

## MERRIE L. BRUCKS (6/1/21)

Professor of Marketing *emerita*  
Eller College of Management  
University of Arizona

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### Education:

**Ph.D. (1984).** Carnegie Mellon University, Graduate School of Industrial Administration (now Tepper School of Business). Concentration in Marketing; minor in Econometrics.

**M.S. (1979).** Carnegie Mellon University, Graduate School of Industrial Administration (now Tepper School of Business). Major in Marketing.

**B.S. (1977).** University of Rhode Island, College of Business Administration. *Summa cum Laude*. Major in Management Science and Operations Research.

### Selected Awards and Honors:

**President**, Association for Consumer Research, 2007.

**Keynote speaker**, Korean Academy of Marketing Science, November 2006.

**Robert Ferber Award** from the *Journal of Consumer Research* for best article-length manuscript based on a doctoral dissertation, 1984.

**Dissertation Proposal Competition** winner, Association for Consumer Research, 1981.

### Academic Appointments:

#### **University of Arizona (1989-2020)**

Department of Marketing, Eller College of Management.

Professor *emerita*, 2020 -current.

Professor, 1997- 2020. Professorships: Eckert (2006-2020); Eller (2001-2006).

Associate Professor with tenure, 1990-1997. Assistant Professor, 1989-1990.

Courtesy appointment with Department of Psychology, 1990-2020.

#### **University of North Carolina, Chapel Hill (1982-1989)**

Graduate School of Business Administration.

Assistant Professor, 1984-1989. Instructor, 1982-1983.

## RESEARCH ACTIVITIES

### Edited Book

Brucks, Merrie and Deborah J. MacInnis (1997), *Advances in Consumer Research*, Vol. 24, Provo, UT: Association for Consumer Research, 560 pages.

### Refereed Journal Publications

Newman, Kevin P. and Merrie Brucks (2018), "The Influence of Corporate Social Responsibility Efforts on the Moral Behavior of High Self-Brand Overlap Consumers," *Journal of Consumer Psychology, Special Issue on Marketplace Morality*, 28 (2, April), 253-271.

Albuquerque, Paul, Merrie Brucks, Margaret C. Campbell, Kara Chan, Michal Maimaran, Anna R McAlister, and Sophie Nicklaus (2018) "Persuading children: A Framework for Understanding Long-lasting Influences on Children's Food Choices," *Customer Needs and Solutions* 5 (1-2), 38-50.

Bastos, Wilson and Merrie Brucks (2017), "How and Why Conversational Value Leads to Happiness with Experiential and Material Purchases," *Journal of Consumer Research*, October, 598-612.

Newman, Kevin P. and Merrie Brucks (2016), "When are Natural and Urban Environments Restorative? The Impact of Environmental Compatibility on Self-Control Restoration," *Journal of Consumer Psychology*, 26 (4), 535-541.

Connell, Paul, Merrie Brucks, and Jesper Nielsen (2014), "How Childhood Advertising Exposure Can Create Biased Product Evaluations that Persist into Adulthood," *Journal of Consumer Research*, 41 (1), 119-134. Honorable Mention for the Ferber Award and Finalist for best JCR paper of 2014.

Trump, Rebecca and Merrie Brucks (2012), "Overlap between Mental Representations of Self and Brand," *Self and Identity*, 11 (4), 454-471.

Boland, Wendy, Merrie Brucks, and Jesper Nielsen (2012), "The Attribute Carryover Effect: What the "Runner-up" Option Tells Us About Consumer Choice Processes," *Journal of Consumer Research*, 38 (5, February), 872-885.

Xu, Huimin and Merrie Brucks (2011), "Are Neurotics Really More Creative? Neuroticism's Interaction with Mortality Salience in Determining Creative Interest," *Basic and Applied Social Psychology*, 33 (1), 88-99.

Freeman, Dan, Stewart Shapiro, and Merrie Brucks (2009), "Memory Issues Pertaining to Social Marketing Messages about Behavior Enactment versus Non-enactment," *Journal of Consumer Psychology*, 19 (4, October), pp. 629-642.

Freeman, Dan, Merrie Brucks, Melanie Wallendorf, and Wendy Boland (2009), "Youths' Understandings of Cigarette Advertisements," *Addictive Behaviors*, 34 (1), pp. 36-42.

