

JESPER H. NIELSEN

JULY 2025

Associate Professor of Marketing
Eller College of Management
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EDUCATION

Ph.D., Business Administration, Marketing.
University of North Carolina, May 2003

Dissertation: Attention Grabbers: Exploring Automatic Attention Responses to Ad Headlines
(Advisor: Charlotte Mason)

M.B.A, Marketing Concentration
University of Baltimore, December 1997

B.A., International Marketing Concentration
Towson University, August 1996

Undergraduate degree, International Marketing (Markedsøkonom)
Aarhus Business College, Denmark, May 1993

CHRONOLOGY OF EMPLOYMENT

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|-----------------|---|
| 2024 to present | Marketing Department Head |
| 2011 to present | Associate Professor of Marketing (with tenure) University of Arizona, Tucson, AZ |
| 2003 to 2011 | Assistant Professor of Marketing, University of Arizona, Tucson, AZ |
| 1998 to 2003 | Research Assistant and Instructor University of North Carolina, Chapel Hill, NC |
| Spring 1998 | Adjunct Instructor, Marketing University of Baltimore |
| 1993-1995 | Marketing Coordinator Danthek Bibliothekssysteme, GmbH, Arnsberg, Germany |
| 1990-1991 | Private (drafted) Danish Military, Fredericia, Denmark |

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| 1989-1990 | Laborer Silkeborg Stigefabrik, Silkeborg, Denmark |
| 1987-1990 | Motorcycle Sales Representative, part time (weekends) Sand Jensen Motorcykler, Silkeborg, Denmark |

HONORS AND AWARDS

2023 Suzanne Cummins Teaching Award (online MBA) for outstanding contribution to the program and its students

2023 Outstanding Marketing Faculty Member (Eller College Students' Choice Award)

2022 Eller College Diversity Equity and Inclusion Award Nominee (didn't win)

2021 Marketing Department Teaching Excellence Award

2021 Honorable Mention: Best core class (Full time MBA)

2020 Eller MBA Funniest Professor (inaugural recipient)

Susan and Philip Hagenah Faculty Fellow 2020 - 2022

Coca Cola Research Fellowship 2018 – 2020

2017 Journal of Consumer Research Best Paper Award Finalist (with Paul Connell and Merrie Brucks)

2014 Outstanding Honor's Thesis Advisor (nominated by Elise Romero)

Joseph W. Newman Research Fellowship 2013-2018

Full-time MBA Outstanding Faculty Member of the Year Award, 2012

Karl Eller Research Fellowship, 2011-2012

Co-Chair, Society for Consumer Psychology Doctoral Consortium (with Rashmi Adaval, Las Vegas 2012)

Joseph W. Newman Memorial Award, Marketing Department, University of Arizona. Awarded in 2009 and 2010.

Kenan-Flagler Business School "Excellence in Teaching" award, May 2003
Interdisciplinary award for excellence in teaching. Awarded annually to one Ph.D. student.

UNC Graduate School Dissertation Completion Fellowship, 2002

2001 AMA-Sheth Foundation Doctoral Consortium Participant, June 2001

2001 AMA-Sheth Doctoral Consortium Fellow, University of Miami, 2001

Smith Graduate Research Grant Recipient, UNC-Chapel Hill, October 2000

Runner up, Laurence Short International Student Award, University of Baltimore, 1998.

SERVICE/OUTREACH

NATIONAL/INTERNATIONAL

Editorial Board and Associate Editor

2021 – present: Associate Editor, Journal of Consumer Psychology

2018 – 2021: Editorial Review Board, Journal of Consumer Psychology

2014 – 2017: Editorial Review Board, Journal of Consumer Research

2013 – 2015: Editorial Review Board, Journal of Retailing

Other External Professional Service

2020 – 2022: Society for Consumer Psychology Website Committee

Program Committee, *Society for Consumer Psychology Conference (2010, 2011, 2017, 2018, 2019)*

