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Professor Wood's research focuses on consumer response to change and innovation. Recent projects have investigated how to improve consumer learning of new product information, how emotional reactions to new innovations color adoption, how consumers in flux embrace change, and how consumers deal with complex medical/pharmaceutical innovations. Her work has appeared in *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, and *Journal of Retailing*.

She was a co-recipient of the 1997 H. Paul Root Award for the article published in *Journal of Marketing* that "made the most significant contribution to the advancement of marketing practice" and, and in 2001, won the Moore School's Alfred G. Smith award, the school's top teaching award. Dr. Wood was the [2007 winner of the Mungo Undergraduate Teaching Award](#), the university's top undergraduate teaching honor.

Dr. Wood serves as the Director for USC's Center for Neuroeconomic Research. This Web site can be visited at: www.neuroeconomicresearch.org.

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