- Freeman, Dan, Merrie Brucks, and Melanie Wallendorf (2005), "Young Children's Understandings of Cigarette Smoking," *Addiction*, 100, Issue 10 (October), pages 1537-1545.
- Brucks, Merrie, Valarie Zeithaml, and Gillian Naylor (2000), "Price and Brand Name as Indicators of Quality Dimensions," *Journal of the Academy of Marketing Science*, 28 (3), 359-374.
- Costley, Carolyn L., Samar Das, and Merrie Brucks (1997), "Presentation Medium and Spontaneous Imaging Effects on Consumer Memory," *Journal of Consumer Psychology*, 6 (3), pp. 211-231.
- Spence, Mark T. and Merrie Brucks (1997), "The Moderating Effects of Problem Characteristics on Expert Judgment," *Journal of Marketing Research*, 34 (May), pp. 233-247.
- Wallendorf, Melanie and Merrie Brucks (1993), "Introspection in Consumer Research: Implementation and Implications," *Journal of Consumer Research*, 20 (December), pp. 339-359.
- Chinburapa, Vijit, Lon Larson, Merrie Brucks, JoLaine Draugalis, Lyle Bootman, and Christopher Puto (1993), "Physician Prescribing Decisions: The Effects of Situational Involvement and Task Complexity on Information Acquisition and Decision Making," *Social Science and Medicine*, 36 (11), pp. 1473-1482.
- Costley, Carolyn L. and Merrie Brucks (1992), "Selective Recall and Information Use in Consumer Preferences," *Journal of Consumer Research*, 18 (March), pp. 464-474.
- Ozanne, Julie L., Merrie Brucks, and Dhruv Grewal (1992), "A Study of Information Search Behavior during the Categorization of New Products," *Journal of Consumer Research*, 18 (March), pp. 452-463.
- Brucks, Merrie and Paul H. Schurr (1990), "The Effects of Bargainable Attributes and Attribute Range Knowledge on Consumer Choice Processes," *Journal of Consumer Research*, 16 (March), pp. 409-419.
- Brucks, Merrie (1988), "Search Monitor: An Approach for Computer-Controlled Experiments Involving Consumer Information Search," *Journal of Consumer Research*, 15 (June), pp. 117-121.
- Brucks, Merrie, Gary M. Armstrong, and Marvin E. Goldberg (1988), "Children's Use of Cognitive Defenses Against Television Advertising: A Cognitive Response Approach," *Journal of Consumer Research*, 14 (March), pp. 471-482.
- Armstrong, Gary M. and Merrie Brucks (1988), "Dealing with Children's Advertising: Public Policy Issues and Alternatives," *Journal of Public Policy and Marketing*, Vol. VII, pp. 98-113.
- Brucks, Merrie (1985), "The Effects of Product Class Knowledge on Information Search Behavior," *Journal of Consumer Research*, 12 (June), pp. 1-16. Ferber award winner and Finalist for best paper in 1984-86.
- Brucks, Merrie, Andrew A. Mitchell and Richard Staelin (1984), "The Effect of Nutritional Information Disclosure in Advertising: An Information Processing Approach," *Journal of Public Policy and Marketing*, Vol. III, pp. 1-25.

## **Published Invited Speeches**

Brucks, Merrie (2008), "Choices in Consumer Research: Unintended Consequences," Presidential Address, published in Angela Lee and Dilip Soman, eds., *Advances in Consumer Research*, Vol. XXXV, pp. 1-8.

Brucks, Merrie (2006), "De-marketing Tobacco and Alcohol: Why Prevention Efforts Should Target Young Children," *Keynote address*, Korean Academy of Marketing Science, Cheju, South Korea, November 2006. Published in the KAMS conference proceedings.

## **Invited Publications (book chapters, monographs, etc.)**

Brucks, Merrie (2011), "Consumer Knowledge and Pre-Purchase Information Search," invited contribution for the MSI book, *Consumer Insights: Findings from Behavior Research*, edited by Joseph Alba, published by the Marketing Science Institute in 2011.

