

CALEB WARREN CURRICULUM VITA

Eller College of Management
University of Arizona
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Tucson, AZ 85721

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POSITIONS

Eller College of Management, University of Arizona

Susan and Philip Hagenah Associate Professor of Marketing, May 2021 –
Associate Professor in the Marketing Department, May 2019 – May 2021
Assistant Professor in the Marketing Department, July 2016 – May 2019

Mays Business School, Texas A&M University

Assistant Professor in the Marketing Department, August 2013 – June 2016

Bocconi University

Assistant Professor in the Marketing Department, September 2010-July 2013

EDUCATION

Leeds School of Business, University of Colorado, Boulder

PhD in Marketing, May 2010
Advisor: Margaret C. Campbell

Goizueta Business School, Emory University

Bachelor of Business Administration, May 2004
Concentration in Marketing

AWARDS, GRANTS, & HONORS

Research Awards

Winner of the Ferber Award, *Journal of Consumer Research*, 2014.
Finalist for the Best Article Award, *Journal of Consumer Research*, 2014.
Finalist for the Hunt-Maynard award, *Journal of Marketing*, 2019.
Department of Marketing Research Excellence Award, 2021

Outstanding Reviewer Award:

Journal of Consumer Research (2018)
Journal of Marketing (2021)

Marketing Science Institute Grants:

"Humorous Complaining," January 2011 (w/ A. P. McGraw & C. Kan).
"On the Relationship Between Humor and Brand Attitude," July 2010 (w/ A. P. McGraw).

Outstanding Marketing Instructor (Eller Award), 2021

AMA-Sheth Doctoral Consortium Fellow, Atlanta, GA, June 2009

RESEARCH

PEER-REVIEWED PUBLICATIONS

Warren, N., Farmer, M., Gu, T., & **Warren, C.** 2021. Marketing Ideas: How to Write Research Articles that Readers Understand and Cite. *Journal of Marketing*, 85, 42-57.
(Equal authorship)

Milkman, K., et al., 2021. A Mega-Study of Text-Based Nudges Encouraging Patients to Get Vaccinated at an Upcoming Doctor's Appointment. *Proceedings of the National Academy of Sciences*, 118 (20), e2101165118.

Warren, C., Barsky, A. & McGraw, A.P. 2021. What Makes Things Funny? An Integrative Review of the Antecedents of Laughter and Amusement. *Personality and Social Psychology Review*, 25, 41-65.

Pezzuti, T., Leonhardt, J.M., & **Warren, C.** 2021. Certainty in Language Increases Consumer Engagement on Social Media. *Journal of Interactive Marketing*, 53, 32-46.

Warren, C. & Reimann, M. 2019. Crazy-Funny-Cool Theory: Divergent Reactions to Unusual Product Designs. *Journal of the Association for Consumer Research*, 4, 409-421.
(Equal authorship)

Warren, C., Batra, R., Loureiro, S., Bagozzi, R. 2019. Brand Coolness. *Journal of Marketing*, 83, 36-56. (First two authors equal contribution)
*Finalist for Hunt-Maynard Award for article with largest contribution to theory

Warren, C., Carter, E. P. & McGraw, A. P. 2019. Being Funny is Not Enough: The Influence of Perceived Humor and Negative Emotional Reactions on Brand Attitudes. *International Journal of Advertising*, 38, 1025-1045.

Warren, C. & Mohr, G. S. 2019. Ironic Consumption. *Journal of Consumer Research*, 46, 246-266.

Warren, C. Barsky, A. & McGraw, A.P. 2018. Humor, Comedy, and Consumer Behavior. *Journal of Consumer Research*, 45, 529-552.

Warren, C. Pezzuti, T. & Koley S. 2018. Is Being Emotionally Inexpressive Cool? *Journal of Consumer Psychology*, 28, 560-577.

Warren, C. & McGraw, A.P. 2016. When Do Humorous Marketing Communications Hurt Brands? *Journal of Marketing Behavior*, 2, 39-67.

Warren, C. & McGraw, A.P. 2016. Differentiating What Is Humorous from What Is Not. *Journal of Personality and Social Psychology*, 110, 407-430.