2013 Program Committee, Association for Consumer Research

2012 Co-Chair, *Society for Consumer Psychology Doctoral Symposium*

2011 Program Committee, *Asia-Pacific Association for Consumer Research Conference*

2008 Co-chair, *AMA conference*, Consumer Behavior Track

Ad-hoc Reviewing

- Journal of Consumer Research
- Journal of Marketing Research
- Journal of Association for Consumer Research
- Journal of Marketing Management
- Journal of Retailing
- Journal of Advertising
- Journal of Applied Social Psychology

- Journal of Experimental Psychology: Applied
- Journal of Experimental Social Psychology
- Motivation and Emotion
- European Marketing Academy Conference
- AMA Summer Marketing Educator's Conference – CB Track
- Association for Consumer Research Conference
- Society for Consumer Psychology Conference

DEPARTMENTAL

- Director, Rising Stars in Marketing Program (2022 – present)
- Director, Honors Program (2022 – 2024)
- Assistant Department Head, Marketing Department (2013-2016)
- Marketing Department Head Search Committee (Chair 2019)
- Faculty P&T Committee (2018, 2019, 2020, 2022 (Chair))
- Faculty Annual Review Committee (2012, 2013, 2014, 2015, 2016 (chair), 2017, 2018 (chair), 2019 (chair), 2020 (chair), 2022 (chair), 2023 (chair).
- Faculty Recruiting Committee (2014, 2015 (chair), 2016, 2017, 2018 (chair))
- Recruiting Committee for Senior Lecturer (2018, 2019, 2024)
- Recruiting Committee for Business Manager (2016, 2017, 2023)
- Staff Recruiting Committee (2022)
- Adjunct Instructor Recruiting Committee Chair (2016, 2017, 2018)
- Master's Program Committee (2015 – 2019, 2021-present)
- Subject Pool Coordinator (2004-2006, 2007-2013)
- IRB Review Committee Chairperson (2004-2006, Spring 2017, Backup reviewer 2019 - present)
- Marketing Department Research Committee (2009-2014, 2015 - 2024)
- Undergraduate Studies Committee (2009-2012 (chair 2011-12), 2023-present)
- Doctoral Committee (2005-2007)
- Undergraduate Curriculum Revision Committee (2004-05)
- Assessment Committee (2005-06, 2007-08, 2011-12 (chair))
- Task force for Establishing Lisle and Roslyn Payne Outstanding Ph.D. Student Award (2005)
- Organizing Committee for the Lisle and Roslyn Payne Research Symposium (2006)

COLLEGE

- OMBA Instructional Model Task Force (fall 2022 – 2024)
- Graduate and Professional Studies Committee (2013 – 2022. Chair 2018 – 2022)
- Recruiting committee Management and Organizations external member (2011, 2013 (x2), 2014, 2015, Spring 2023 (x2), Fall 2023)

- MBA Program 7-year Academic Program Review (college rep on external review committee) (2019/2020)
- MBA Strategic Planning Committee (2020)
- College Re-Entry Committee (2020)
- Grade appeal committee (2020, 2023)
- Task Force for Review of Full Time MBA Program (2016)
- Task Force for Development of Online MBA Program (2014)
- Task Force for Review of MBA Programs (2011/12)
- College Undergraduate Studies Committee (2011/2012)
- Undergraduate Math Curriculum Task Force (2011/2012)
- Hosted Eller MBA Fundraising Event. Spring 2009, Spring 2011, Spring 2012
- Taught “Introduction to Marketing” in BCAP program. (2005-2012, 2014, 2018, 2019, 2021, 2022, 2024, 2025)
This week long program provides high school students who are underrepresented in business classes a hands-on introduction to a business education.
- MBA Program 7-year Academic Program Review committee member (2010)
- Performance Review Committee for Marketing Department Head Robert Lusch’s five year review (2008/2009)

UNIVERSITY

- MBA Program 7-year Academic Program Review (college rep on external review committee) (2019/2020)
- Faculty mentor: Arizona Assurance Scholars 2009-2012
The Arizona Assurance program extends opportunities for education to low-income Arizona students by providing financial and other support.