Snodgrass, Richard T. and Merrie Brucks (2004), "Branding Yourself," *ACM SIGMOD Record*, Volume 33 (June), 117 - 125.

Freeman, Dan and Brucks, Merrie (2002), "Drug, Alcohol, and Tobacco Use Prevention Efforts: Benefits and Challenges of Targeting Young Children" in Flemming Hansen, Jeanette Rasmussen, Anne Martensen, Birgitte Tufte (eds.), *Children, Advertising and Children's Socialization as Consumers*. Copenhagen, Denmark: CBS Press.

Anderson, Helen H. and Merrie Brucks (1994), *Women and the Media*. Phoenix: Arizona Women's Town Hall. Monograph. 287 pages.

Costley, Carolyn L. and Merrie Brucks (1987), "The Roles of Product Knowledge and Age on Children's Responses to Deceptive Advertising", in Paul N. Bloom, ed., *Advances in Marketing and Public Policy*, Vol. 1, Greenwich, CT: JAI Press, pp. 41-63.

## **Refereed (Competitive Papers) Conference Presentations**

Bastos, Wilson and Merrie Brucks (2014), Verbal Sharing: An Explanation for Why Experiences Make Us Happier than Do Objects, Society for Consumer Psychology, Miami, FL, March 2014.

Newman, Kevin and Merrie Brucks (2013), "The influence of Corporate Social Responsibility Efforts on the Moral Behavior of Consumers," Association for Consumer Research, Chicago, IL, October 4, 2013.

Newman, Kevin and Merrie Brucks (2013), "Neuroticism Gone Good: The Restorative Benefits of Environmental Settings," Society for Consumer Psychology, San Antonio, Texas, February, 2013.

Connell, Paul, Merrie Brucks, and Jesper Nielsen (2012), "Exposure to Advertising and Packaging Cues in Early Childhood Leads to Blurred Distinctions between Commercial and Entertainment Media that Persists into Adulthood," Association for Consumer Research, Vancouver, BC, October 6, 2012.

Brucks, Merrie, Paul M. Connell, and Dan Freeman (2010), "Children's Ascribed Motivations for Smoking Learned via Associative Memory," Society for Consumer Psychology, St. Pete's Beach, Florida, February 2010.

- Trump, Rebecca and Merrie Brucks (2009), "Overlap and Dissociation of Mental Representations of Self and Brand," Association for Consumer Research, Pittsburgh, PA, October 2009.
- Xu, Huimin and Merrie Brucks (2009), "Leave Your Mark: Afterlife Belief Strength's Effect on Durability Focus in Creative Consumption," Association for Consumer Research, Pittsburgh, PA, October 2009.
- Connell, Paul, Merrie Brucks, and Jesper Nielsen (2009), "Long-Term Effects of Advertising to Children on Judgment in Adulthood", poster, Society for Personality and Social Psychology, Tampa, FL, February 2009.
- Connell, Paul, Merrie Brucks, and Jesper Nielsen (2009), "Long-Term Effects of Advertising to Children on Judgment in Adulthood", Society for Consumer Psychology, San Diego, CA, February 2009.
- Xu, Huimin and Merrie Brucks (2009), "Are Neurotics Really More Creative? Neuroticism's Interaction with Mortality Salience on Creative Interest," poster, Society for Consumer Psychology, San Diego, CA, February, 2009.
- Trump, Rebecca K. and Merrie Brucks (2009), "Self-Brand Overlap and Dissociation," poster, Society for Consumer Psychology, San Diego, CA, February, 2009.
- Connell, Paul and Merrie Brucks (2008), "The Effects of Fond Childhood Memories of Brands on Adult Judgments of Nutrition-Related Product Attributes," poster, Society for Personality and Social Psychology, Albuquerque, NM, February 2008.
- Das, Samar and Merrie Brucks (1999), "A Structural Model of Brand Equity," Advanced Research Techniques Forum, Santa Fe, NM, June 1999.
- Das, Samar and Merrie Brucks (1999), "The Role of Self-Brand Relationship Schema in Promoting Brand Insularity," in *Proceedings of the Society for Consumer Psychology*, February.
- Schurr, Paul H. and Merrie Brucks (1991), "Deal Search: An Approach for Computer-Controlled Information Processing Experiments Involving Bargainable Attributes," in Rebecca Holman and Michael Solomon, eds., *Advances in Consumer Research*, Vol. XVIII, pp. 591-596.
- Costley, Carolyn L. and Merrie Brucks (1987), "Product Knowledge As An Explanation for Age-related Differences in Children's Cognitive Responses to Advertising," in Melanie Wallendorf and Paul F. Anderson, eds. *Advances in Consumer Research*, Vol. XIV, pp. 288-292.
- Brucks, Merrie (1986), "A Typology of Consumer Knowledge Content," in Richard J. Lutz, ed., *Advances in Consumer Research*, Vol. XIII, pp. 58-63.
- Brucks, Merrie and Paul H. Schurr (1985), "Decision Making and Information Search in Multiple-Opponent Bargaining," in Elizabeth Hirschman and Morris Holbrook, eds., *Advances in Consumer Research*, Vol. XII, pp. 437-442.