Warren, C. & McGraw, A.P. 2015. Opinion: What Makes Things Humorous. *Proceedings of the National Academy of Sciences*, 112, 7105-6.

PEER-REVIEWED PUBLICATIONS (cont.)

- Campbell, M.C. & **Warren, C.** 2015. Goal Monitoring: When One Step Forward Seems Larger Than One Step Back. *Journal of Consumer Research*, 41, 1316-31. (Equal authorship)
- McGraw, A. P., **Warren, C.**, & Kan, C. 2015. Humorous Complaining. *Journal of Consumer Research*, 41, 1153-71.
- Bauman, C.W., McGraw, A.P., Bartels, D. & **Warren, C.** 2014. Revisiting External Validity: Concerns about Trolley Problems and Other Sacrificial Dilemmas in Moral Psychology. *Social and Personality Psychology Compass*, 8/9, 536-54.
- Warren, C.** & Campbell, M. C. 2014. What Makes Things Cool? How Autonomy Influences Perceptions of Coolness. *Journal of Consumer Research*. 41, 543-563.
*Winner of the Robert Ferber Award and finalist for the Best Article Award
- McGraw, A.P., Williams, L.E., & **Warren, C.** 2014. The Rise and Fall of Humor: Psychological Distance Modulates Humorous Responses to Tragedy. *Social Psychological and Personality Science*, 5, 566-572.
- McGraw, A.P., **Warren, C.**, Williams, L.E., & Leonard, B. 2012. Too Close for Comfort or Too Far to Care? Finding Humor in Distant Tragedies and Close Mishaps. *Psychological Science*, 23, 1215-1223.
- Campbell, M.C. & **Warren, C.** 2012. A Risk of Meaning Transfer: Are Negative Associations More Likely to Transfer than Positive Associations. *Social Influence*, 7, 172-92.
(Equal authorship)
- Warren, C.**, McGraw, A.P., Van Boven, L. 2011. Values and Preferences: Defining Preference Construction. *Wiley Interdisciplinary Reviews: Cognitive Science*, 2, 193-205.
- McGraw, A. P. & **Warren, C.** 2010. Benign Violations: Making Immoral Behavior Funny. *Psychological Science*, 21, 1141-1149. (Equal authorship)

BOOK CHAPTERS

- Warren, C.** & McGraw, A.P. 2014. Appreciation of Humor. *The Encyclopedia of Humor Studies*. Salvatore Attardo ed. Sage Publications, 52-55.
- McGraw, A.P. & **Warren, C.** 2014. The Benign Violation Theory of Humor. *The Encyclopedia of Humor Studies*. Salvatore Attardo ed. Sage Publications, 75-77.
- McGraw, A.P., Williams, L.E. & **Warren, C.** 2014. Psychological Distance. *The Encyclopedia of Humor Studies*. Salvatore Attardo ed. Sage Publications, 602-604.

WORKING PAPERS / SELECTED WORKS IN PROGRESS

Hodges, B., Estes, Z., & Warren, C. Intel Inside: A Psycholinguistic Perspective on the Properties of Effective Brand Slogans.

Koley, S. Warren, C., & Ramanathan, S. When Does Anxiety Increase Attempts to Spend Time and Money Efficiently?

Milkman et al. A 680,000-Person Megastudy of Nudges to Encourage Vaccination in Pharmacies.

Farmer, M., & Warren C. Measuring Nostalgia.

Pezzuti, T. & Warren, C. What Makes People Cool?

Yi, J., Warren, C., & Berger, J. When Does Comedy Make Consumers More Likely to Share Content?

Yi, J. & Warren, C. When Personalization Backfires.

Anthony, C., Warren, C. & McGraw, A. P. Humorous Deception.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Conceptualizing and Measuring Integral Nostalgia. Competitive Paper at the Society for Consumer Psychology Conference: Huntington Beach, CA. March 2020.

Ironic Consumption. Competitive Paper at the Association for Consumer Research Conference: San Diego, CA. October 2017.