OTHER

Doctoral Thesis Committees

- Matthew Farmer – co-chair (graduation 2021)
- Jake Taylor (psychology) – minor advisor (expected graduation 2023)
- Kristen Lane – member (graduation 2020)
- Ainslie Schultz – member (graduation 2016)
- Kevin Newman – member (graduation 2014)
- Paul Connell – member (graduation 2008)
- Wendy Boland – member (graduation 2008)
- Huimin Xu – member (graduation 2006)

Other Advising

- Teaching Mentor, Nooshin Warren (2018-2022).
- Oral examination committees (Kristen Lane, John Yi, Huimin Xu, Wendy Boland, Paul Connell, Kevin Newman, Ainslie Schultz, Kristen Lane (chair), Matthew Farmer (chair), Jake Taylor (minor advisor)).

- Instructor: experimental design, marketing department research toolbox lecture series 2007-2009, 2011, 2012, 2014, 2020, 2022)
- Master's Thesis Advisor (Evelyn Chau, Seda Koyluoglu, Pureum Kim, Chantel Leon)
- Undergraduate Honor's Thesis Advisor (Ana Alanis (2009/10), Whitney Freese (2010/11), Amber Placke (2011/12), Paige Sager (2012/2013), Elise Bergeron (Romero) (2013/14), Alexa Silverman (2014/15), Yilin Liu (2016/17), Catherine Krigbaum (2106/17), Tamara Enriquez (2016/17), Hannah Watts (2018/19), Ashley Fries (2022/23), Matthew Garrett (2023/24, Kenzie Virden 2023/24, Ashley Kanter 2024/25).
- Independent Study Advisor UG (Elaine Burnett - Graduation December 2019)
- Independent Study Advisor Master's (Justin Hart, Matthew Kennedy, Kevin Wittner, Emily Coats, Alexandra Adams, Josephine Corder, Chantel Leon).
- Independent Study Advisor Ph.D. (Jake Taylor (psychology) 2021).

PUBLICATIONS/CREATIVE ACTIVITY

REFEREED JOURNAL ARTICLES

Schumacher, Anika, Caroline Goukens, Kelly Geyskens, and Jesper H. Nielsen (2024), "Revisiting surprise appeals: How surprise labeling curtails consumption." *Journal of Consumer Psychology*, 35(2), 238-259.

Nielsen, Jesper H., Jennifer Edson Escalas, and Steve Hoeffler (2018) "Mental Simulation and Category Knowledge Affect Really New Product Evaluation through Transportation," *Journal of Experimental Psychology: Applied*, 24 (June), 145-158.

Schultz, Ainslie E., Cait Lamberton, and Jesper H. Nielsen (2017), "Does pulling together lead to falling apart? The self-regulatory consequences of cooperative orientations for the self-reliant," *Journal of Business Research*, 81 (December), 70-79.

Connell, Paul M., Merrie Brucks, and Jesper H. Nielsen (2014), "How Positive Affect from Childhood Advertising Exposure Creates Biased Product Evaluations in Adults" *Journal of Consumer Research*, Vol 41, Issue 1, 119-134.

This paper was featured on NPR's Hidden Brain (April 27 2018)

This paper was recognized as a finalist for the 2017 Journal for Consumer Research best paper award.

This paper was recognized as the Honorable Mention for the 2015 Ferber Award, awarded to the best dissertation-based paper in the Journal of Consumer Research.

Research was presented at the 2014 meeting of the WHO European Network on reducing marketing pressure on children.

This was the featured JCR article at 2014 Association for Consumer Research Conference (full page insert included in all ACR welcome packets).