## Conference Presentations in “Special Sessions”

- Lane, Kristen and Merrie Brucks (2020), “When Friends Don’t Care About Facts: Affiliation Motivation Drives Untrustworthy Information Sharing,” AMA Winter Educators’ Conference, San Diego, CA, February 2020.
- Lane, Kristen and Merrie Brucks (2018), “A Framework for Information Behavior in a Social Age,” Association for Consumer Research, Dallas, TX, October 2018.
- Cao, Clark, Merrie Brucks, and Martin Reimann (2018), “How Desire for Control Motivates Collectors,” Society for Consumer Psychology, Dallas, TX, February 2018.
- Cao, Clark, Merrie Brucks, and Martin Reimann (2017), “How Desire for Control Drives Collectors to Complete their Collections,” Association for Consumer Research, San Diego CA, October 2017.
- Brucks, Merrie and Paul Connell (2016), “Effects of Childhood Advertising Exposure that Persist into Adulthood,” Triennial Invitational Choice Symposium, Lake Louise, Alberta, Canada, May 15, 2016.
- Bastos, Wilson and Merrie Brucks (2012), “Verbal Sharing: Purchase, Tell Others, and Be Happy,” Association for Consumer Research, Vancouver, BC, October 5, 2012.
- Bastos, Wilson and Merrie Brucks (2012), “Can Purchases Make US Happier? Perhaps, If We Tell Other About Them,” Society for Consumer Psychology, Las Vegas, February 17, 2012.
- Trump, Rebecca and Merrie Brucks (2011), “The Role of Loved Brands in Perpetuating Unhealthy Behavior”, Marketing and Public Policy, Washington DC, June 2-4, 2011.
- Connell, Paul, Merrie Brucks, and Dan Freeman (2011), “You can show them the risk. You can tell them it’s risky. So why don’t they believe you?” presented at the 2011 Academy of Marketing Science World Marketing Congress (WMC), July 19 - July 23 at Reims Management School, Reims, Champagne, France.
- Trump, Rebecca and Merrie Brucks (2011), “The Role of Loved Brands in Perpetuating Unhealthy Behaviors,” AMA Marketing and Public Policy, June 3, Washington, DC.
- Trump, Rebecca and Merrie Brucks (2011), “Self-Brand Overlap, but Not Dissociation?” Society for Consumer Psychology, Atlanta, GA, January 2011.
- Connell, Paul, Merrie Brucks, and Jesper Nielsen, “Exposure to Advertisements in Early Childhood Creates Biases That Persist into Adulthood,” Association for Psychological Science and EACR, in May and June, respectively, of 2010.
- Brucks, Merrie, Paul M. Connell, and Dan Freeman (2009), “Children’s Ascribed Motivations for Smoking Elicited by Projective Questioning,” Association for Consumer Research, Pittsburgh, PA, October 2009.
- Xu, Huimin and Merrie Brucks (2009), “Leave Your Mark: Afterlife Belief Strength’s Effect on Durability Focus in Creative Consumption,” Society for Consumer Psychology, San Diego, February 2009.
- Boland, Wendy, Merrie Brucks, and Jesper Nielsen (2007), “Constructive Preferences for Rejected