Ironic Consumption. Competitive Paper at the Society for Consumer Psychology Conference: St. Pete Beach, FL. February 2016.

Beyond Funny Ads: Empirical and Theoretical Insights into Humorous Consumption and Marketing. Presentation as part of a special session at the Association for Consumer Research Conference: Baltimore, MD. October 2014.

Does One Step Forward Seem Larger Than One Step Back? Evidence of a Progress Illusion in Goal Monitoring. Competitive Paper at the European Marketing Academy Conference: Valencia, Spain. June 2014.

Is Concealing Emotional Expression Cool? Presentation as part of a special session at the Society for Consumer Psychology Conference: Miami, FL. March 2014.

Humorous Consumption. Competitive Paper at the Association for Consumer Research Conference: Chicago, IL. October 2013.

PEER-REVIEWED CONFERENCE PRESENTATIONS (cont.)

Does One Step Forward Seem Larger Than One Step Back? Initial Evidence of a Positive Bias in Goal Monitoring. Competitive Paper at the European Association for Consumer Research Conference: Barcelona, Spain. July 2013.

What Makes Things Cool? The Role of Bounded Autonomy. Competitive paper at the European Marketing Academy Conference: Istanbul, Turkey. June 2013.

What Makes Things Cool? The Role of Bounded Autonomy. Competitive paper at the LaLonde Marketing Communications and Consumer Behavior Conference: La Londe les Maures. May 2013.

Goal Monitoring: When One Step Forward Seems Larger Than One Step Back. Competitive Paper at the Society for Consumer Research Conference: Florence, Italy. June 2012.

Goal Monitoring: When One Step Forward Seems Larger Than One Step Back. Presentation as part of a special session at the Association for Consumer Research Conference: St. Louis, MO. October 2011.

When Humorous Marketing Backfires: Uncovering the Relationship Between Humor, Negative Affect, and Brand Attitude. Competitive paper at the Association for Consumer Research Conference: St. Louis, MO. October 2011.

Humorous Consumer Complaining. Working paper presentation at the Association for Consumer Research Conference: St. Louis, MO. October 2011.

That Sucks – You Need to See It! Why and When Violations Go Viral. Working paper presentation at the Association for Consumer Research Conference: St. Louis, MO. October 2011.

Benign Marketing Violations: How and When Humorous Marketing Hurts Brands. Presentation at the International Society for Humor Studies Conference in Boston, MA. July 2011.

What Makes Things Funny?... And Why Is It Important to Behavioral Decision Theory? Presentation at the International Conference on Behavioral Decision Making at the Interdisciplinary Center (IDC) Herzliya, Israel. June 2011.

What Makes Things Cool? How Autonomy Influences Perceptions of Coolness. Competitive paper at the Association for Consumer Research Conference: Jacksonville, FL. October 2010.

Make a Funny: Humor Production and the Benign Violation Theory. Working paper presentation at the Association for Consumer Research Conference: Jacksonville, FL. October 2010.

Wrong but Funny: Moral Violations Can Elicit Mixed Emotions. Competitive paper presentation at the Society for Consumer Psychology Winter Conference: San Diego, CA. February 2009.

Wrong but Funny: The Absurdity of Moral Violations. Working paper presentation at the Society for Judgment and Decision Making Conference; Chicago, IL. November 2008.

PEER-REVIEWED CONFERENCE PRESENTATIONS (cont.)

Product Meaning and Consumer Creativity. Working paper presentation at the Association for Consumer Research Conference; San Francisco, CA. October 2008.

Transferring Meaning from Cultural Entities to Brands. Working paper presentation at the Association for Consumer Research Conference; Memphis, TN. October 2007.

INVITED TALKS

What Makes People, Products, and Brands Cool?

Marketing Area, McIntire School of Commerce, University of Virginia, Nov 2021.

Marketing Group, Nova University Lisbon, Feb 2021.

What Are the Ingredients of a Good Joke? Identifying a Recipe for Successful Humor Production.