Selected media coverage: Ad Hoc News (Germany), The Arizona Daily Star (U.S.), The Atlantic (U.S.), BiteScience (U.S.), Boston Globe (U.S.), Business People (Italy), Canada.com (Canada), The Daily Mail (U.K.), EurekAlert! (U.S.), Food Navigator (France), Irish Health (Ireland), La Depeche (France), Destination Santé (France), Ferpi (Italy), Firstpost (India), The Globe and Mail (Canada), Gourmet Report (Germany), Harvard Business Review (U.S.), The Herald Scotland (U.K.), India Retail News (India), L'Indépendant (France), The Independent (U.K.), The London Times (U.K.), Markenartikel (Germany), Market Business News (Mexico), Media Post News (U.S.), Midi Libre (France), MSN (U.S.), MyMarketing.net (Italy), National Post (Canada), Newsroom America (U.S.), Newstrack (India), Phys.Org (U.S.), Planung & Analyse (Germany), Post Jagran (India), The Province (Canada), Psychology Today (U.S.), Science Daily (U.S.), Science Codex (U.S.), Shortnews (Germany), U.S. News & World Report (U.S.), W&V (Germany), Die Welt (Germany), Yahoo! Actualités (France), Yahoo! Finance (U.S.).

Shapiro, Stewart A. and Jesper H. Nielsen (2013), “What the Blind Eye Sees: Incidental Change Detection as a Source of Perceptual Fluency,” *Journal of Consumer Research*, 39(6), 1202-1218. Equal Authorship.

Reinman, Martin, Wilko Feye, Alan Malter, Spike W.S. Lee, Josh Ackerman, Raquel Castano, Nitika Garg, Robert Kreuzbauer, Aparna A. Labroo, Angela Y. Lee, Maureen Morrin, Gergana Y. Nenkov, Jesper H. Nielsen, Maria Perez, Gratiana Pol, Jose Antonio Rosa, Carolyn Yoon, and Chen-Bo Zing (2012), “Embodiment in Judgment and Decision-Making” *Journal of Neuroscience, Psychology, and Economics*, 5(2), 104-123.

Boland, Wendy Attaya, Merrie Brucks, and Jesper H. Nielsen (2012), “Constructive Preferences for Rejected Options: When You Can’t Get What You Want,” *Journal of Consumer Research*, 38(5), 872 – 885.

Media mentions include [Chicago Tribune](#)

Nielsen, Jesper H., Stewart Shapiro, and Charlotte Mason (2010), “Emotion and Semantic Onsets: Exploring Orienting Attention Responses in Advertising,” *Journal of Marketing Research*, 46(7), December, 1138-1150

Nielsen, Jesper H. and Jennifer Edson Escalas (2010) “Easier Isn’t Always Better: The Moderating Role of Processing Type on Preference Fluency,” *Journal of Consumer Psychology*, 20(3), July, 295-305.

Media mentions include [Forbes.com](#)

Labroo, Aparna and Jesper H. Nielsen (2010) “Half the Thrill is in the Chase: Twisted Inferences from Embodied Cognitions,” *Journal of Consumer Research*, 37 (1), June, 143-158. Equal authorship.

Media mentions include fitness magazine

Nielsen, Jesper H. and Stewart Shapiro (2009), "Coping With Fear Appeals through Spreading Automatic Suppression," *Journal of Experimental Psychology: Applied*, 15 (3), September, 258-274. Equal authorship.

WORKS IN PROGRESS

"*Janteloven* and New Product Adoption: Political Ideology, Social Hierarchy, and Radically New Products," Mas, Erick, Jesper H. Nielsen, and Steve Hoeffler, Currently being prepared for third review at the *Journal of Consumer Psychology*.

When Ignorance is No Longer Bliss: Seeking Threatening Information About Self-Relevant Brands (with Kristen Lane and Jennifer Savary), working paper.

The Story of My Life: The Role of Reflective Immersion in Nostalgic Persuasion (with Matthew Farmer), working paper.

CONFERENCES/SCHOLARLY PRESENTATIONS

RESEARCH PRESENTED AT PEER REVIEWED CONFERENCES

Brand-Identity Threat in the Information Marketplace: When Consumers Choose to Read Negative News with Kristen Lane and Jennifer Savary. *Presented at the 2023 American Marketing Association Conference*.

Social Self-Threat Drives Consumers to Read Bad Brand-New with Kristen Lane and Jennifer Savary. *Presented at the 2023 Society for Consumer Psychology Conference*.