- Options: When You Can't Get What You Want", abstract published in *Advances in Consumer Research*, Association for Consumer Research, Orlando, Florida, September 2006.
- Freeman, Dan, Merrie Brucks, Melanie Wallendorf, and Wendy Boland (2006), "Children's Understandings of Cigarette Advertisements: Fostering Brand-Specific Demand vs. Category Growth," in *Proceedings of the Korean Academy of Marketing Science*, Cheju, South Korea, November 2006.
- Brucks, Merrie, Melanie Wallendorf, and Dan Freeman (1998), "The Impact of Advertising on Young Children's Beliefs about Alcohol and Tobacco Use/Users: What's Lurking at the Headwaters," Association for Consumer Research, Montreal, Quebec, October 1998.
- Naylor, Gillian and Merrie Brucks (1998), "How Consumers Determine Value and Satisfaction: A New Look at Inputs and Processes," Association for Consumer Research, Montreal, Quebec, October 1998.
- Das, Samar and Merrie Brucks (1997), "A Theory of Self-Brand Relationship Schema and Its Implications for Brand Equity," Association for Consumer Research, Denver, CO, October 1997.
- Das, Samar and Merrie Brucks (1997), "Consumers' Personal Relationship with Brands: An Important Source of Brand Equity," AMA Summer Educators Conference, Chicago, IL, August 1997.
- Naylor, Gillian and Merrie Brucks (1997), "How Consumers Determine Value and Satisfaction: A Structural Equations Model," Marketing Science Conference, Berkeley, CA, March 1997.
- Brucks, Merrie and Melanie Wallendorf (1995), "Children's Perceptions of Billboard Advertisements for Alcoholic Beverages," Marketing and Public Policy Conference, Atlanta, GA, May 1995.
- Spence, Mark and Merrie Brucks (1994), "The Moderating Effects of Information Search Environment Characteristics on Expert Judgments," Association for Consumer Research, Boston, MA, October 1994.
- Brucks, Merrie (1994), "Decision Making in Ill-Structured Environments," Summer AMA Educators' Conference, San Francisco, CA, August, 1994.
- Brucks, Merrie (1990), "Computer-Controlled Experimentation in Consumer Decision Making and Judgment," in Marvin E. Goldberg, Gerald Gorn, and Richard W. Pollay, eds., *Advances in Consumer Research*, Vol. XVII, pp. 905-909.
- Costley, Carolyn and Merrie Brucks (1994), "Perceptual Processes in Memory: An Investigation of Modality Effects," Society for Consumer Psychology, St. Petersburg, FL, February, 1994.
- Brucks, Merrie (1993), "Crafting Manuscripts for Journals: Viewpoints of Frequent Contributors," Winter AMA Educators' Conference, Newport Beach, CA, February, 1993 (Panel discussion with George John, John Summers and Barton Weitz).
- Brucks, Merrie and Valarie Zeithaml (1992), "Price and Brand Name as Indicators of Quality Dimensions," Invited Speaker, University of Alberta, Edmonton, Alberta, September, 1992.
- Brucks, Merrie (1990), "Search Monitor: A Computer-Controlled Approach for Experimental Research in Decision Making and Judgment," Decision Sciences Conference, San Diego, CA, November, 1990.

- Brucks, Merrie, Dipankar Chakravarti, and Melissa M. Young (1989), "Knowledge of Attribute Meaning and Interattribute Correlations in a Product Category: Effects on Consumer Choice Processes", Marketing Science Conference, Duke University, Durham, North Carolina, March, 1989.
- Brucks, Merrie and Valarie A. Zeithaml (1987), "Price as an Indicator of Quality Dimensions," Association for Consumer Research, Toronto, Ontario, October, 1987.
- Brucks, Merrie and Dipankar Chakravarti (1986), "Knowledge of Interattribute Correlations in a Product Category: Effects on Consumer Choice Processes," Association for Consumer Research, Toronto, Ontario, October, 1986.
- Brucks, Merrie, Marvin E. Goldberg, and Gary M. Armstrong (1986), "Children's Cognitive Responses to Advertising," in Richard J. Lutz, ed., *Advances in Consumer Research*, Vol. XII, pp. 650-654.
- Brucks, Merrie (1984), "An Experimental Methodology to Assess the Influence of Prior Knowledge on Information Search" in Jay D. Lindquist, ed., *Developments in Marketing Science*, Vol. VII, pp. 87-89.
- Lynn, Frances and Merrie Brucks (1984), "Public Programs for Risk Communication," NSF/EPA Workshop on Risk Perception and Risk Communication, Long Beach, California, December, 1984.
- Brucks, Merrie (1984), "The Effects of Product Class Knowledge on Information Search Behavior," Ferber award session, Association for Consumer Research, Washington, D.C., October, 1984.
- Brucks, Merrie and Andrew A. Mitchell (1981), "Knowledge Structures, Production Systems and Decision Strategies," in Kent Monroe, ed., *Advances in Consumer Research*, Vol. VIII, pp. 750-757.