School of Business, University of San Diego, San Diego, CA, Feb 2020

Marketing Department, University of Michigan, Ann Arbor, MI, March 2019

Ironic Consumption

Marketing Department, University of Oregon, Eugene, OR, May 2018

Consumer Behavior Research Camp, University of Cincinnati, OH; April 2018

UA/ASU Research Symposium, University of Arizona, Tucson, AZ; April 2017

Shansby Research Seminar Series, University of California, Berkeley, CA; January 2017

Is Being Emotionally Inexpressive Cool?

Marketing Department, University of Texas, Austin, TX; April 2016.

College of Business, Stony Brook University; Stony Brook, NY; May 2015.

Empirically Testing What Makes Things Cool.

Social Psychology Department, University of Arizona, Tucson, AZ; April 2017

Fred Rhodewalt Social Psychology Winter Conference; Park City, UT; January 2017.

Marketing Department, San Diego State University, San Diego, CA; October 2015.

Marketing Department, University of Arizona, Tucson, AZ; October 2015.

Marketing Department, Indiana University; Bloomington, IN; September 2015.

Marketing Department, University of Texas, San Antonio; March 2014.

Goal Monitoring: Does One Step Forward Seem Larger Than One Step Back?

Social Psychology Winter Conference; Park City, UT; January 2014

How Humor Attempts Influence Brand Attitude.

Institute for Marketing Management, Vienna University; Vienna, Austria; January 2013.

Fred Rhodewalt Social Psychology Winter Conference; Park City, UT; January 2013.

Humorous Consumption.

Marketing Department, University of New Mexico, Albuquerque, NM; November 2012

Marketing Department, American University, Washington D.C.; October 2012

Marketing Department, Texas A&M University, College Station, TX; October 2012

INVITED TALKS (cont.)

Understanding Humor in Marketing and Consumption.

Università della Svizzera Italiana, Lugano, Switzerland; October 2012

What Makes Things Cool? How Autonomy Influences Perceptions of Coolness.

Marketing Department, Erasmus University. Rotterdam, Netherlands; June 2012.

What Makes Things Funny? Initial Evidence for a Benign Violation Theory of Humor.

Social Psychology Winter Conference; Park City, UT; January 2012.

Psychology Department, University of Warwick, Coventry, UK; October 2011.

What Makes Things Cool and Why Marketers Should Care.

Management Department, Bocconi University. Milan, Italy; December 2009.

Values and Preferences: Defining Preference Construction.

Social Psychology Department, University of Colorado. Boulder, CO; November 2009.

Wrong but Funny: Moral Violations Can Elicit Mixed Emotions.

University of Houston Doctoral Symposium. Houston, TX; April 2009.

TEDX TALKS

What Makes Things Cool, TedX U of A, Tucson, AZ, February 2018.

What Makes Things Funny: Insight from a Dead Chicken, TedX Bocconi, Milan, Italy, February 2015.

TEACHING

TEACHING INTERESTS

Consumer Behavior
Digital Marketing

Branding/Brand Management
Marketing Research

Advertising/IMC
Writing

TEACHING EXPERIENCE

University of Arizona

Digital Marketing (Undergraduate course, Fall 2016 –)
Digital Marketing (MBA/Masters course, Fall 2019 –)
Writing Research (PhD seminar, Fall 2020 –)
Consumer Psychology (PhD seminar, Fall 2021 –)
Consumer Behavior (Undergraduate course, Fall 2016 – Fall 2021)

Texas A&M University

Consumer Behavior (Undergraduate course, Fall 2013 – Spring 2016)
Understanding Consumer Behavior (Masters course, Fall 2013 – Fall 2014)

Bocconi University

Consumer Behavior (PhD Seminar, Fall 2012)
Understanding Consumer Behavior (Masters course, Fall 2012)
Introduction to e-Marketing and e-Commerce (Undergraduate course, Fall 2011- Fall 2012)
Product Management (Undergraduate course, Fall 2011- Fall 2012)
Strategic Marketing and Marketing Plan (Masters course, Fall 2011)

University of Colorado, Boulder

Buyer Behavior (Undergraduate course, Fall 2006 – Fall 2008)

ACADEMIC ADVISING

PhD Advisor (*Co-advisor)

*Matthew Farmer, University of Arizona, Summer 2021
John Yi, University of Arizona, Spring 2020
*Shruti Koley, Texas A&M University, Spring 2018

Dissertation Committee

Pureum Kim, University of Arizona, Spring 2023 (expected)
Julie Schiro, University of Colorado, Spring 2016
Lane Wakefield, Texas A&M University, Spring 2016

ACADEMIC ADVISING (cont.)