Status or Status Quo: How Political Ideology affects the appeal of Really New Products with Erick Mas and Steve Hoeffler *presented at the Association for Consumer Research Conference, October, 2022*

Farmer, Matt and Jesper H. Nielsen, "The Story of My Life: The Role of Reflective Immersion in Nostalgic Persuasion" presented at the *Association for Consumer Research Conference, October 2021*.

Lane, Kristen E., Jennifer Savary and Jesper H. Nielsen, "When Ignorance is No Longer Bliss: Seeking Threatening Information about Identity-Relevant Brands" presented at the *Journal of Consumer Research's Future of Brands Conference*, New York City, NY, December 2019.

Farmer, Matt and Jesper H. Nielsen, "Exploring the role of negative emotions in narrative persuasion," presented at the *Association for Consumer Research Conference*, San Diego CA, October 2019.

Lane, Kristen E., Jennifer Savary and Jesper H. Nielsen, "When Ignorance is No Longer Bliss: Seeking Threatening Information about Identity-Relevant Brands" presented at the *Brands and Brand Relationships Conference*, Boston MA, May 2018.

Lane, Kristen E., Jennifer Savary and Jesper H. Nielsen, "When Ignorance is No Longer Bliss: Seeking Threatening Information about Identity-Relevant Brands" presented at the *13th Annual Whitebox Advisors Graduate Student Conference on Behavioral Science at Yale*, New Haven CO, April 2018.

Lane, Kristen E., Jennifer Savary and Jesper H. Nielsen, "When Ignorance is No Longer Bliss: Seeking Threatening Information about Identity-Relevant Brands" presented at the *Association for Consumer Research Conference*, San Diego CA, October 2017.

Farmer, Matt and Jesper H. Nielsen, "Moved by fear: Story-based affect drives narrative transportation," presented at the *Association for Consumer Research Conference*, San Diego CA, October 2017.

Schultz, Ainslie E., Cait Lamberton and Jesper Nielsen, "Does Pulling Together Lead to Falling Apart? The Self-Regulatory Consequences of Cooperative Orientations for the Self-Reliant" presented at the *Association for Consumer Research Conference*, San Diego CA, October 2017.

Yi, John and Jesper Nielsen, "Now It's Personal: The Influence of Touch on the Construction of Preferences" presented as a poster at the *Association for Consumer Research Conference*, San Diego CA, October 2017.

Lamberton, Cait, Ainslie Schultz, and Jesper Nielsen, "Collaboration's Costs: Examining the Self-Regulatory Consequences of Cooperation," presented at the *Society for Consumer Psychology Conference*, San Antonio TX, February 2013.

Shapiro, Stewart and Jesper Nielsen, "Look at Me Now: Automatic Change Detection as a Moderator of Processing Fluency," *2011 Association for Consumer Research conference*, St. Louis, MO.

Labroo, Aparna and Jesper Nielsen, "Spreading Activation Model Revisited: From Motor Action to Habit Spirals," *2010 Association for Consumer Research conference*, Jacksonville, FL.

Connell, Paul M., Merrie Brucks, and Jesper H. Nielsen (2010), "Long-Term Effects of Advertising to Children on Judgment in Adulthood," *2010 Association for Psychological Science Conference*, Boston, MA.

Connell, Paul M., Merrie Brucks, and Jesper H. Nielsen (2010), "Long-Term Effects of Advertising to Children on Judgment in Adulthood," *2010 European Association for Consumer Research*, London, England, June.

Connell, Paul M., Merrie Brucks, and Jesper H. Nielsen (2009), "Long-Term Effects of Advertising to Children on Judgment in Adulthood," *2009 Marketing and Public Policy Conference*, Washington, D.C., May 2009.

Nielsen, Jesper H. and Joel Huber (2009), "The Effect of Brand Awareness on Intrusive Advertising," *2009 Society for Consumer Psychology Conference*, San Diego, CA, February 2009.

Nielsen, Jesper H. and Jennifer Escalas (2009), "Preference Fluency and Transportation: The Moderating Role of Processing Type," *2009 Society for Consumer Psychology Conference*, San Diego, CA, February 2009.