### **Invited Scholarly Presentations: universities and institutes (selected)**

- "Effects of Childhood Advertising Exposure that Persist into Adulthood," Catholic University, Lisbon, Portugal, June 2016.
- "Long Term Effects of Advertising to Children," University of Toronto, June 2012.
- "Researching the Youth Market: Insights on Consumer Research Methods When Society's Messages Are Mixed," Yonsei University, Seoul, S. Korea, November, 2006.
- "Conflicted Product Understandings: Lessons from a U.S. Research Program on Children's Perceptions of Smokers and Cigarette Advertisements"  
Cheju National University, Cheju, S. Korea, November 2006;  
Ewha Women's University, Seoul, S. Korea, November 2006.
- "Children's Perceptions of Advertising for Cigarettes and Alcoholic Beverages in the U.S.," Forum for Advertising Research workshop on "Children's Socialization as Consumers," Copenhagen Business School, Copenhagen, June 2001.
- "Exploring the Psychological Bases for "Brand Strength," Sheth Foundation Winter Marketing Camp, University of Pittsburgh, January 2000.



"The Moderating Effect of Problem Characteristics on Expert Judgment," University of Florida, Gainesville, FL, April, 1994.

"Price as an Indicator of Quality Dimensions for Consumer Durables," Marketing Science Institute, Cambridge, MA, 1988.

"Children's Use of Cognitive Defenses Against Advertising," Norwegian Fund for Marketing and Distribution Research, Oslo, Norway, June, 1986.

### **Technical Report/Project:**

"Search Monitor: A Microcomputer Program for Monitoring Consumer Information Search in Computer Controlled Experiments," (original computer software and 66 page User's guide developed with Eloise C. Neebe), 1988. Distributed by request to over 80 sites.

### **Research Grants:**

Arizona Disease Control Research Commission, 1997-2000 (\$150,000), "The Cumulative Impact of Tobacco Advertising on Young Children's Socialization to Pro-Tobacco Attitudes and Behaviors," with Melanie Wallendorf.

Marketing Science Institute, 1993 (\$9000), "Children's Perceptions of Advertising for Alcoholic Beverages," with Melanie Wallendorf.

University of Arizona Foundation, 1993 (\$3500), "Children's Perceptions of Advertising for Alcoholic Beverages," with Melanie Wallendorf.

IBM Junior Faculty Development Award, University of North Carolina, 1988 (\$3000), "Price as an Indicator of Quality Dimensions".

Marketing Science Institute, 1987-1988 (\$13,200), "Price as an Indicator of Quality Dimensions," with Valarie A. Zeithaml.

University Research Council, University of North Carolina, 1986-87 (\$1500), "Search Monitor: Microcomputer Program for Monitoring Consumer Information Search in Computer-Controlled Experiments."

### **Doctoral Student Supervision:**

#### **Dissertations chaired or co-chaired:**

Kristen Lane (2020), *A Framework for Information Behavior in the Digital World*.

C. Clark Cao (2019), *Collect to Control: How Desire for Control Motivates Systematic Acquisition Behavior in Collecting*.

Kevin Newman (2014), *The Impact of Corporate Social Responsibility Efforts on the Moral Effects of Consumers*.

Wilson Bastos (2013), *Can Purchases Make Us Happier? Perhaps, If We Tell Others About Them*."

Rebecca K. Trump (2010), *Self-Brand Overlap and Dissociation*.