Masters Thesis Advisor

Sara Simondi, Bocconi University, December 2013
Tiziano di Russo, Bocconi University, March 2013
Diana Raimondi, Bocconi University, March 2013
Maria Elisa Kaserer, Bocconi University, March 2013
Tzvetelina Vladova, Bocconi University, March 2013
Borislava Kostova, Bocconi University, October 2012
Xinlu Liu, Bocconi University, October 2012
Wenshuo Hua, Bocconi University, July 2012
Elena Gasan, Bocconi University, March 2012
Danny Buccilli, Bocconi University, March 2012
Mira Todorova, Bocconi University, March 2012

Undergraduate Thesis Advisor

Ciara Traynor, University of Arizona, May 2018
Anastasia Tsoupidi, Bocconi University, March 2014
Alessandra Padovani, Bocconi University, March 2014
Caecilie Nielson, Bocconi University, October 2013
Yasmin Steinle, Bocconi University, October 2013
Aleksandra Mladenovic, Bocconi University, October 2013
Srdjan Radosavljevic, Bocconi University, June 2013
Federico Fossati, Bocconi University, March 2013
Gianna Lengyel, Bocconi University, October 2012
Giuditta Gallo, Bocconi University, October 2012
Nora Thommessen, Bocconi University, October 2012
Ceylin Tasa, Bocconi University, October 2012
Marco Prestini, Bocconi University, October 2012
Nikola Babic, Bocconi University, October 2012
Andreja Miletic, Bocconi University, October 2012
Diletta Masperi, Bocconi University, October 2012
Alexander Menagarishvili, Bocconi University, October 2012
Iva Shamalanova, Bocconi University, July 2012
Andrea Muttoni, Bocconi University, July 2012
Antonio Alagna, Bocconi University, July 2012

SERVICE

AREA EDITOR / REVIEWER

Journal of Marketing (Associate Editor)	
International Journal of Research in Marketing (Area Editor)	
Journal of Consumer Research (Editorial Review Board)	
Journal of Consumer Psychology (Editorial Review Board)	
Journal of Marketing Research	
Journal of the Academy of Marketing Science	
Journal of Interactive Marketing	
Marketing Letters	
Psychological Science	
Journal of Personality and Social Psychology	
Organizational Behavior and Human Decision Processes	
Organization Science	
Cognition	Journal of Social Psychology
Journal of Experimental Psychology: General	Organization Science
Journal of Experimental Social Psychology	Emotion Review
Social Psychological and Personality Science	AMS Review
Personality and Social Psychology Compass	International Journal of Advertising
Social Influence	Journal of Brand Strategy
Cognitive Science	Urban Studies
Journal of Individual Differences	Social Media and Society
Social Problems	NSF
Qualitative Market Research	

SERVICE TO THE FIELD

Association for Consumer Research
 Co-chair of the Knowledge Forums at the 2020 Paris conference
 Program Committee (2017, 2019-2021)
 Nomination Committee (2018)
 Society for Consumer Psychology, Program Committee (2019-2021)

SERVICE TO THE UNIVERSITY

PhD Committee (Marketing Department, UArizona & Texas A&M, Fall 2013-)
 Hiring Committee Chair (Spring 2021, Fall 2021)
 Faculty Evaluation Committee (Fall 2020-)
 Promotion & Tenure Committee (Fall 2020-)
 Research Committee (Marketing Department, UArizona, 2020)
 Chair of Payne Research Symposium (UArizona, January 2018)
 Coordinator of Consumer Psychology Reading Group (UArizona)
 Co-founder and coordinator of the Consumer Behavior Research Lunch (Texas A&M)