Connell, Paul M., Merrie Brucks, and Jesper H. Nielsen (2009), "Long-Term Effects of Advertising to Children on Judgment in Adulthood," *2009 Society for Consumer Psychology Conference*, San Diego, CA, February 2009.

Connell, Paul M., Merrie Brucks, and Jesper H. Nielsen (2009), "Long-Term Effects of Advertising to Children on Judgment in Adulthood," *2009 Society for Personality and Social Psychology Conference*, Tampa, FL, February 2009.

Nielsen, Jesper H. and Stewart A. Shapiro (2008), "Positive Fear Control: How Fear Appeals Inhibit the Processing of Threat-Relevant Advertising," *2008 Society for Consumer Psychology Conference*, New Orleans, LA, February 2008.

Nielsen, Jesper H. and Stewart A. Shapiro (2006), "Spreading Fear: How Fear Appeals Inhibit the Processing of Threat-Relevant Advertising," *Association for Consumer Research Conference*, Orlando, FL, September 2006.

Boland, Wendy A., Merrie L. Brucks, and Jesper Nielsen (2006), "Constructive Preferences for Rejected Options: When You Can't Get What You Want," *Association for Consumer Research Conference*, Orlando, FL, September 2006.

Linville, Patricia W., Jesper H. Nielsen, and Steve Hoeffler (2004), "Nonconscious Priming of Decision Processing Goals: Does Priming Reduce Heuristic Biases," *2004 Society for Consumer Psychology Conference*, San Francisco, February 2004 (*Special Session Chair*)

Linville, Patricia W., Jesper H. Nielsen, and Steve Hoeffler (2002), "Non-Conscious Priming of Decision Processing Goals: Does Priming Reduce Heuristic Biases," *2003 Duck Conference on Social Cognition*, Duck, NC, June 2003

Linville, Patricia W., Jesper H. Nielsen, and Steve Hoeffler (2002), "Non-Conscious Priming of Decision Processing Goals," *2002 Behavioral Decision Research in Management Conference*, Chicago, IL, May 2002.

Nielsen, Jesper H. and Charlotte H. Mason (2001), "Cutting Through Clutter: Exploring the Attention Grabbing Effects of Advertisement Headlines," *2001 Society for Consumer Psychology Conference*, Scottsdale, Arizona, February 2001.

Nielsen, Jesper H. and Charlotte H. Mason (2000), "Attention Grabbers: An Exploration of the Automatic Categorization of Advertisement Headlines," *2000 Association for Consumer Research Conference*, Salt Lake City, Utah, October 2000.

OTHER INVITED PRESENTATIONS AND SYMPOSIA (non-job talks)

“The Role of Reflection in Nostalgic Marketing.” Invited presentation to University of Massachusetts Marketing Department. April 2021.

“Collaboration’s Cost” Invited presentation at the 2015 San Diego Research Camp at University of San Diego.

“Collaboration’s Cost” Invited presentation at the 2015 Arizona/Arizona State research symposium.

“Automatic Change Detection and Processing Fluency” Invited talk at Aarhus University, Denmark, September 2013.

“Fluency in Judgment and Decision Making,” Guest Lecture in UA Management Department Pro-Seminar.

Invited Roundtable Discussant (Embodied Cognition), 2011 Association for Consumer Research conference, St. Louis, MO.

“Embodied Approach and Twisted Inferences” University of Arizona Department of Marketing Board of Advisors’ Meeting, March 5 2010

“The Critical Role of Brand Recognition Following Intrusive Advertising,” Invited presenter at University of Arizona Institute for Behavioral Economics special event on communication. January 2010.

“Be Careful What You Wish For: The critical role of brand recognition following intrusive advertising,” University of Arizona Psychology Department, September 2007.

“When Good Brands Do Bad: The Importance of Stimulus Unawareness,” Arizona State University, December 2005.

“Non-Conscious Priming of Decision Processing Goals: Does Priming Reduce Heuristic Biases?” 2004 Arizona Consortium, Arizona State University West 2004.

“Attention Grabbers: Eliciting Automatic Attention Responses from Pre-attentive Ad Exposure,” 2002 Haring Symposium, Bloomington, Indiana, March 2002.