Paul Connell (2008), *Perspectives on Childhood Consumption Memories*. (Co-chair). Honorable Mention for the Ferber Award, 2016.

Wendy Boland (2008), *Predicting the Fickle Buyer with the Attribute Carryover Effect*.

Huimin Xu (2006), *I Won't Live On, So I Create: Mortality Salience and Belief in Afterlife's Impact On Creation-Oriented Consumption*.

Dan Freeman (2001), *Unintended Socializing Consequences: A Developmental Approach to the Processing of Social Information in Advertising*. Winner of 1997 ACR Sheth Foundation Dissertation Proposal Competition.

Gayathri Mani (1999), *"Smells and multimodal learning: The role of congruency in the processing of olfactory, visual and verbal elements of product offerings*. (Co-chair)

Samar K. Das (1998), *A Theory of Self-Brand Relationship Schema and its Implications for Brand Strength and Brand Equity*.

Gillian Naylor (1996), *Creating Customer Satisfaction: A New Look at Inputs and Processes*.

Mark T. Spence (1993), *The Moderating Effect of Problem Characteristics on the Expertise-Decision Making Link*.

Carolyn L. Costley (1988), *Memory and Selective Information Use in Consumer Choice*. Recipient of Richard D. Irwin Fellowship, 1987. Finalist for Robert Ferber Award, 1992.

Sharon Polansky (1987), *An Information Processing Analysis of the Effects of Product Class Knowledge on Newspaper Consumer Behavior*. (Co-chair with Journalism school).

Julie L. Ozanne (1985), *The Influence of Perceived Discrepancy and Mood on Search Behavior*.

### **Dissertation Committees:**

John Yi (2020), *When do Personalized Products and Services Backfire?*

Ruoh-Nan (Terry) Yan (2005), *Waiting in Service Environments: Investigating the Role of Predicted Values, Wait Disconfirmation, and Providers' Actions in Consumers' Service Evaluations*. Department of Retailing and Consumer Sciences.

Sulabha Ramachandran (2005), *Equivalence of Paper and a Touch Screen Version of the EQ-5D Visual Analog Scale (EQ\_VAS)*. Department of Pharmacy Practice and Science.

Kittichai (Tu) Watchavesringkan (2004), *A Hierarchical Model of Values, Price Perception, Ongoing Search and Purchase Behaviors: A Cross-Cultural Comparison*. Department of Retailing and Consumer Sciences.

Patricia Warrington (2002), *The Effects of Quality, Value and Satisfaction on Online Shopping Loyalty Intentions*. Department of Retailing and Consumer Sciences.

Dudley Blossom (2001), *Theoretical, Methodological and Analytical Methods for Exploring Emotional Episodes: Applications to Consumption Emotions and Emotional Satisfaction*.

Stewart Shapiro (1993), *Pre-Attentive Processing: Effects of Unattended Information on Consideration Sets*.

Vijit Chinburapa (1991), *Physician Prescribing Decisions: The Effects of Situational Involvement and Task Complexity on Information Acquisition and Decision-Making*. College of Pharmacy.

Andrew Rosman (1988), *The Effect of Learning Environments on the Use of Accounting Information by Different Types of Lenders*.

Minette E. Drumwright (1986), *The Effects of Prior Beliefs and Time Pressure on Co-Variation Assessments for a Consumer Service*.

Jane Landwehr (1986), *A Two-Stage Model of Brand Choice*.

Greg Lessne (1983), *Inoculation Theory and Resistance to Persuasion in Marketing*.

## SERVICE ACTIVITIES: PROFESSIONAL

### **Elected Offices held in Professional Association:**

President, Association for Consumer Research, 2007.  
Treasurer, Association for Consumer Research, 1993.

### **Editorial Positions:**

Associate Editor, *Journal of Consumer Research*, 1999-2002.  
Associate Editor, *Journal of Global Academy of Marketing Science*, 2009-2014.

### **Editorial Review Boards:**

*Journal of Consumer Psychology*, 2008-2014.  
*Journal of Consumer Research*, 1991- 2005.  
*Journal of Marketing*, 1990-1999.  
*Korean Academy of Marketing Science*, 2007-2009.

### **Conference Chaired:**

Association for Consumer Research, Tucson, Arizona, October 10-13, 1996, (co-chair).

