoral Consortium Faculty Participant, Northwestern, 2014  
 JCR Outstanding Reviewer Award, 2013  
 AMA Doctoral Consortium Faculty Participant, Univ of Michigan, 2013  
 W.P. Carey Outstanding Doctoral Faculty Award, 2013  
 Erin Anderson Award for Emerging Female Mktg Scholar & Mentor, 2013  
 Duke-Ipsos Research Center Grants (#11-009 and #11-026), 2012  
 W.P. Carey Faculty Research Award, 2012  
 The Victoria Foundation, Dr. Eugene Garcia, Research in Higher Education Award: Outstanding Latino Faculty for the State of Arizona, 2011  
 Society for Consumer Psychology Early Career Contribution Award, 2011  
 W.P. Carey Outstanding Teaching Award – MBA Core, 2011  
 SCP Doctoral Symposium Faculty Participant, Atlanta, 2011  
 ACR Doctoral Symposium Faculty Participant, Jacksonville, 2010  
 MSI-ACR Shopper Marketing Research Grant, 2010  
 AMA Doctoral Consortium Faculty Participant, TCU, 2010  
 Finalist, John W. Teets Outstanding MBA Teaching Award, 2010  
 Dean's Council of 100 Distinguished Scholar, 2008-2011  
 MSI Young Scholars Program, 2007

Best Abstract Award, Transformative Consumer Research Conference, 2007  
ACR Grant for Transformative Consumer Research, 2006  
Davidson Award for Best Article in Journal of Retailing, 2005  
Robert Ferber Award, Honorable Mention, 2005  
USC Golden Apple Teaching Award, 2005  
AMA Doctoral Consortium Fellow, University of Miami, 2001  
GE Foundation Fellowship, 1997-2000  
Fellow, The Fontaine Society, University of Pennsylvania 1997-2000  
Decision Processes Grant, University of Pennsylvania, 1999  
NSF Minority Graduate Fellowship, Honorable Mention, 1998

PROFESSIONAL  
AFFILIATIONS

American Marketing Association  
Association for Consumer Research  
Society of Consumer Psychology