### **Conference Program Committees:**

Association for Consumer Research, 1988, 1989, 1993, 1995, 2012, 2013.  
Association for Consumer Research Asia-Pacific Conference, 2008-9.  
Global Marketing Conference in Shanghai, Special Sessions Chair, 2008.  
Association for Consumer Research, European conference, 1999.  
American Association for Public Opinion Research, 1987.

### **Reviewer for:**

#### Journals and scholarly books:

*Journal of Marketing Research*, *Journal of Public Policy and Marketing*, *Journal of Applied Psychology*, *Marketing Science*, *Management Science*, *Organization Science*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Advertising*, *Psychology and Marketing*, *Marketing Letters*, *Basic and Applied Social Psychology*, *Journal of Business Research*, *Research in Consumer Behavior*, *Advances in Marketing and Public Policy*, *Review of Marketing*, and others.

#### Conferences:

Association for Consumer Research, Society for Consumer Psychology, Marketing and Public Policy, American Marketing Association, (Summer and Winter Educators'), Academy of Marketing Science, and others.

#### Research Competitions and Granting Organizations:

C.W. Park Young Scholar Award for the *Journal of Consumer Psychology* (chair), American Marketing Association Dissertation Competitions, Society for Consumer Psychology Dissertation Proposal Awards, Marketing Science Institute Research Proposals, Marketing Science Institute Clayton Dissertation Proposal Awards, Social Sciences and Humanities Research Council of Canada, Israel Science Foundation, Netherlands Organisation for Scientific Research.

## SERVICE ACTIVITIES: UNIVERSITY OF ARIZONA AND COMMUNITY

### Department

Performance Evaluation Committee, 1991-2009, 2012-14, 2016-2019  
Promotion and Tenure Committee, 1990- 92, 1994-97, 2000-03, 2008, 2010, 2014-17, 2019  
Research Committee, 2010-2019.  
Recruiting Committee Chair, 2002-06, 2010, 2014. Member 2006-07.  
Recruiting Chair for endowed Munsinger Chair, 2018.  
Director of Doctoral Studies, 2000-2003. Doctoral Program Committee, 2008-09.  
Various ad hoc committees and task forces, 1989-2019.

### College

Chair of Eller Faculty, 2016-2018.  
Vice-Chair of Eller Faculty, 2014-16.  
College Advisory Committee, Member 1996-8, 2001-02, 2012-18  
Dean Search Advisory Committee, 2015.  
IRB exempt reviewer for Eller, 2011-2019.  
Faculty Status Committee (Promotions and Tenure), 1998-2001, 2004-08, 2012-14, 2018.  
Undergraduate Curriculum Committee 1990-91, 2013-14.  
Department Head Search Committee, Marketing, 1996, 2002-03.  
Graduate and Professional Programs Committee, 1994-95.  
Committee to Redesign the Undergraduate Program, 1994-95.

### University

Institutional Review Board, 2011-2019.  
Academic Performance Review, Norton School of Family and Consumer Sciences, 2005.  
Administrative Review of Dean, 2001-02.  
University Marketing Team and Marketing Planning sub-committee, 2000-02.  
Committee on Graduate Studies, 1991-99.  
Faculty Advisor to the U of Arizona Ad Club, 1994-95.  
Steering Committee for United Way, 1992.

### Community

Board of Directors, The Brewster Center for Domestic Violence Services (1998-2000).

## TEACHING EXPERIENCE

### **Undergraduate Business Courses:**

Marketing, Law, and Society  
Consumer Behavior  
Advertising and Promotions Management  
Marketing Research  
Marketing and Entrepreneurship (2 semester sequence)  
Principles of Marketing

### **Master of Business Administration Courses:**

Marketing Research  
Marketing and Social Responsibility  
Buyer Behavior  
Communications Management  
Marketing and Entrepreneurship (2 semester sequence)

### **Doctoral Courses:**

Consumer Psychology  
Consumer Information Processing  
Marketing Theory  
Experimental Design  
Introductory Doctoral Seminar in Marketing

### **Teaching Awards:**

Eller Student Council Certificate of Appreciation, Fall 2002, Spring 2007.